# The Three C's of Design... Composition, Components and Concept.

## Composition
This is the way in which the components of a design are visually combined and arranged.  Composition takes into account placement, grouping, alignment, visual flow and the divisions of space within a layout.

## Components
These are the visual elements used within a design.  Photos, illustrations, icons, typography, line work, decoration, borders and backgrounds are all components.

## Concept
Are the abstract elements of theme, connotation, message and style.  These intangible ingredients of a design or image are critical to its visual presentation and delivery of message.

Jim Krause, "Design Basics Index" (2004)

These three areas/principles of design can prove to be a recipe for a successful design.  There are no specific "rules" per say, to follow when designing but there are basic principles that should always be taken into account.  Some people tend to preach about set rules of design and how these rules, if broken, will surely lead to a fail design.  This is a creative field and rules are made to be broken.  Designers break rules all the time, but will always keep these principles in the back of their head.  The longer you are in this field the less you have to think about these principles because they come natural, and that's a good thing.

If you take into account The Three C's and use them in unison to create your message then it will likely lead to a successful design, but what constitutes a failed design? A design fails if it does not connect the viewer and the message.  There are a million different ways to create this "connection" but if it is not created and the viewer fails to see any significance in what they are viewing, the design FAILS.