



# STAR WARS

## DESIGN WITH THE FORCE

The original Star Wars trilogy not only broke special effects barriers but also utilized groundbreaking design principles to create epic and memorable scenes. Incorporate these 7 galactic design principles into your next design.



DEPTH



CONTRAST



NEGATIVE  
SPACE



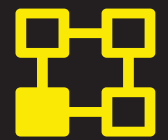
PERSPECTIVE



SYMMETRY



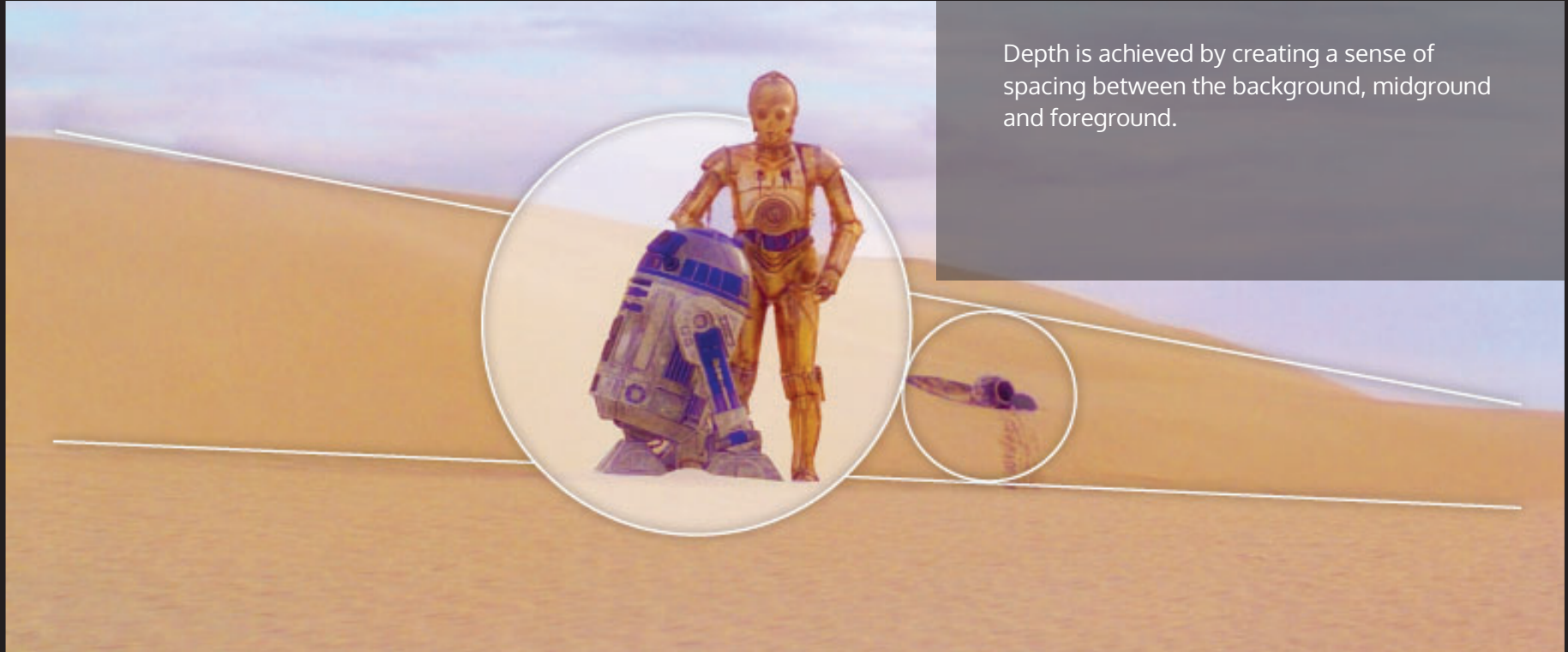
DIRECTIONAL  
CUES



REPETITION



# DEPTH



Depth is achieved by creating a sense of spacing between the background, midground and foreground.



Place important focal elements on the foreground.



Overlap elements on different planes to create layers.

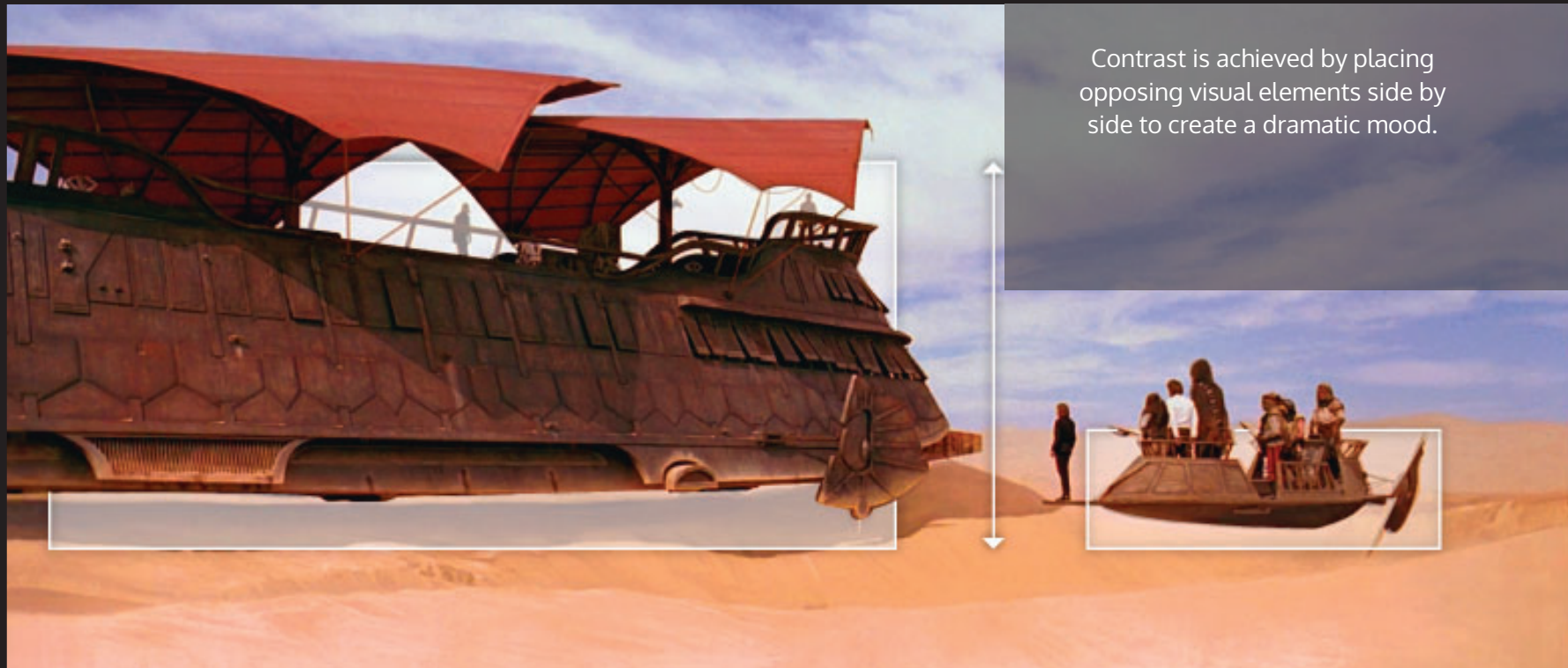


Alter color intensity of elements to appear closer or farther away.





# CONTRAST



Contrast is achieved by placing opposing visual elements side by side to create a dramatic mood.



Place larger elements next to smaller elements to show dominance.



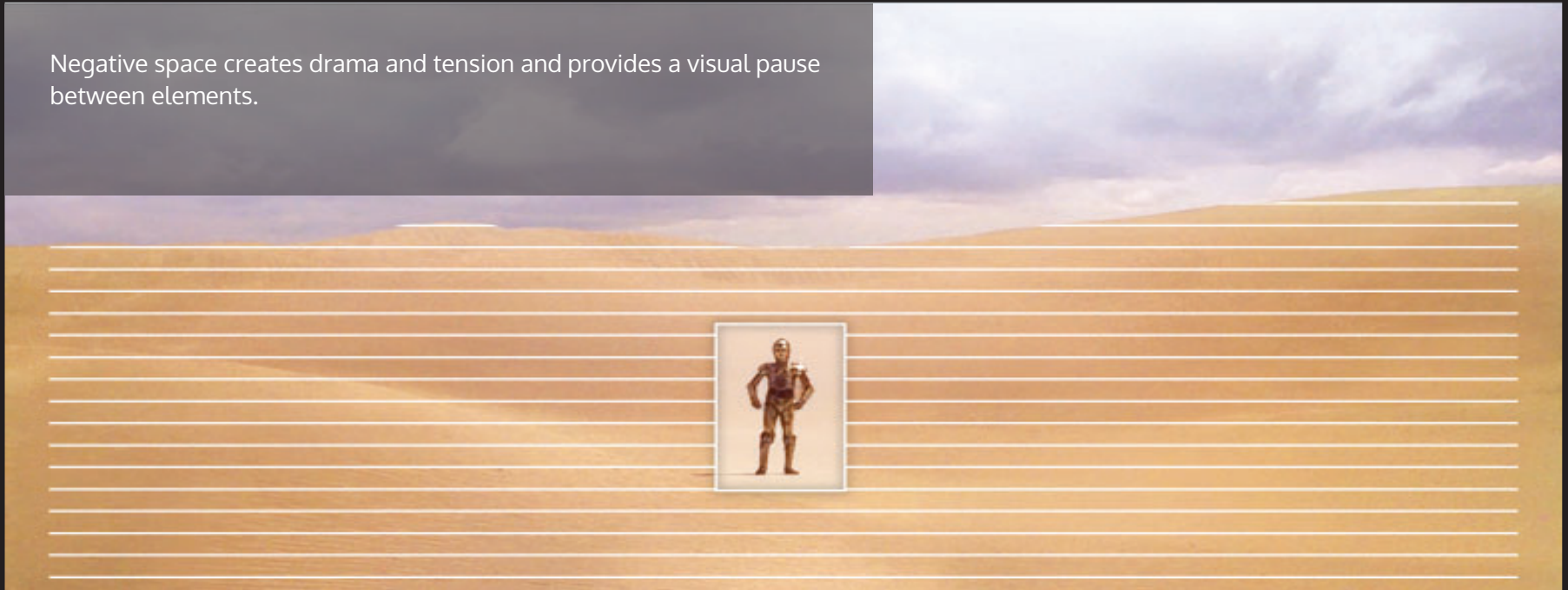
Make smaller elements less significant, or the center of attention.





# NEGATIVE SPACE

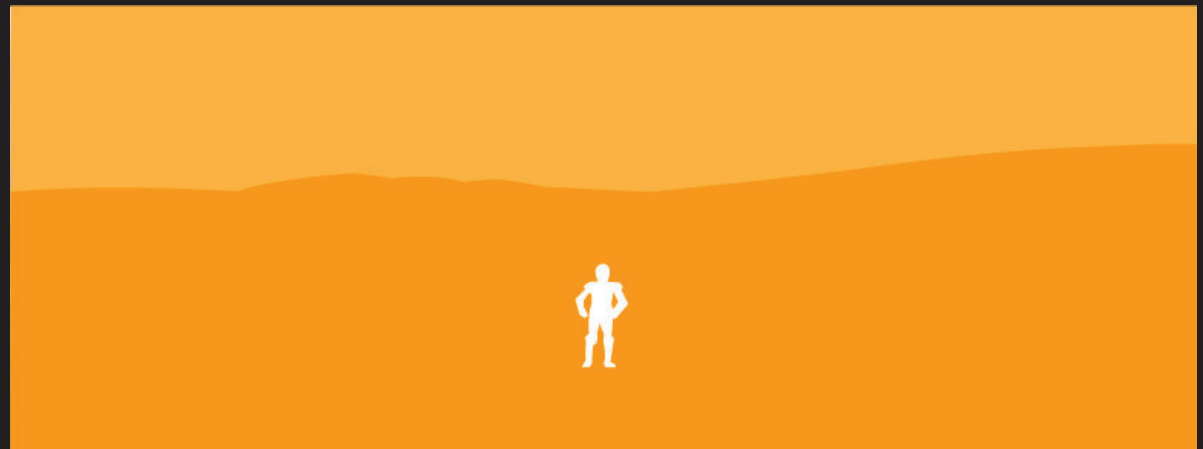
Negative space creates drama and tension and provides a visual pause between elements.



Provide breathing room around main elements to bring out local objects.



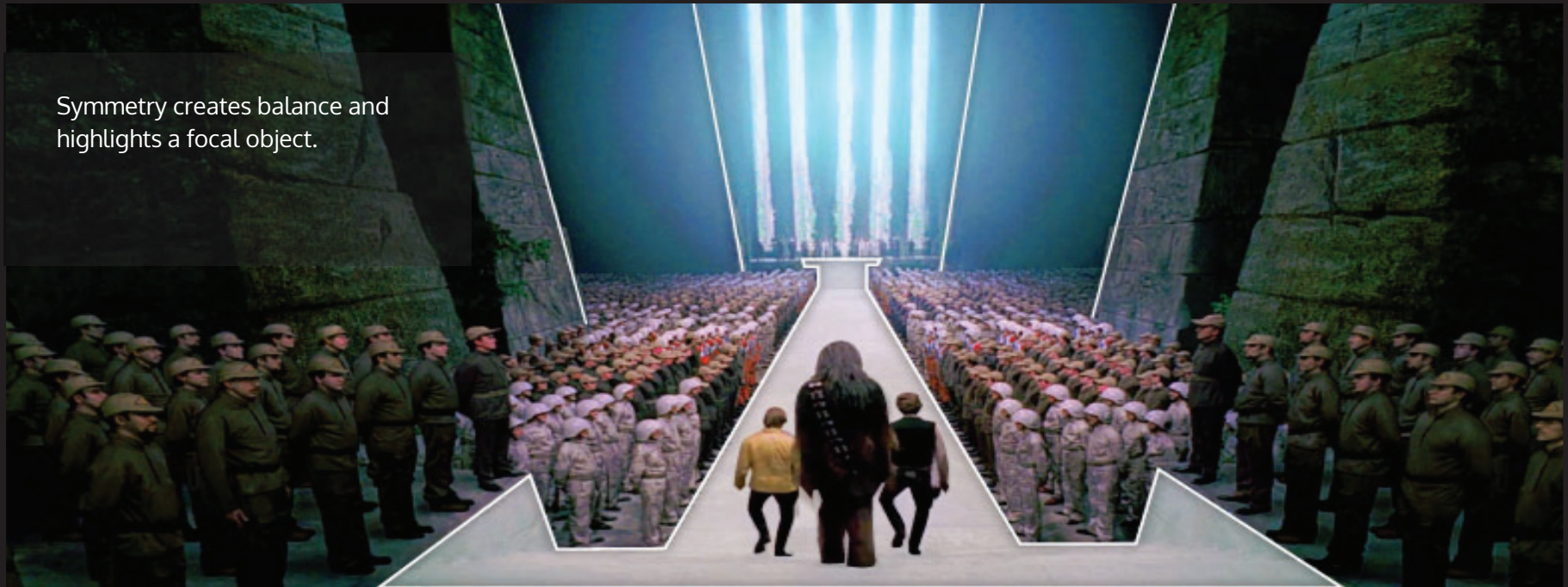
Create visual drama by having more or less negative space.





# SYMMETRY

Symmetry creates balance and highlights a focal object.



Mirror design elements on each side of the composition to maintain balance.



Place focal objects in the middle of the composition to create symmetry.





# DIRECTIONAL CUES

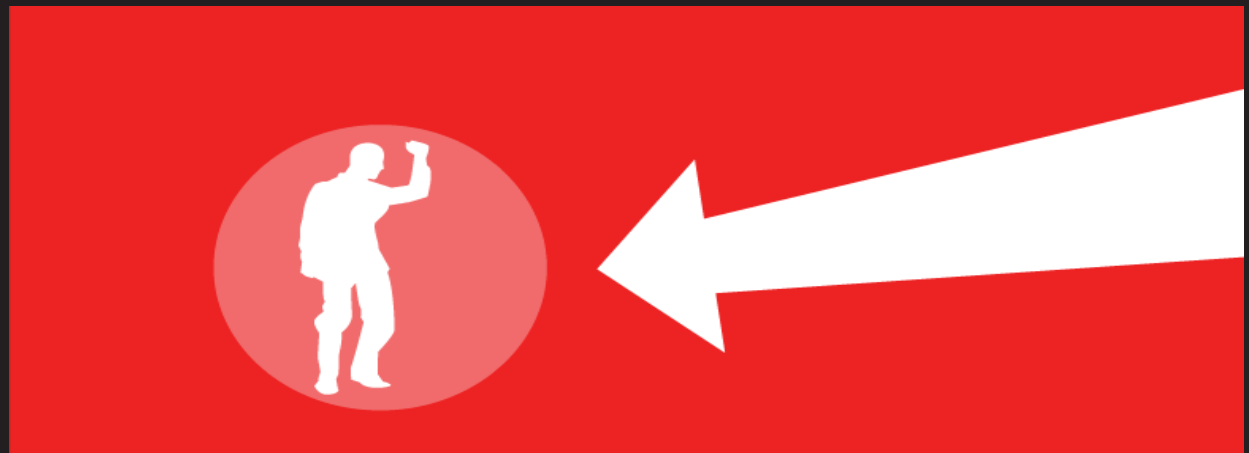


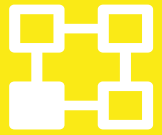
Directional cues assist and ease the eye's navigation through visual elements and towards the focal point.



The most straightforward way to direct attention towards a focal point is to draw a line or arrow to it.

Place objects in the direction you want the viewer's eyes to go.





# REPETITION

Repetition emphasizes an idea through the use of repeated visual elements, creating strength and unity between objects.

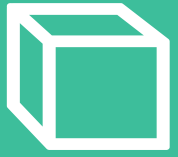


Repeat elements using patterns, lines and colors.



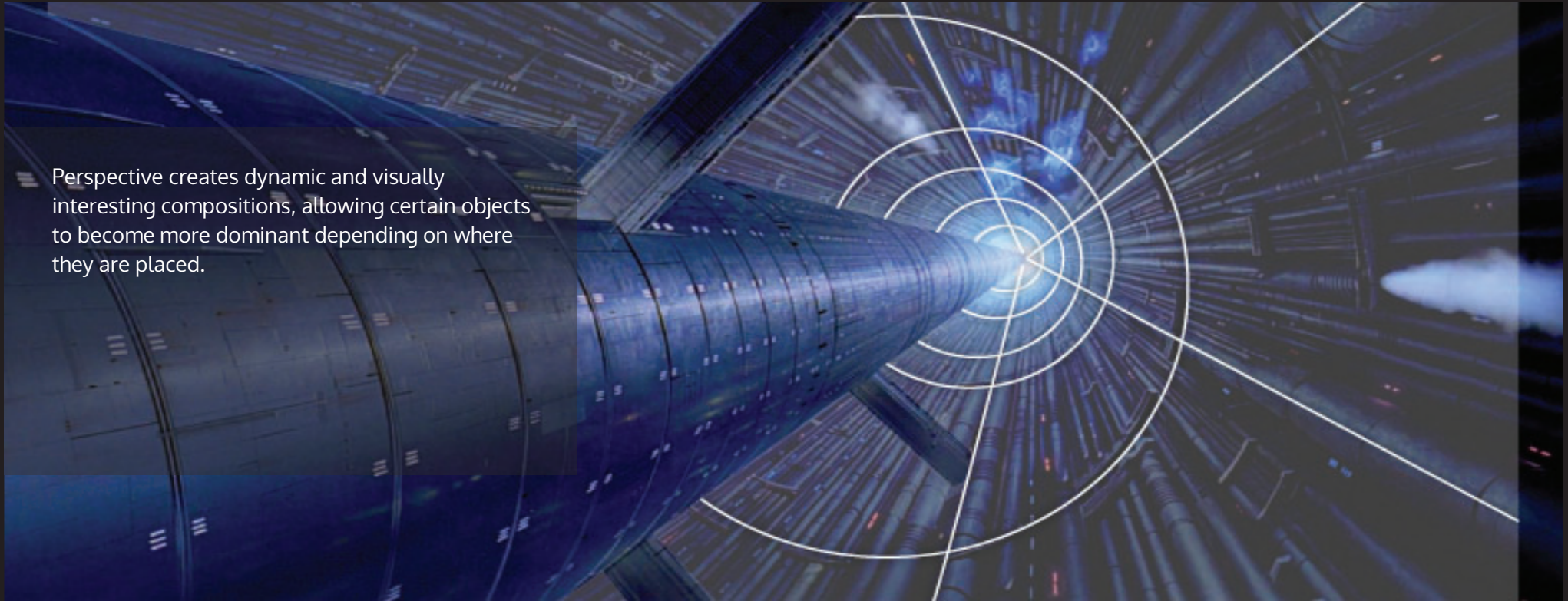
Repeat elements in close proximity to one another so they appear to belong to the same group.





# PERSPECTIVE

Perspective creates dynamic and visually interesting compositions, allowing certain objects to become more dominant depending on where they are placed.



Use lines to direct perspective, whether it's a one-point or two-point perspective.

Use lighting, colors and angles to enhance the perspective of elements.







PC SOCIAL

# The End

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