

Student Name: \_\_\_\_\_

Period: \_\_\_\_\_

Date: \_\_\_\_\_

## DESIGN PRINCIPLES IN ACTION

**Directions:** Select the design principle described in each item while referring to Figure 2 on the next page.

1. In Figure 2, one graphic is used to enhance and illustrate the title of the publication.
 

<ol style="list-style-type: none"> <li>a. Alignment</li> <li>b. Balance</li> <li>c. Contrast</li> </ol>		<ol style="list-style-type: none"> <li>d. Proximity/unity</li> <li>e. Repetition/consistency</li> <li>f. White space</li> </ol>
---	--	---
  
2. In Figure 2, the body text is justified.
 

<ol style="list-style-type: none"> <li>a. Alignment</li> <li>b. Balance</li> <li>c. Contrast</li> </ol>		<ol style="list-style-type: none"> <li>d. Proximity/unity</li> <li>e. Repetition/consistency</li> <li>f. White space</li> </ol>
---	--	---
  
3. In the middle panel of Figure 2, blank space is used to separate each design strategy.
 

<ol style="list-style-type: none"> <li>a. Alignment</li> <li>b. Balance</li> <li>c. Contrast</li> </ol>		<ol style="list-style-type: none"> <li>d. Proximity/unity</li> <li>e. Repetition/consistency</li> <li>f. White space</li> </ol>
---	--	---
  
4. In Figure 2, the main heading, Principles of Design, is keyed in Lucinda Sans 20 pt, section headings are keyed in Arial 14 pt, subheadings are keyed in Lucinda Sans 11 pt, and body text is keyed in Arial 11 pt.
 

<ol style="list-style-type: none"> <li>a. Alignment</li> <li>b. Balance</li> <li>c. Contrast</li> </ol>		<ol style="list-style-type: none"> <li>d. Proximity/unity</li> <li>e. Repetition/consistency</li> <li>f. White space</li> </ol>
---	--	---
  
5. In Figure 2, the graphic is placed directly below the introductory text about principles of design.
 

<ol style="list-style-type: none"> <li>a. Alignment</li> <li>b. Balance</li> <li>c. Contrast</li> </ol>		<ol style="list-style-type: none"> <li>d. Proximity/unity</li> <li>e. Repetition/consistency</li> <li>f. White space</li> </ol>
---	--	---
  
6. In Figure 2, the text boxes are highlighted with different shades of background color.
 

<ol style="list-style-type: none"> <li>a. Alignment</li> <li>b. Balance</li> <li>c. Contrast</li> </ol>		<ol style="list-style-type: none"> <li>d. Proximity/unity</li> <li>e. Repetition/consistency</li> <li>f. White space</li> </ol>
---	--	---

## Principles of Design

A well-thought-out design and a professional layout can make ideas zoom off of a DTP document, have a major affect on how easily and effectively the message is communicated, and subtly encourage the reader to take action. Although content more often influences the outcome of the reader's decision, it is more often design which invites them to consider it in the first place.



### DESIGN STRATEGIES

**Keep it Simple** - Too many elements discourage people from reading

**Create Unity** - All elements need to relate to each other and have equal importance

**Create Balance** - Place elements so they appear balanced without formality

**Create Contrast** - Contrasting colors and shapes can be used to attract attention or to emphasize

**Create emphasis through Proportion** - Use graphic element's size to illustrate importance

**Create page-to-page Consistency** - Use identical or similar fonts, line spacing, indentation, captions, graphic elements, etc.

**Use Proximity** - When two or more visual elements are put close together, invariably they are grouped and seen as being related.

### IDENTIFY THE TARGET AUDIENCE

#### Traits

- Age
- Gender
- Educational Level
- Social Status
- Income Level
- Goals
- Needs
- Interests
- Wants

#### Appeal to Traits

- Use appropriate vocabulary
- Use appropriate illustrations
- Use appropriate colors
- Use appropriate motivators
- Use appropriate attention grabbers

### USE WHITE SPACE EFFECTIVELY

- **White Space** - Adds Direction and Purpose; Prevents Clutter, Allows Breaks
- **Gutter** - White Space Between Columns
- **Leading** - White Space Between Lines of Text
- **Kerning** - White space between characters