01. Find Your Focus

-Just like we were all told in school, having focus is a very important thing. A key element to any good composition is a strong focal point, as it helps your viewers' eyes naturally settle on the important pieces of your design first.

-When choosing your focal point, keep in mind that the main goal of any design is communication. Whether you're communicating an idea, some information, or simply a feeling or emotion, your design is telling a specific story, so be sure to choose a focal point that helps this story get told in the most effective way.

02. Direct the Eye With Leading Lines

Just like you point at something when you want people to look at it, by positioning certain lines and shapes in certain ways you can control the viewpoint of your design helping the viewers eyes to know where to look.

03. Scale and Hierarchy

Hierarchy is the arrangement and design of elements in order to visually signal importance. So, you might make a more important element bigger and bolder than a less important element which might be smaller and fainter.
Hierarchy is particularly important when it comes to type. Scale gives your design proportion and a sense of size. You can make things seem incredibly detailed, intricate and tiny, or you can make them big and grand. By contrasting a small scale element next to a large scale element in your composition, you can create a number of different effects.

04. Balance Out Your Elements

Balance is important in life and in design.
-Symmetrical balance.
Symmetrical balance balances your design using symmetry. By reflecting certain design elements from left to right or top to bottom, you can create a strong sense of balance.
-Asymmetrical balance creates balance without symmetry, often using leading lines to draw your eye to the subject. A good technique for mastering asymmetrical balance is to think of each element as having a 'weight' to it. Smaller objects might 'weigh' less than larger objects, and heavily textured elements might 'weigh' more than flatly colored elements

05. Repeat Elements of Your Design

To maintain consistency and a logical layout, try to take specific elements from one section of your design and apply it to other sections. Maybe a style of type can be applied to more than one section of your design, or perhaps a graphic motif can be used more than once. So, try to tie your design together with repeated elements.

08. Don't Forget the White Space

The easiest way to offend white space is to refer to it as 'empty space'. Emptiness implies that it should be full of something, that it's not doing its job, but this is not quite the case. White space can help boost your design's clarity and overall look by balancing out the more complicated and busy parts of your composition with space that helps your design to breathe.