**Design Principles Notes Organizer**

1. List the four design principles in the first column of the table below.
2. Define each design principle in the second column of the table below.



1. Contrast: to be effective, it needs to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Can be demonstrated using \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Two colors that create the strongest contrast are \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_.
3. Besides color, font can be changed in these ways to create contrast:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

1. Repetition: items must have obvious \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Can be demonstrated using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .
2. Using images for repetition: Using an exact copy of a clip art image, even

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ creates unity. Using different images but with a common theme is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Alignment: Items must have obvious spatial \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Needs to be visually noted instantly to be effective. All items should significantly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the purpose of the publication. Element placement should never be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Alignment: Can be demonstrated using object \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, text \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, line spacing and object size.
3. Proximity: Provides \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the viewer. All elements are supportive of main purpose. Elements are then divided into subgroups. Items related to each subtopic should be spatially grouped \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in an arrangement.
4. Can be demonstrated using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Objects or Alignment.