



_____ student name

_____ period

_____ date

Design Mind Presentation 3. Principles of Design

- The four basic design principles are:

- The _____ Principle states that related items should be grouped together.
- Group _____ items so that they are seen as one group or page element.
- Separate the groups so that the viewer will quickly see an _____ pattern.
- Always start your layout by sorting the information into meaningful _____.

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- The _____ Principle states that nothing should be placed on the page arbitrarily.
 - Every item should have a visual _____ with something else on the page.
 - Make sure that important page _____ line up with one another.
 - A _____ alignment is commonly used by beginners because it is safe and feels comfortable.
 - While layouts that use a symmetrical balance are safe, they can be often _____ or stiff.
 - Avoid _____ alignments.
 - Nowadays, all major magazines and newspapers use a _____ system for their layouts.
 - _____ and grids can help you design better layouts.
 - Using a grid system for projects, like newsletters, makes it easier to maintain _____

- The _____ Principle states that if two items are not exactly the same, then make them really different!
 - By applying contrast correctly, a layout will maintain _____, _____, and _____.
 - Items that are a just little different do not contrast, they _____.
 - You can create _____ with color, value, font, size, and weight.
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- The _____ Principle states that you should repeat some aspect of the design throughout the entire composition.
- Repeating a shape, an accent color, or a headline style are all examples of _____.
- Repetition reinforces _____.
- One great way to use repetition is to repeat a _____ from a graphic throughout the layout.
- Use repetition to help maintain unity throughout a _____ system.
- Use repetition to help maintain unity throughout _____ pages.