

Name _____ Date _____ Period _____

Principles of Design Key Points

1. _____ makes reference to the overall effect of the design.
2. Companies take it very seriously if you use their logo with incorrect _____.
3. If the text and graphics are separated by a distinct line which breaks the design up into two symmetrical parts, it is called _____ balance.
4. The relationship of the size of parts in a design is known as _____.
5. The dimensions of the graphic to the right is 250 x 200 pixels. If you were to change the width to 100, what would the height need to be to constrain proportion? _____
6. Adding many different elements to a design to gain interest is known as _____.
7. Underlining is an example of which principle of design? _____
8. If elements of the design lead you toward the message, this is known as _____.
9. If taking any one element out of a design makes it look awkward, the graphic is said to have _____.
10. A designer creates a graphic that is 800 x 600 pixels. He decides to scale the design by 1/2. What is the new size of the graphic if he constrains both dimensions to its original proportion? _____

