

THE 7 PRINCIPLES OF HIGHLY EFFECTIVE TEACHING

Promising Practices | 2022 – 2023 | Brittany Summerhays

The 7 Principles of Design:

1. Emphasis: What is the most important piece of information? How do you communicate that to your audience?
 - a. Size
 - b. Color
 - c. Location
2. Balance & Alignment: Imagine everything on the page has weight!
 - a. Symmetry is important
3. Contrast: How can you best make information readable for your audience?
 - a. Color
 - b. Size
 - c. Font
4. Repetition: How will your audience know where to find information?
 - a. Font
 - b. Location
 - c. Included information
5. Proportion: How much space do the parts of your design take up? Do they make sense?
 - a. Height
 - b. Width
 - c. Depth
 - d. Size
 - e. Relationships
6. Movement: What do you want your audience to look at first, second, last?
 - a. Size
 - b. Direction
 - c. Emphasis
 - d. Font
 - e. Color
7. White Space: What can/should you take away?
 - a. Minimize distractions

Applications to Teaching:

- Emphasis, Balance, Alignment, and Contrast
 - Useful in emails, newsletters, worksheets, flyers and other distributed materials to students and learning coaches.
- Repetition
 - Allows you to streamline workflow with fonts, themes, and templates.
- Proportion, Movement, and White Space
 - Especially useful when building class websites and landing pages.