

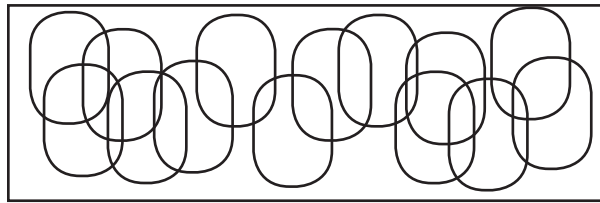
PRINCIPLES OF DESIGN

1. From the following designs, which **one** represents **informal** balance?

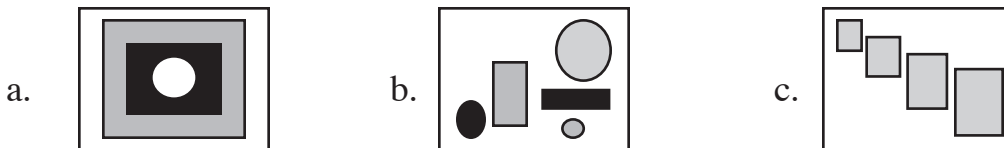


2. What is the **main** design principle used in the image below?

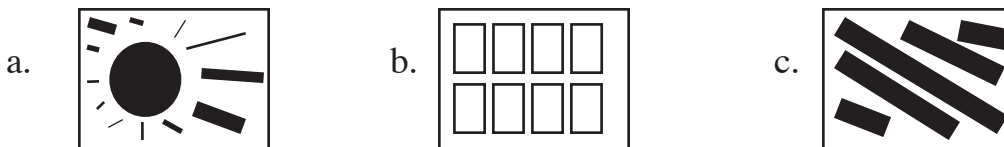
- _____
- a. Emphasis
 - b. Repetition
 - c. Focal Point
 - d. Proportion



3. From the following designs, which **one** represents **formal** balance?



4. Identify which **one** design has a **dominant** center of interest (focal point).



5. Explain proportion.

6. The differences in line, value, color and shape in a composition is called

- a. repetition b. variety c. pattern d. space

7. The dominant area of an artwork is the

- a. lightest area b. darkest area c. proportion d. center of interest

8. The repetition of line, shape and color in the same order is called

- a. balance b. focal point c. pattern d. space

Critique:

On the following page, you will find advertisements with a specific principle or element listed above it. On the lines to the right of each ad, discuss the principle or element indicated in terms of that particular ad. Be specific and write complete sentences.

