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.  A  s  u | **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**  ASU  ASU  ASU | **Repetition/consistency** |
|  | **Proximity/unity** |