"Process design" (in contrast to "design process" mentioned [above](#)) refers to the planning of routine steps of a process aside from the expected result. Processes (in general) are treated as a product of design, not the method of design. The term originated with the industrial [designing of chemical processes](#). With the increasing complexities of the [information age](#), consultants and executives have found the term useful to describe the [design of business processes](#) as well as [manufacturing processes](#).

The 7 Components Of Design

[Unity In Design: Creating Harmony Between Design Elements](#) »

Before solving complex design problems you need to understand the basic components of design at your disposal. Much as a musician seeks to understand pitch and rhythm, melody and tempo, a designer should seek a greater understanding and control over:

- [Unity](#)
- [Gestalt](#)
- [Space](#)
- [Dominance](#)
- [Hierarchy](#)
- [Balance](#)
- [Color Part I: Color Theory](#)
- [Color Part II: How to Use Color](#)
  Through learning these 7 components of design, the whole of your designs will become more than the sum of their elements and you'll be better able to [communicate your ideas](#).

1.2.1 Unity

[Unity exists when your design elements are in agreement](#); when they belong together and aren't arbitrarily placed or added to the design. Agreement can be either visual, conceptual or both.

The 4 basic design principles of [contrast](#), [repetition](#), [alignment](#), and [proximity](#) can be used to gain visual unity over your design. Elements that are aligned, repeat some basic characteristic like size, or are located in proximity to each other will appear to belong together. The last principle, contrast, is used to add variety.

Unity imparts order, but too much order can be dull and static. Variety adds interest, but too much can lead to a chaotic design. The key is to find a balance between unity and variety so as to have a well ordered design that is also visually interesting.

Elements can be conceptually unified by being about the same subject. An image of a steering wheel, a fuel pump, and a glove compartment are all unified around the concept of a car.