

A clear **structure** is
important for the
processing and
understanding of
information

Empty space

can be used to emphasize content.

The importance of an element
can be emphasized by framing,

color and **size**

The layout of a page can usually be

defined by a grid which functions as

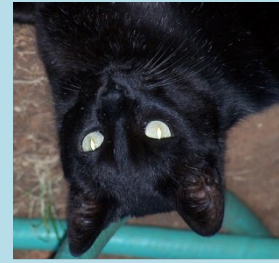
the basis for all arrangements of

elements on the page

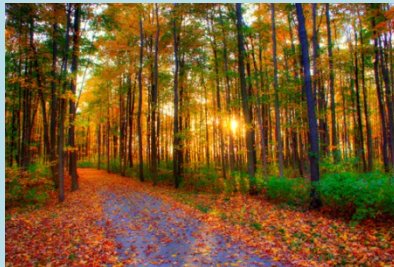
The legibility of texts is dependent on the colors selected.

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Color can convey cultural and emotional influence.

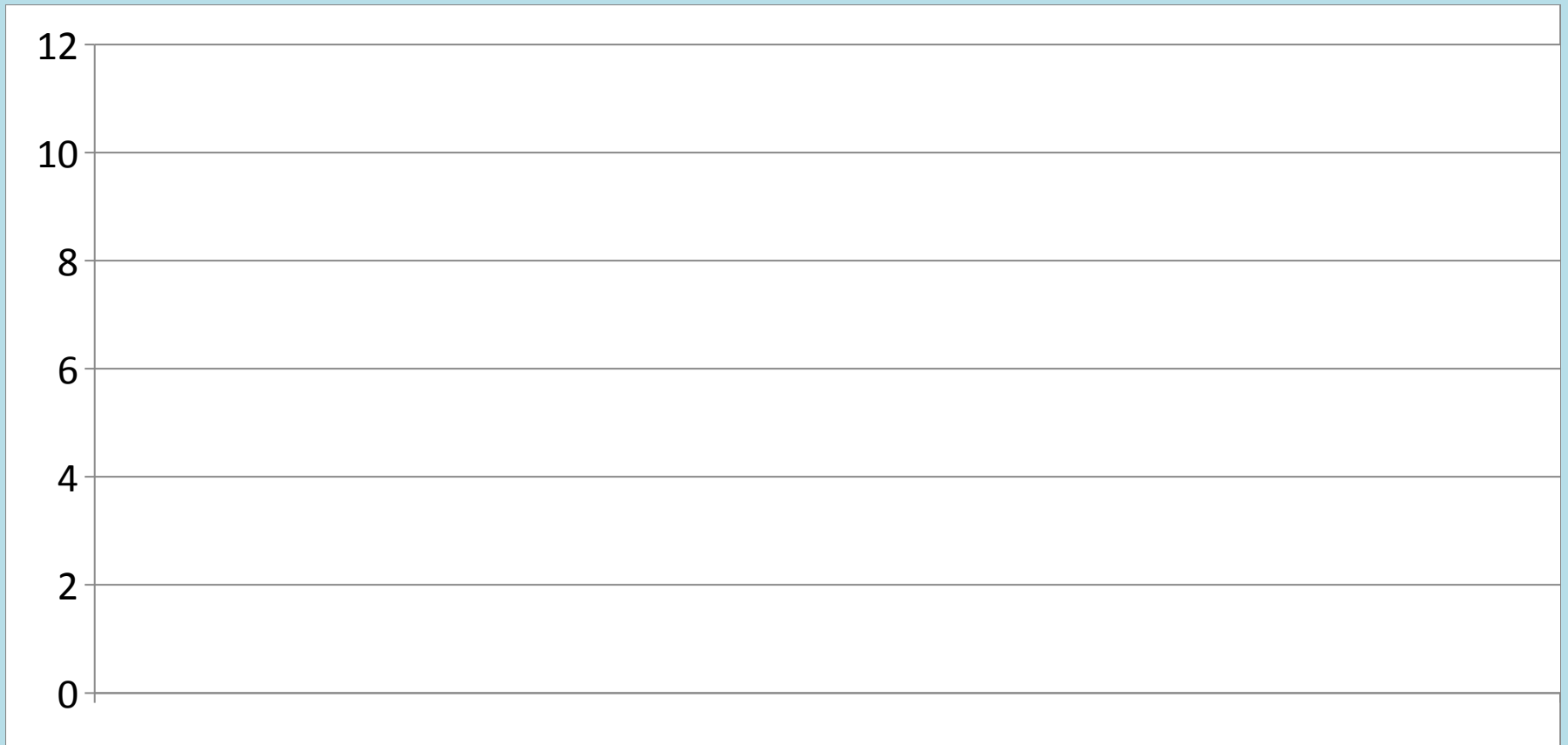


Typefaces

can be used to influence the

interpretation

of a text.



Diagrams can be used to display complex information in an understandable way.

Multimedia elements
can be used to visualize content
that cannot be described by textual
information.



