

# VISUAL DESIGN

This document is referred in the Grading Criteria (rubrics) and contains industry standard best practice.

You are highly encouraged to follow these practices and incorporate them in the assessments in order to produce high quality work and achieve competency or higher grades in this course.

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## When creating visual designs for a web project at Yoobee School of Design, you should:

- Create a clear visual hierarchy
- Define functional regions of a page
- Group page elements that are related so you can see structure in the content
- Keep a consistent design approach to build rhythm and unity
- Remember contrast, repetition, alignment and proximity (C.R.A.P)
- Be details-focused with high fidelity mock-ups using a “pixel-perfect” approach
- Use images that create a mood
- Consider building page elements around imagery
- Take advantage of the psychological impact of color in design and consider appropriate colour combinations
- Use a variation of design techniques (such as layout options, patterns, textures, etc) if your design is too one-dimensional