effective media design is...

C
contrast

make elements differ strikingly to increase understanding
if two elements are different, make them really different
make your design easier to read
enhance accessibility
contrast graphics and colors
choose only one or two fonts that contrast one another

R
repetition

repeat graphic elements to create strong unity
take what you're already doing and make it stronger
think of repetition as consistency
unify within a design and across a series of designs
create a brand/identity for your organization
use a set of fonts, colors, layouts, and your organization's logo

A
alignment

use and place items with a purpose to create connections
use alignment and layout together
connect design elements with one another
find a strong line and use it
create a tone with alignment
utilize 3-30-3 message hierarchy

P
proximity

place related items together to convey relationships
organize related items together
don't group unrelated items together
resist urges to fill white, empty, blank spaces
cluster white space boldly to maximize its effectiveness
keep your design simple and clear

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