



_____ student name

_____ period

_____ date

Design Mind Presentation 2. Concepts of Design study guide

• Over the years, experts have developed some basic concepts you should keep in mind when you design your layouts. They are:

- _____ describes the relationship between a subject or element and the surrounding space.
- An object placed in the space of a layout is called the _____.
- The space that surrounds the figure is called the _____.

- The space on a page that is not occupied by type or graphics is called _____.

- Making an element stand out in relation to other elements in a composition or layout is called _____.
- Adding emphasis to some elements helps make a design seem more _____ and helps the reader understand the message.

- For designers, _____ refers to the relationship of one side of a page to the other.

• When the elements on one side of the centerline are exactly the same as the other it is called

_____.

• When the elements on one side of the centerline are of equal weight, but are not the same as the elements on the other side it is called _____.

• Symmetrical balance looks very _____ but also a little _____,

_____.

• Asymmetrical balance allows for many variations. The information can be easily grouped together for meaning and can create relationships that promote _____, or _____, depending on the mood desired.

• Placing the design on a diagonal axis can make an asymmetrical layout even more

_____.

• The _____ or _____ plays an important role in an asymmetrical layout.

_____.

• An imaginary line slightly above the measured center of a composition or layout is called the

_____.

• The optical center is found about _____ down from the top.

• If all else is equal, the _____ is the spot on the composition or layout that will attract the reader's eye first.

_____.

• The arrangement of page elements that help direct and move the reader through the composition or layout is called _____.

• Here are a few things to remember about flow.

Avoid illustrations and other elements that direct the reader's eye _____ the page.

By placing a strong _____ element at the bottom of the page you will help keep the reader's eye flowing through the message.

- _____ refers to the arrangement and treatment of elements that promote a sense of wholeness in a composition or layout.
- Unity must be considered as a spectrum starting from total _____ to total _____.
- Try to control your choice of page elements and position them to obtain an _____ variety.