

Alignment

It is a position of shapes in or throughout line.



Colour

Choosing the correct colour for what something is makes it more effective.



Shape

Is the shape of the element used in contrast to other ideas.



Orientation

It is the position the shape is in after being rotated



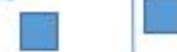
Size

The size of an element not only shows variety but ranges between power and independency.



Position

The position of where something is all depends on the border of composition and where other elements are placed.



Contrast

It can have contrasts in colour, size, shape and orientation.



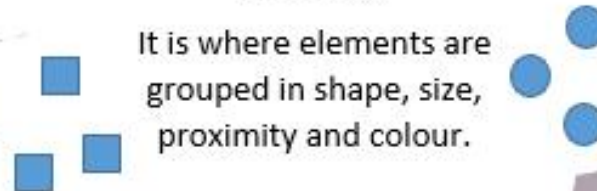
Sequence

A sequence in elements need alignment and proximity also, somewhere to split the sequence.



Grouping

It is where elements are grouped in shape, size, proximity and colour.



Hierarchy

It is used to draw in attention for the more important elements. Whether it's bigger or similar looking to everything else.



Proximity

Proximity is the position of the elements in a scattered position. No alignment.



These *Graphic Design Variables* are involved in almost everything we see. For example:

The use of a decorative font makes the title stand out. This is an example of hierarchy.



The mixture of triangles show contrast, orientation and shape.

The blend of specific colours in a particular order gives it a nicer approach.

Composition

