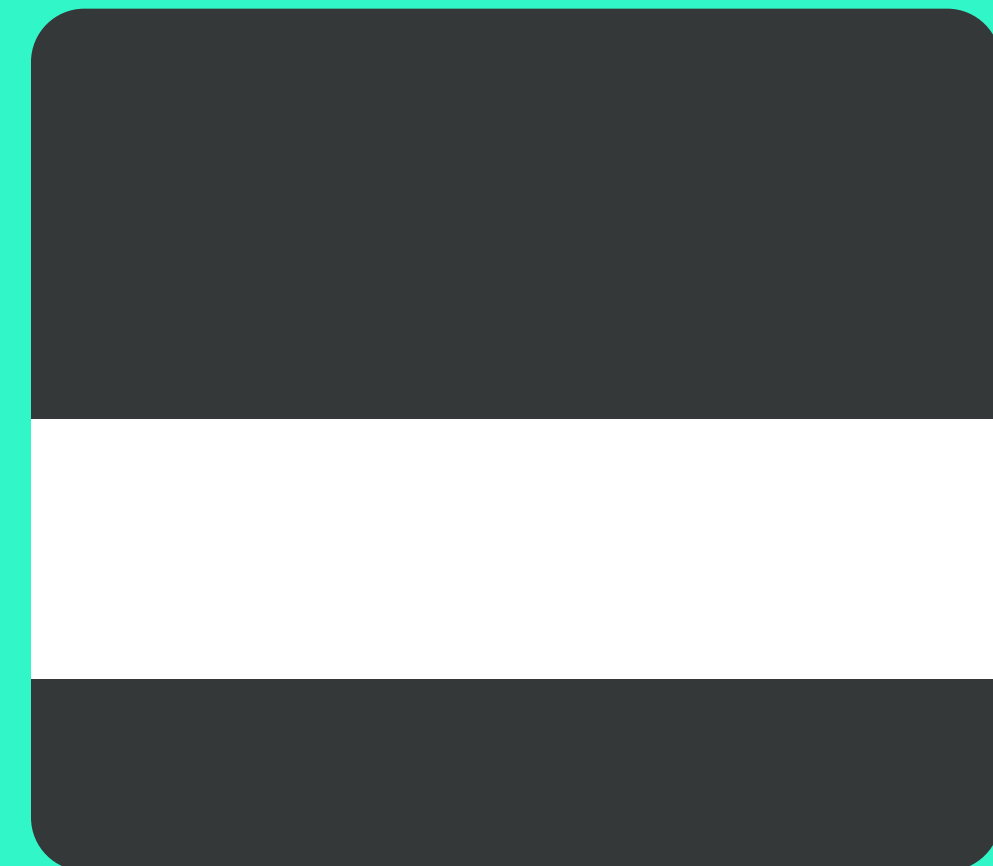
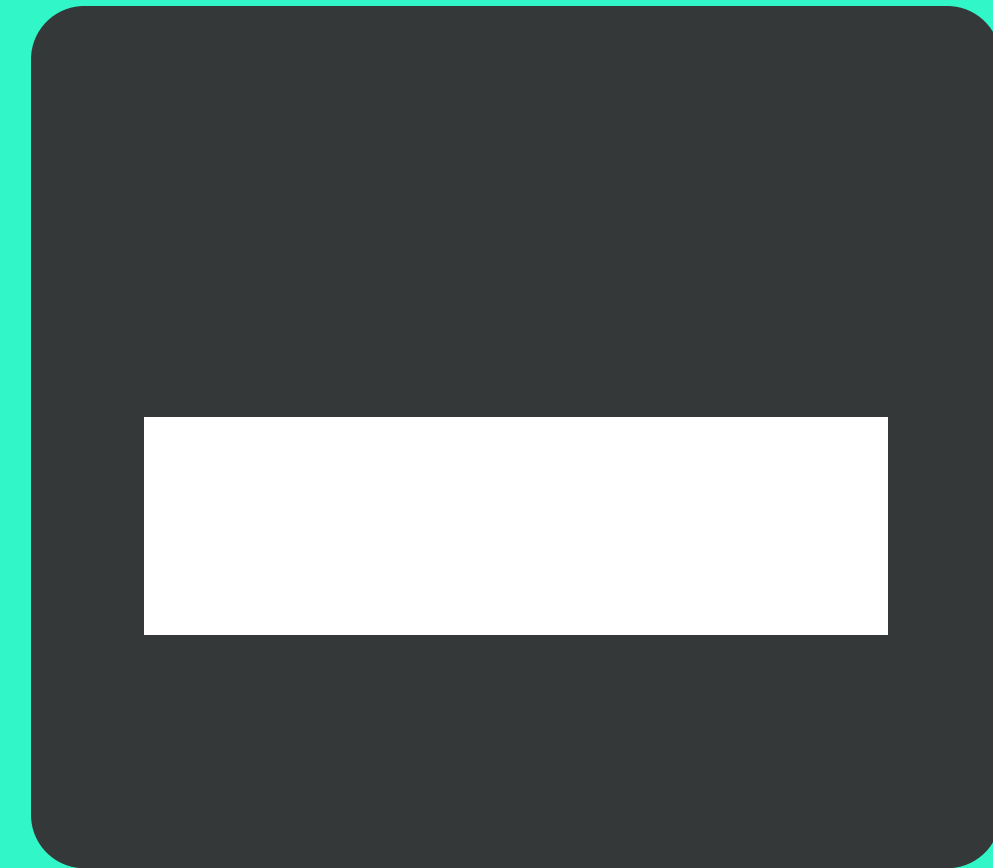


Unfold Design Principles

The Frame Principle

01/08

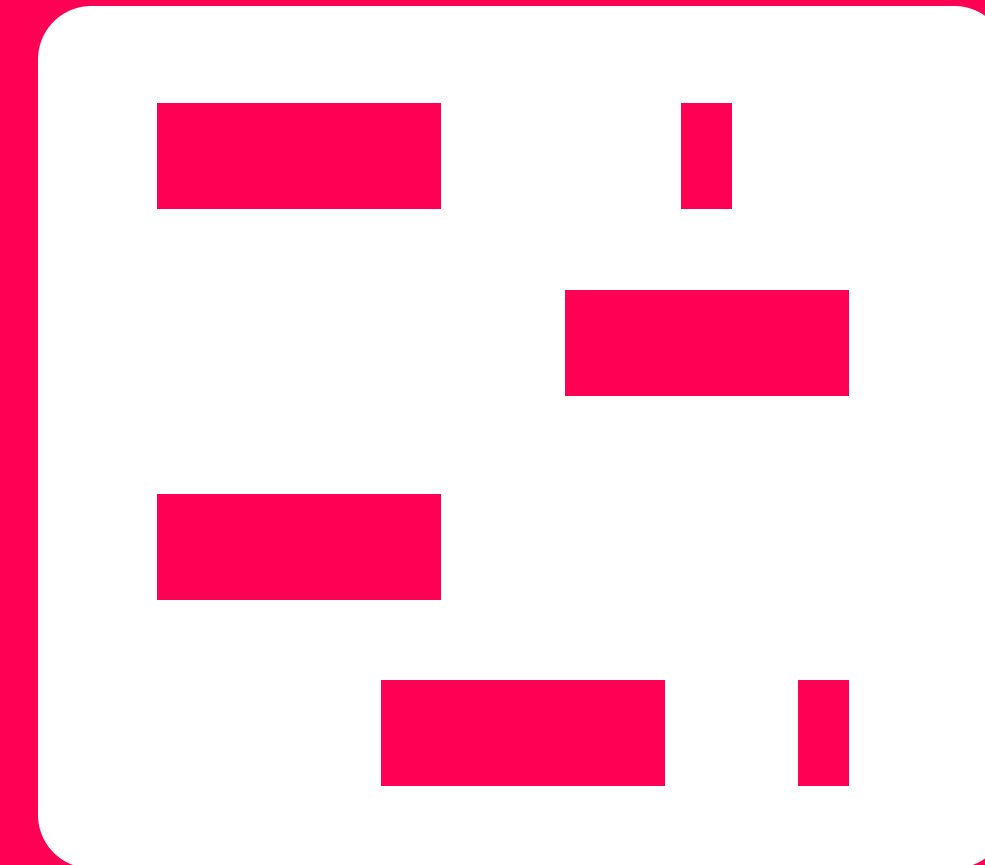
Large Elements on a page should fill the entire frame, and not leave any gap open in so avoiding the “Incomplete” designfallacy.



The Hidden Grid Principle

02/08

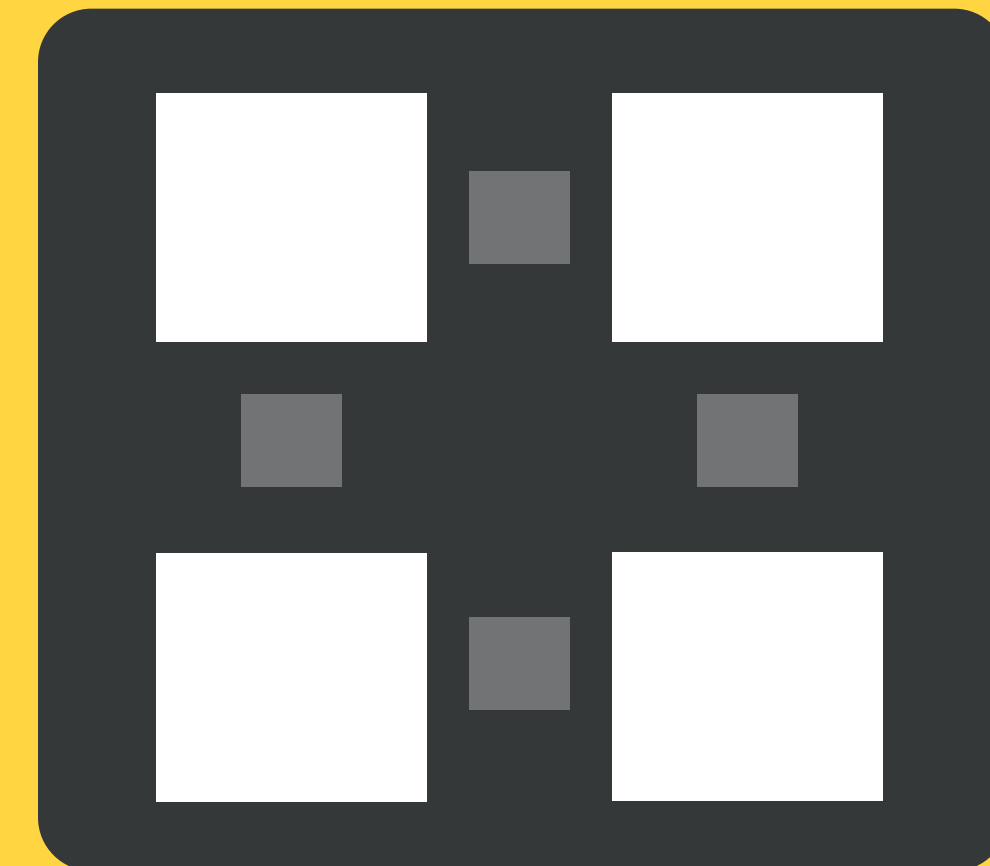
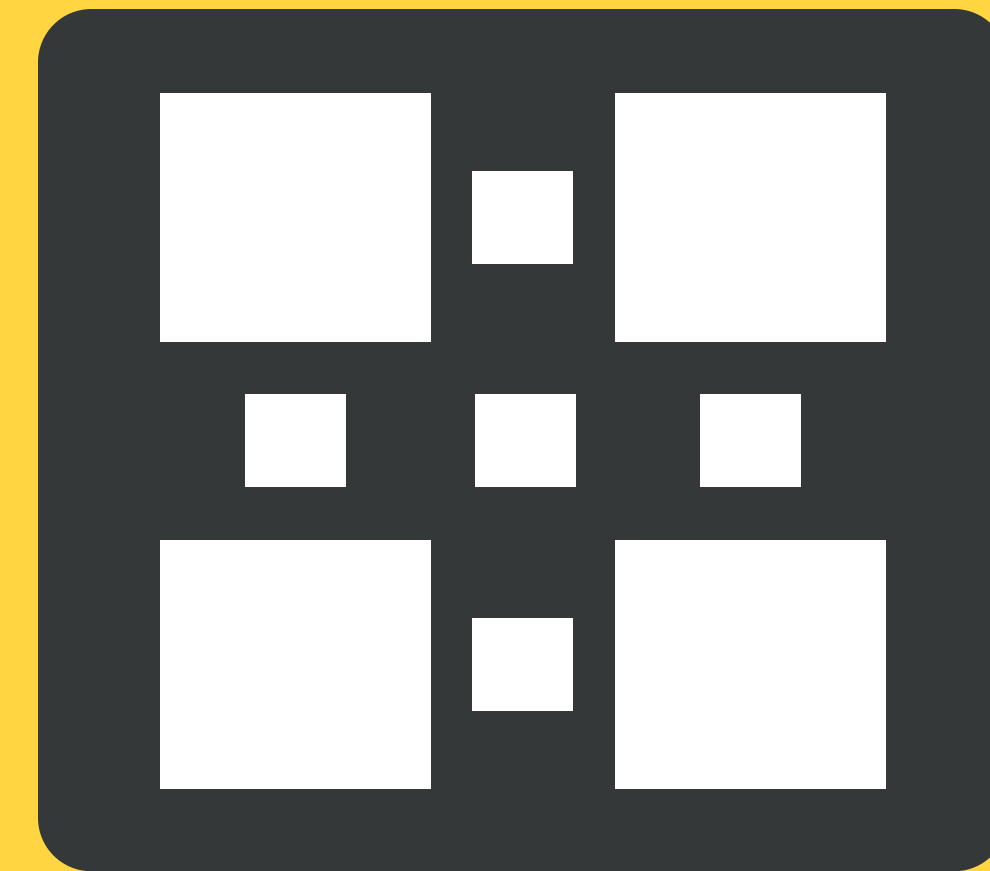
Key Elements should have a form of structure and not arbitrarily be placed on a canvas.



The Principle of Contrast

03/08

Elements should not fight for attention, particularly background elements should be very vague and not in focus.



The principle of Hierarchy

04/08

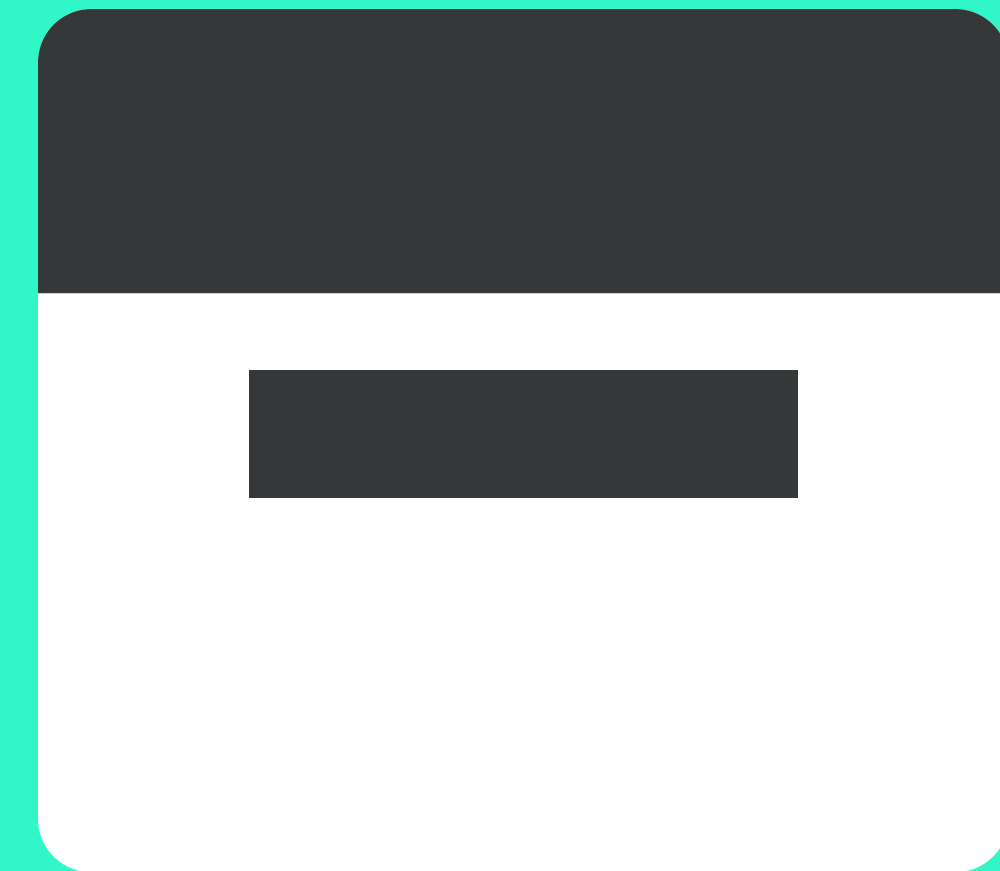
Elements should have a clear hierarchy



The principle of Overlap

05/08

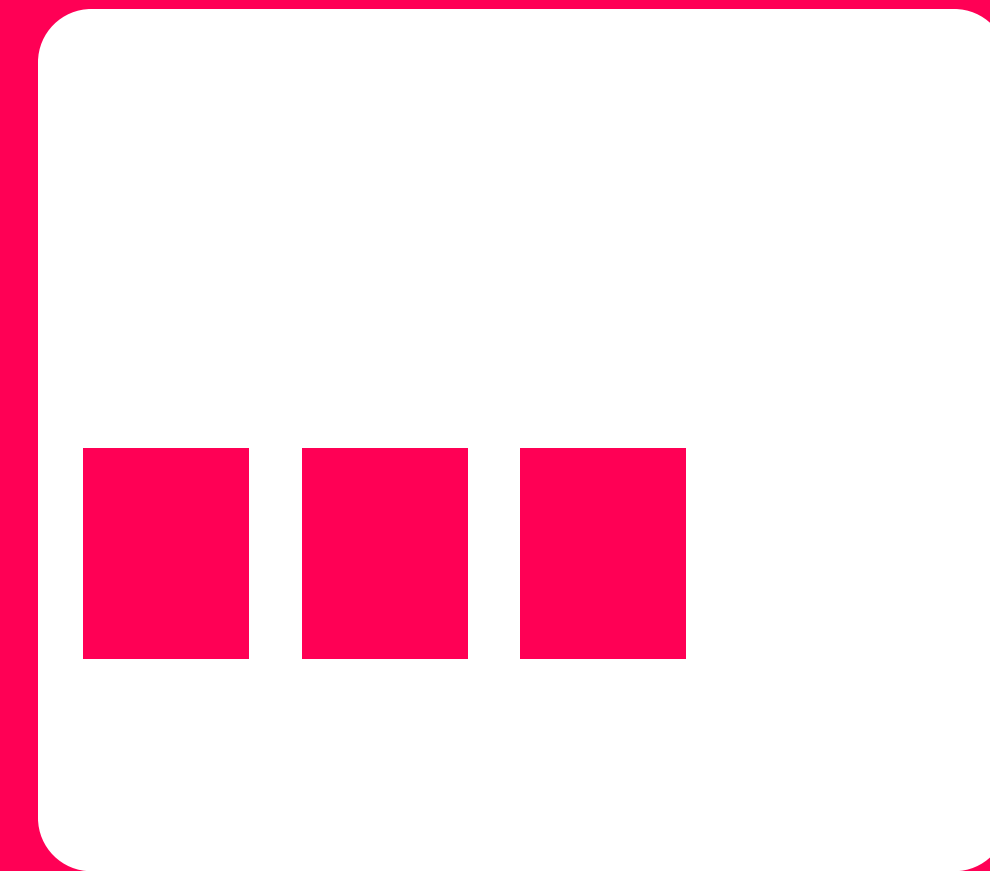
Overlapping elements create a better harmony, and adds more flow to the design



The Principle of Fluidity

06/08

Elements should originate from outside of the screen in order to give a fluent feel.



The Principle of Indent

07/08

Occasionally it is wise to indent a layer in order to create more visual harmony through whitespace.



The Principle of Contact

08/08

Similar to the Frame principle, elements should begin at the edge of the canvas to create a wholeistic feel and avoid “the box” fallacy

