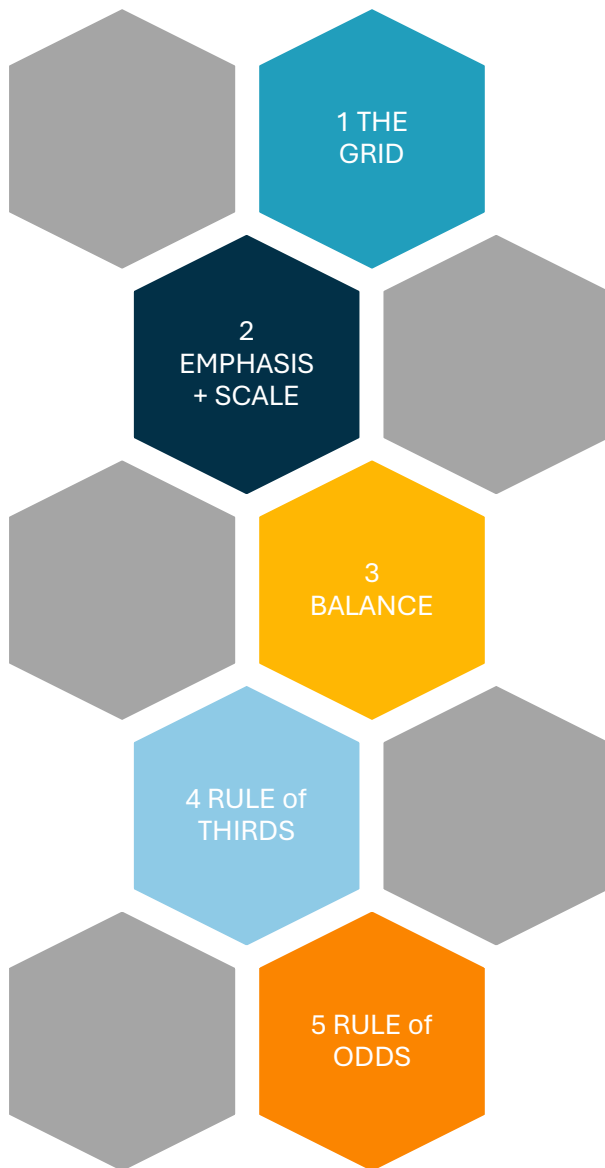


# 5 Rules of Design Composition and Layout



1. **Grids** are necessary to give order to placement of objects
2. **Emphasis & Scale** - creates a focal point
  - The eye needs to rest on something first and grab attention
  - Emphasis is couched in a message
3. **Balance** - creates harmony
  - visual appeal
  - consider white space
4. **Rule of Thirds** - 3 Rows or 3 COLUMNS or combination
5. **Rule of Odds**- odd no of elements