


Student Name: _____ Period: _____ Date: _____

PRINCIPLE'S DESCRIPTION

Directions: Select the description from the right that best describes each design principle.

	Principle	Description
_____	1. Balance	a. Blank space
_____	2. Alignment	b. Font and color schemes
_____	3. Proximity/unity	c. Grouping of related items
_____	4. White space	d. Justification
_____	5. Repetition/ Consistency	e. More important elements are emphasized
_____	6. Contrast	f. Graphics don't overpower text or vice versa

Each design in the table below has been labeled with its primary design principle. Describe how each principle is demonstrated.

Design	Principle
	<p>Alignment</p>

Student Name: _____ Period: _____ Date: _____

Design	Principle
<p style="text-align: center;">Meet Yosef</p> <p>Yosef is the Happy Appy Mountaineer and mascot for Appalachian State. His motto is "be yourself."</p> 	<p>Balance</p>
<p style="text-align: center;">Student Life</p> <p>ASU Arts & Culture Arts, performances, entertainment</p> <p>Recreation ASU Paddling, hiking, climbing, skiing</p> <p>Service ASU Outreach, food banks, at-risk youth</p> <p style="text-align: center;">www.appstate.edu</p>	<p>Repetition/consistency</p>
	<p>Proximity/unity</p>