



student name

period

date

Design Mind Presentation 4 Creating a Visual Style

- The way graphic designers “set a mood” is by developing a _____ for the project.
- The best way to explain visual style is to compare it to _____ or _____.
- _____ is a design characteristic associated with a time period, theme, or fashion.
- Most _____ and _____ are designed with a visual style in mind.
- Menus are good examples because they demonstrate how graphic design is used to _____ the printed product with the mood of the restaurant.
- By choosing fonts, colors, graphics, and other page elements that share the same visual style, you will maintain _____ in your layouts and will set the _____ of the message.

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- A _____ is a practice layout that reflects a visual style.
 - A visual theme can reflect an _____ period (Colonial America), a _____ trend or style (retro), a targeted _____ (children) an event or a _____ (elegance) .

• Typically, a visual theme contains:

- How these elements are arranged is less _____ than how they work together to establish the desired look.

• Start with the _____ type.

- There are thousands of _____ and _____ (D&D) fonts available that are perfect for creating a style for any message.

- _____ and _____ fonts are also good for display.
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- Display fonts don't work well as _____, so choose a text font that works well with the display type.

- The best place to start is to choose between a _____ or a _____ font.

- Roman faces are good for _____ subjects, sans serif faces are good for a _____ look.

- Try to choose a face that has a _____ and _____ that works well with your display.

- Also pick a font that has at least an _____ and _____ variation (typeface family).

- Placeholder text, also called _____, can be used to represent how text blocks will look in a layout, even when the words are not yet available.

- _____ System is the industry standard for specifying spot colors.

- Color _____ is a pleasing relationship of colors.

- Adding a pattern or _____ can add variety to a layout.

- There are an endless variety of _____ effects and treatments for illustrations and photographs that can be used to help set a _____ in your layout. Avoid mixing different looks that will create _____ in your themes.

