

# DESIGN

EXAMPLES

10 DESIGN FUNDAMENTALS

# GOOD DESIGNS

## EXAMPLES FOUND FROM PARTICIPANTS DURING THE TRAINING

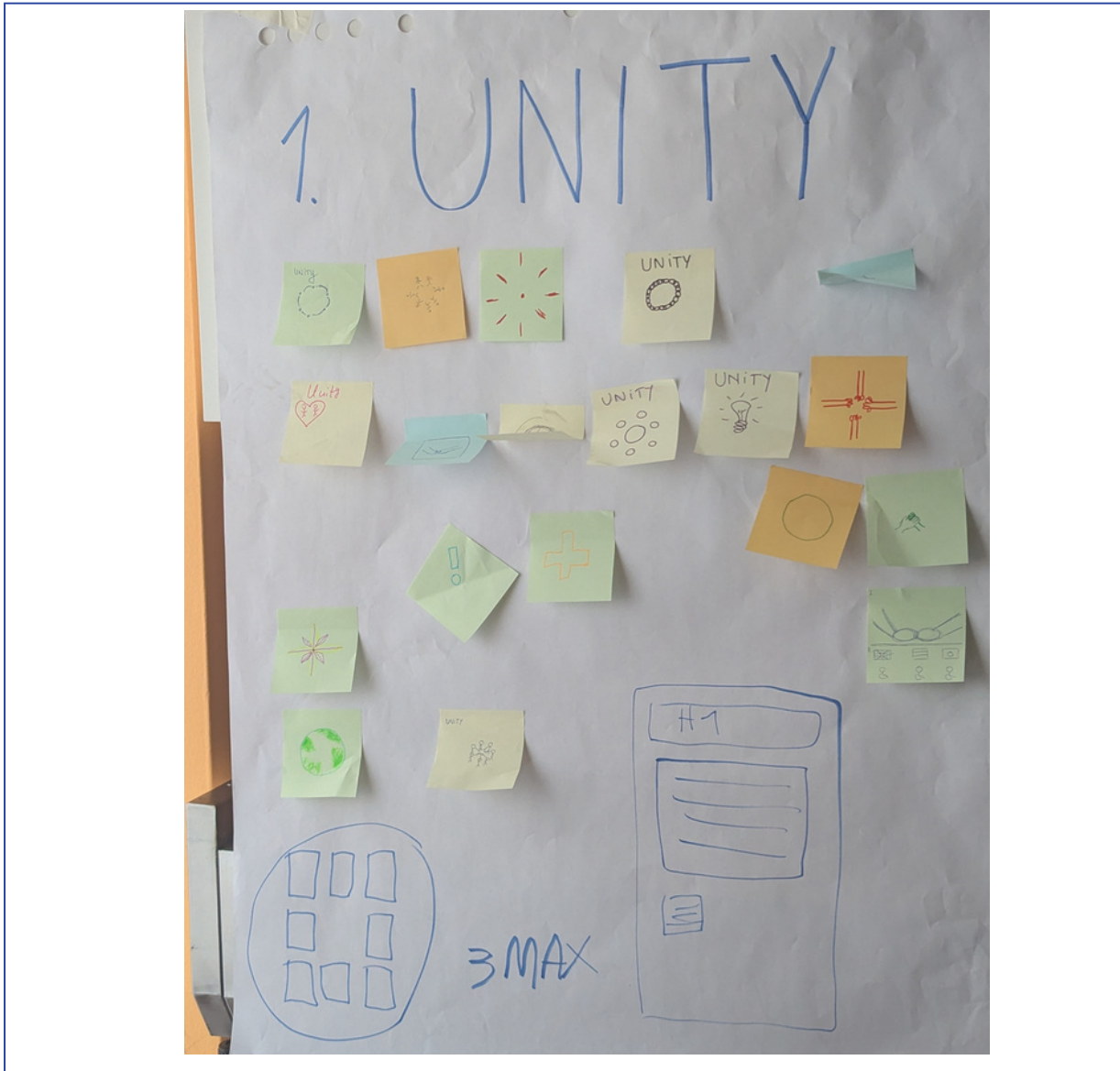


## BAD DESIGNS

## EXAMPLES FOUND FROM PARTICIPANTS DURING THE TRAINING



# UNITY

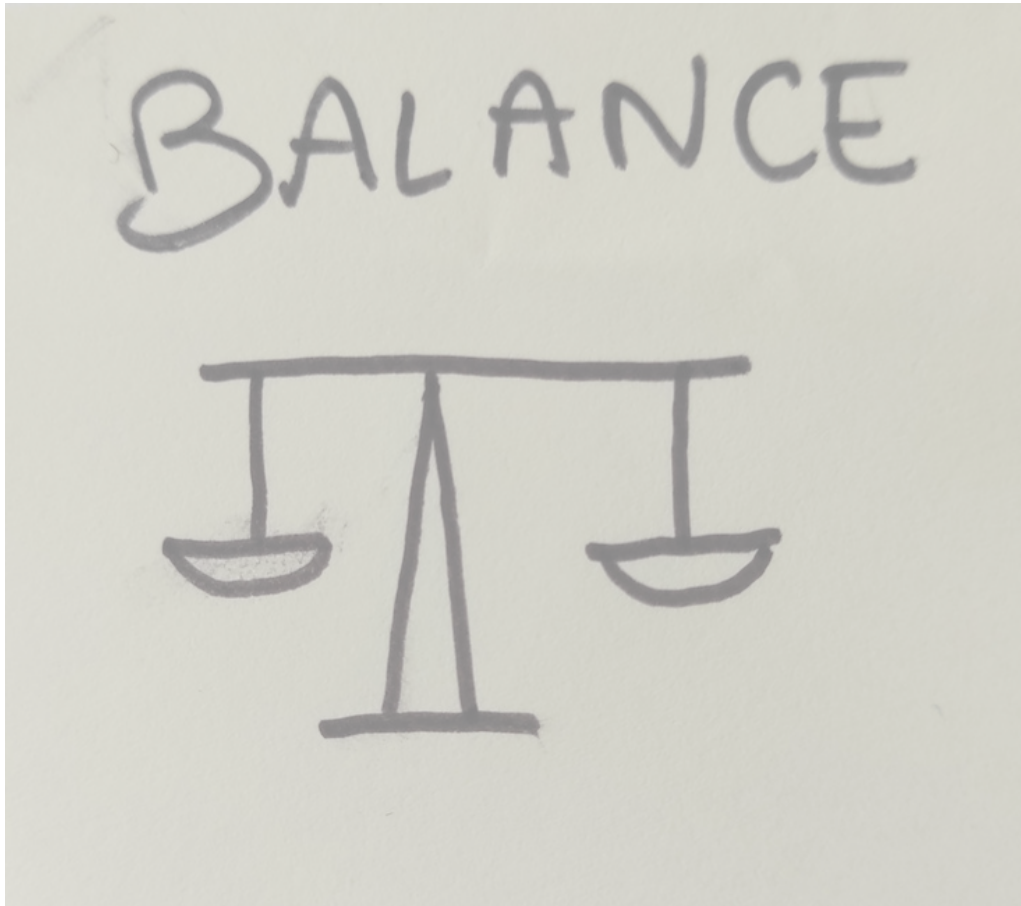


This activity explores what unity means to each of us. Through simple drawings and words, everyone contributes their own perspective, showing how different ideas can come together into one shared vision. Each note represents a voice, a feeling, or a symbol of connection.

## 2

DESIGN  
PRINCIPLE**BALANCE**

## VISUAL EXAMPLE

NOTES:

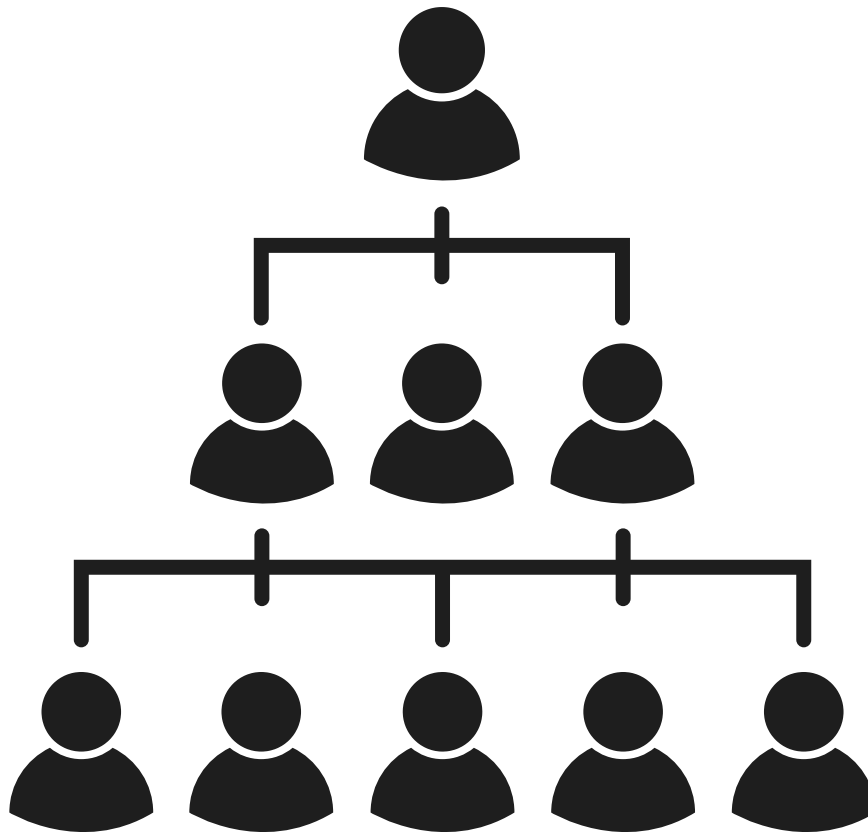
Balance is the distribution of the visual weight of objects, colors, texture, and space within a design. It can be achieved through symmetry, where elements are mirrored, or asymmetry, which uses contrasting weights to create harmony. When properly applied, balance provides a sense of stability and makes a composition feel professionally "complete" to the viewer.

## 3

DESIGN  
PRINCIPLE

# Hierarchy

## VISUAL EXAMPLE

NOTES: RANKING/ORDERING

A hierarchy is a system that organizes people, things, or concepts into graded, ranked levels based on authority, importance, or status, typically from highest to lowest. It defines relationships through a chain of command, often with a few top-level leaders controlling a larger base. Common synonyms include pecking order, ranking, chain of command, and scale.

## 4

DESIGN  
PRINCIPLE

# Emphasis

## VISUAL EXAMPLE



### NOTES:

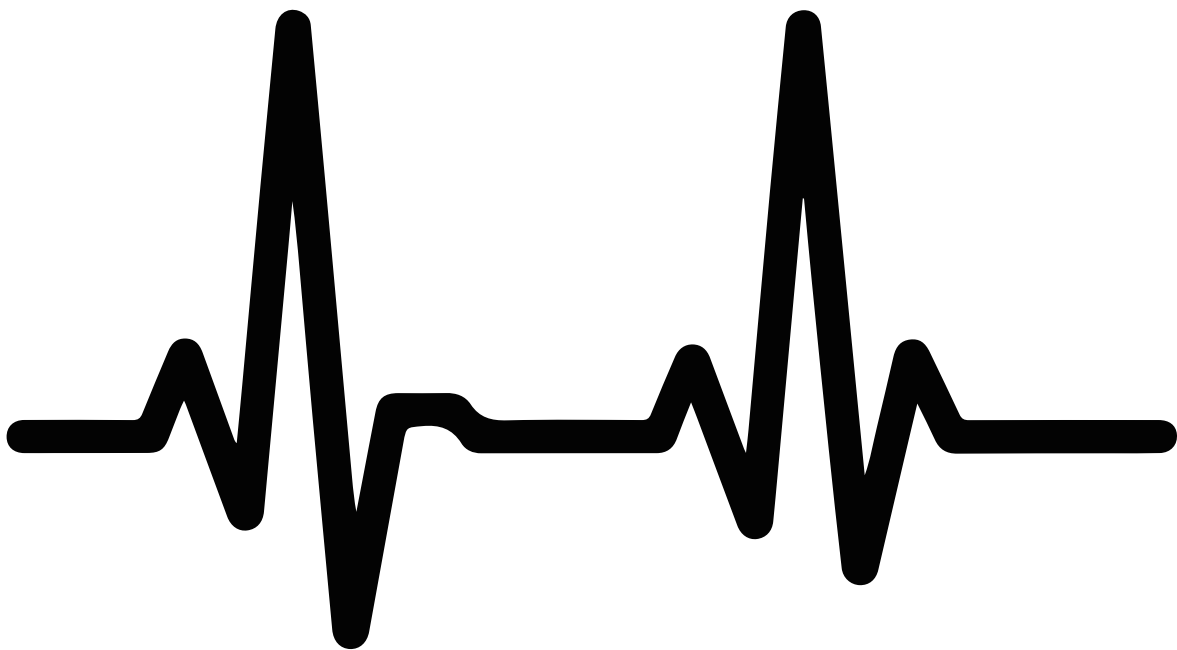
The definition of emphasis in art can be described as the use of techniques to create a focal point, or draw attention to specific sections within a piece. This can be achieved by making certain elements more dominant than others.



DESIGN  
PRINCIPLE

# Rhythm

## VISUAL EXAMPLE



## NOTES:

THE PRINCIPLE OF RHYTHM CONSISTS OF THE ORGANIZED REPETITION OF VISUAL ELEMENTS SUCH AS SHAPES, COLORS, LINES, OR SPACES.

IT HELPS GUIDE THE VIEWER'S EYE BY CREATING MOVEMENT AND CONTINUITY WITHIN A COMPOSITION.

RHYTHM CAN BE REGULAR, ALTERNATING, PROGRESSIVE, OR RANDOM, DEPENDING ON THE DESIRED EFFECT.

A GOOD USE OF RHYTHM MAKES A DESIGN MORE HARMONIOUS, DYNAMIC, AND EASY TO READ.

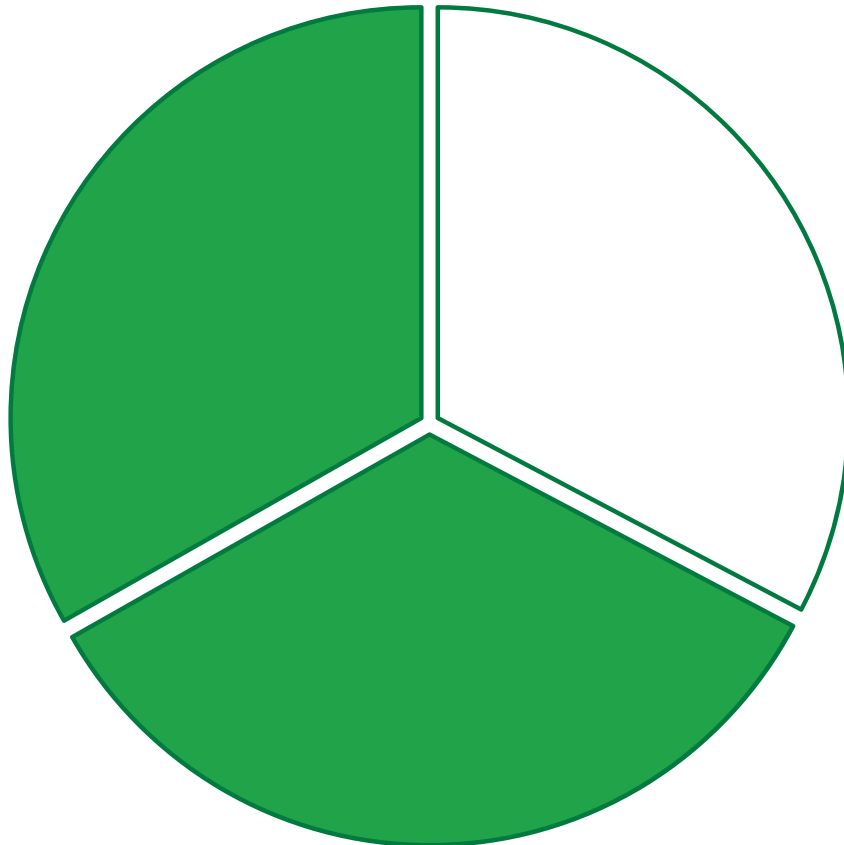


DESIGN  
PRINCIPLE

# Proportion

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VISUAL EXAMPLE



NOTES:

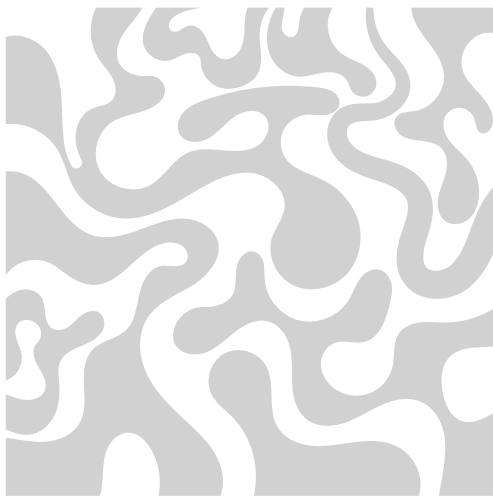
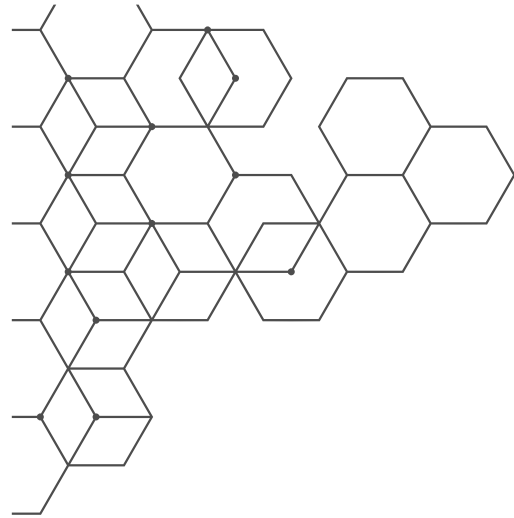
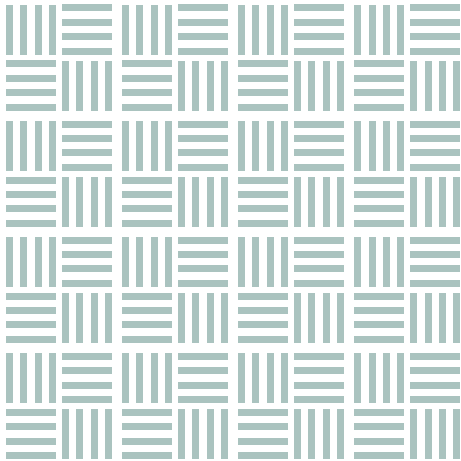
Proportion refers to the relationship between elements in terms of size, scale, and balance. Good proportion creates harmony and visual structure in a design.

## 7

DESIGN  
PRINCIPLE

# Pattern

## VISUAL EXAMPLE

NOTES:

**Any regularly repeated arrangement, especially a design made from repeated lines, shapes, or colours on a surface:**

*Look, the frost has made a beautiful pattern on the window.*

*The curtains had a **floral** pattern.*



NOTES:

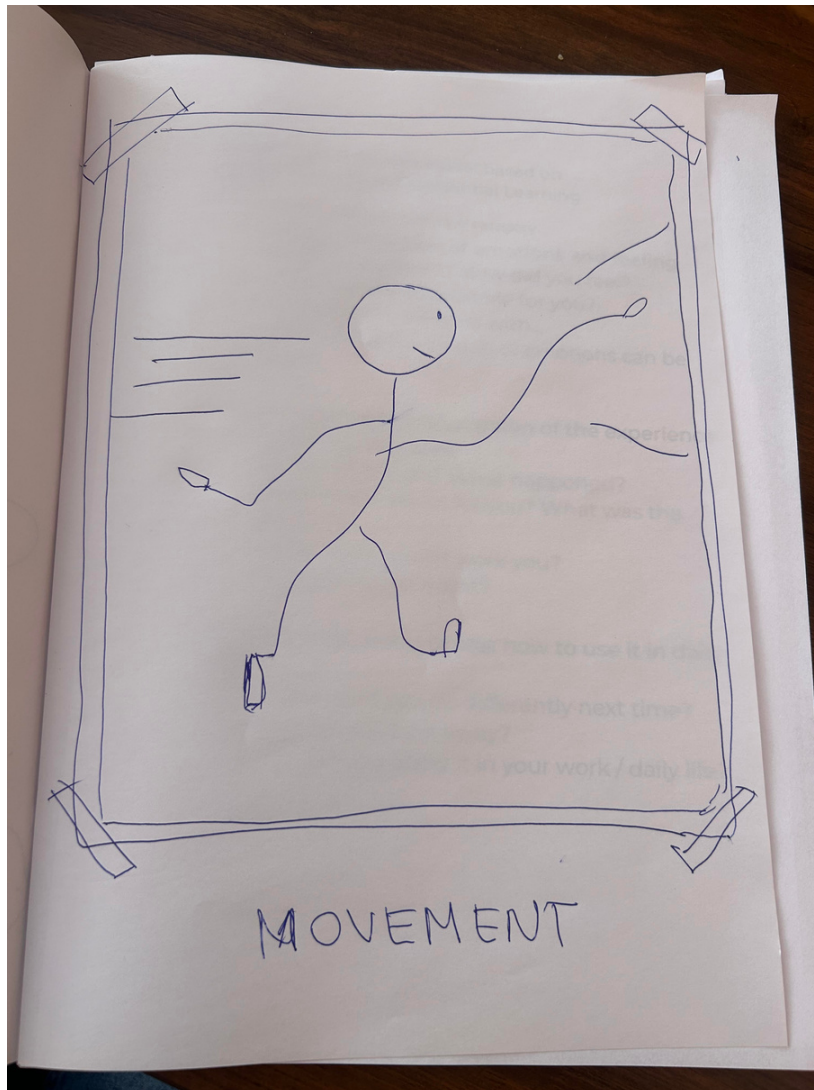
Space is the empty/ filled area around the elements of a design such as text, images, buttons, or shapes. Space it does not have to be white specifically; it can be any background color or empty area in a composition.

Many beginners think that empty space means something is missing and try to fill every part of the page with information, decorations, or images. In reality, professional designers use space intentionally because it helps the design breathe and makes everything easier to understand. A crowded design can feel stressful, confusing and overwhelming, while a design with enough space feels cleaner, calmer, and more organized.

Space is important because it guides the viewer's attention. When there is space around an object or a piece of text, our eyes naturally focus on it more easily. For example, if a poster contains only one image and one short sentence surrounded by a lot of empty space, the message becomes stronger and more dramatic. The empty area creates emphasis and gives importance to the content.

It also improves readability. In books, websites, and social media graphics, the spaces between lines, letters, and paragraphs make the text more comfortable to read. Without these spaces, everything would look compressed and tiring for the eyes.

## 9

DESIGN  
PRINCIPLE**MOVEMENT**NOTES:

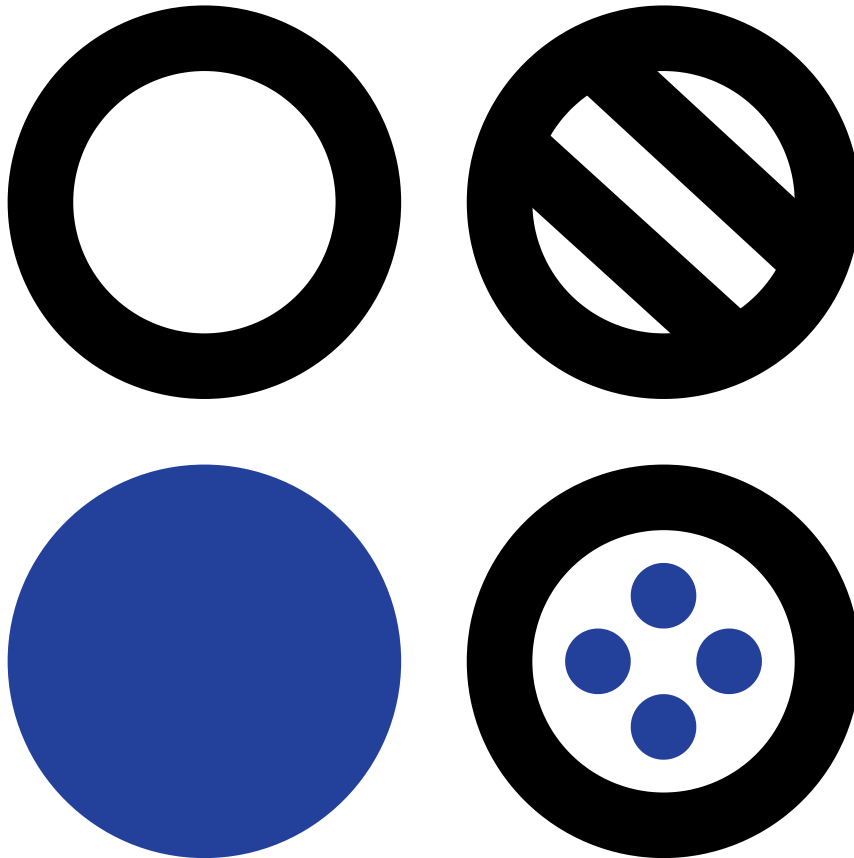
MOVEMENT IN DESIGN IS A FUNDAMENTAL PRINCIPLE USED TO GUIDE A VIEWER'S EYE THROUGH A COMPOSITION, CREATING A VISUAL PATH THAT DICTATES THE ORDER IN WHICH INFORMATION IS PERCEIVED. IT ADDS ENERGY, RHYTHM, AND EMOTION TO BOTH STATIC AND DIGITAL DESIGNS, OFTEN CONVEYING ACTION OR DIRECTING ATTENTION TO KEY FOCAL POINTS.

## 10

DESIGN  
PRINCIPLE

# Variation

## VISUAL EXAMPLE

NOTES:

Variety in visual arts is a principle of design that adds visual interest, complexity, and energy to an artwork by using contrasting elements. It prevents monotony by incorporating diverse lines, shapes, colors, textures, and values. Key to composition, variety is often balanced with unity to keep art engaging but cohesive.

# STORYBOARDS

# STORYBOARDS

USED FOR: Telling stories

## INSTRUCTIONS (HOW TO CREATE ONE):

### **The Storyboard Quick-Start**

**Who / What:** Draw your main characters or objects. Focus on their actions and emotions using simple sketches to show what is happening in the frame.

**Where:** Establish the background. Use basic lines for perspective to show if the scene is indoors, outdoors, or in a specific environment.

**The Chart:** Organize your work into a grid of panels.

**When:** Place your panels in chronological order.

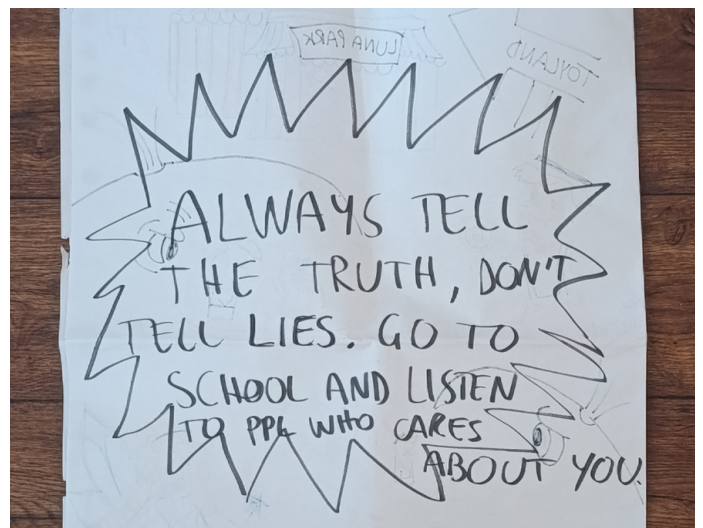
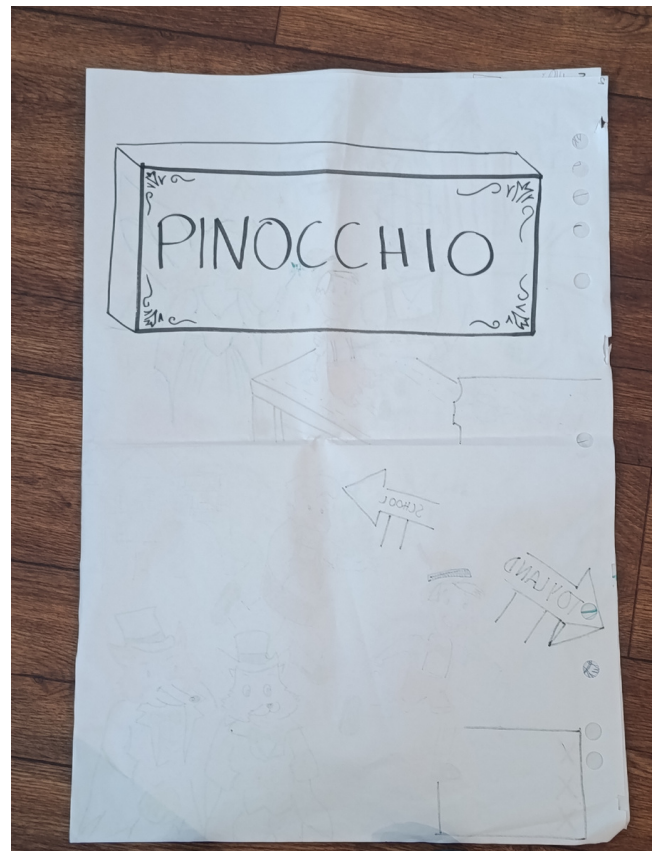
# STORYBOARDS

USED FOR: Telling stories

## INSTRUCTIONS (HOW TO CREATE ONE):

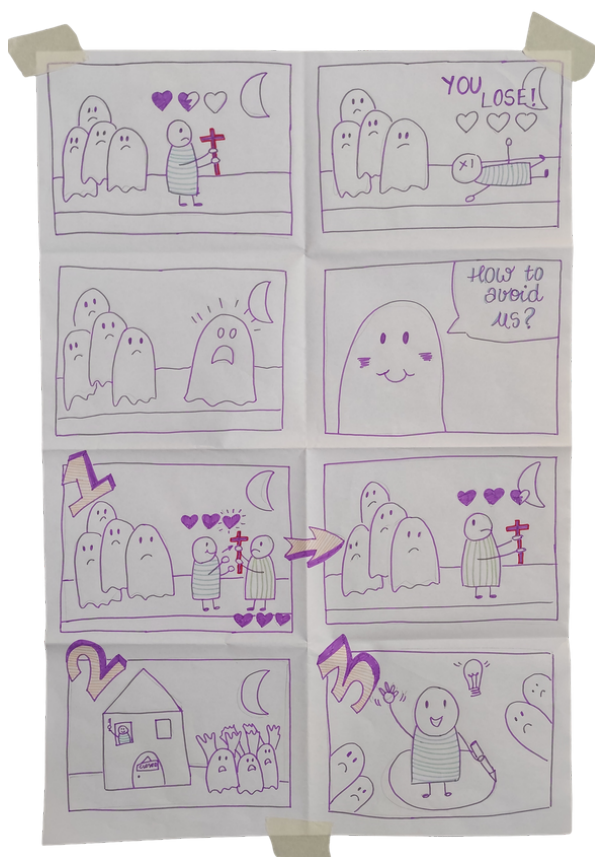
A storyboard is made by visually planning a story before creating the final project. First, you think about the idea or message you want to communicate. Then you divide in 4 the story into the most important moments, almost like separating a movie into scenes. Each scene is placed inside a frame or box and shows what is happening at that moment. Inside every frame, you add simple drawings, photos, or symbols to represent the action, the characters, and the setting. Under the image, you can write a short description, dialogue, or notes explaining what happens in that scene. The goal is not to make perfect art, but to clearly show the sequence of events and how the story moves from beginning to end.

# STORYBOARDS



# STORYBOARDS

## EXAMPLES FROM THE TRAINING COURSE



# GRAPHIC FACILITATION

VISUAL TEMPLATES

## GRAPHIC FACILITATION

## VISUAL TEMPLATES

## USEFUL FOR:

- Visualizing NGO sustainability journeys
- Identifying risks, opportunities, and obstacles
- Strategic planning and decision-making
- Team brainstorming and discussion
- Mapping short-term and long-term goals
- Understanding different pathways toward sustainable funding

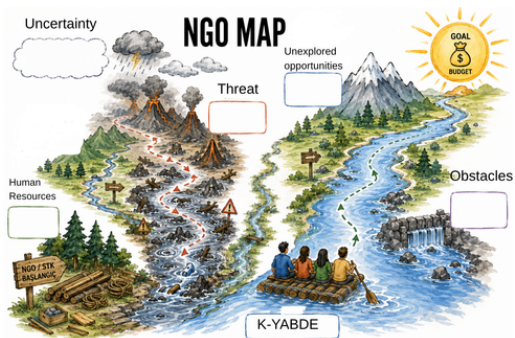
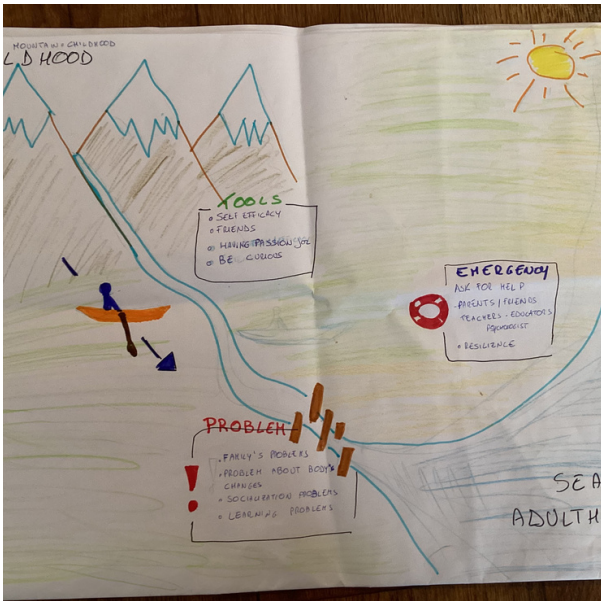
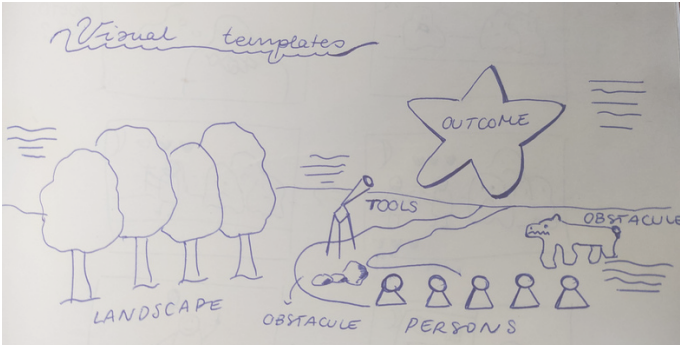
## INSTRUCTIONS (HOW TO MAKE ONE):

1. Start by identifying the NGO's main goal.
2. In this map, the final goal is a sustainable budget.
3. Create a starting point that represents the NGO's current situation and available resources.
4. Use natural elements as metaphors:
  - Trees → Human resources
  - River → Income streams and journey
  - Volcanoes → Threats and crises
  - Clouds → Uncertainty
  - Dam → Obstacles
  - Mountains → Opportunities
5. Design different routes to represent different strategic choices:
  - A risky but shorter path
  - A safer but longer and sustainable path
6. Add a small secondary river to symbolize alternative opportunities or smaller funding channels.
7. Leave empty spaces near each category so participants can write ideas, risks, opportunities, and solutions during discussions.
8. Use arrows and movement lines to create a journey feeling and show progress toward the final goal.
9. Finish the map with a strong visual goal symbol, such as a sun, to represent sustainability, growth, and long-term impact.

GRAPHIC FACILITATION

VISUAL TEMPLATES

EXAMPLE FROM THE TRAINING COURSE



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This collection of resources was developed during the Erasmus+ training course “VISUALIZE,” held in Brno, Czechia, from May 4–10. Throughout the week, up to 20 youth workers, educators, special needs workers, (non-graphic) facilitators, activists, and community builders aged 20+ explored how visual communication can strengthen learning, participation, and collaboration in youth work and non-formal education.

**Brno.**  
**For you.**



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