Principle’s Description

**Directions:** Select the description from the right that best describes each design principle.

|  |  |  |
| --- | --- | --- |
|  | **Principle** | **Description** |
|  | * 1. Balance
 | 1. Blank space
 |
|  | * 1. Alignment
 | 1. Font and color schemes
 |
|  | * 1. Proximity/unity
 | 1. Grouping of related items
 |
|  | * 1. White space
 | 1. Justification
 |
|  | * 1. Repetition/ Consistency
 | 1. More important elements are emphasized
 |
|  | * 1. Contrast
 | 1. Graphics don’t overpower text or vice versa
 |

Each design in the table below has been labeled with its primary design principle. Describe how each principle is demonstrated.

| **Design** | **Principle** |
| --- | --- |
|  Appalachian State University, located in beautiful Boone, North Carolina is the temporary home of over 16,000 students. The 1,300 acre campus is nestled in the Appalachian Mountains.Asu | **Alignment** |
|  Yosef is the Happy Appy Mountaineer and mascot for Appalachian State. His motto is “be yourself.” **Meet Yosef** **ASU** | **Balance** |
| **Arts & Culture**Arts, performances, entertainment**Recreation**Paddling, hiking, climbing, skiing**Service**Outreach, food banks, at-risk youth **Student Life****www.appstate.edu**ASUASUASU | **Repetition/consistency** |
|   | **Proximity/unity** |