Quiz - Learning to Design and the Design Process
6 principles of Design

Name_____ Date_____

1What are 4 things you should know before you start to design? Freebie this time
a. **What you want to say (the purpose)**

b. **WHO you want to hear your message**

c. **The kind of FORMAT   you want your audience to view your message on**

d. **A basic knowledge of design principles**

2. REVIEW -what are the 7 Visual Elements of Art-===
We studies this the beginning of the year-
LINES-SHAPES-COLOR -TEXTURE-SPACE-FORM-VALUE

3. What are the 6 different design principles we studied in Chapter 1 handout?

1. **Emphasis**
The principle of emphasis states that the most important element on the page should be the most prominent, the second most important element should be second to the most prominent, and so on.

2. The principle of **contrast** states that visual elements on a page should look distinctly different from one another. It is used to add visual variety to your layouts and to keep everything on the page from looking alike

3. The principle of **balance** is concerned with the distribution of visual elements on a page in order to achieve a pleasing and clear layout.The idea behind balance is to avoid clumping elements in one location on the page, which can result in one section of the page looking over-loaded or busy.

4. **Alignment** is the visual connection among words, graphics, images, shapes,and lines on a page when their edges or axes line up with each other. You can quickly build the principle of alignment in your pages by lining up, for example, the top of a picture with the top of a head-line.

5. **Repetition** is the principle that states that repeating lines, shapes, images,colors,textures,and other visual elements within a page helps establish a unified, cohesive design.

6. **Flow** is the visual and verbal path of movement that a viewer's eye fol- lows through a page or sequence of pages.