

Name _____

Period _____

Design Principles Review

Match the correct principle: Contrast, Repetition, Alignment, or Proximity with its correct description.

Which principle am I?

I allow you to make conscious decisions about how and where elements are placed on the page. I help you to craft stronger and more compelling compositions and provide a standard guide for element placement. Without me you would end up with arbitrarily placed elements, with little or no connection to additional or similar features. I create visual connections for the elements on your website, nothing should be out of place or distinct from all other design elements. I am important because without me, the look and feel of your website would be a collection of unorganized elements making it difficult for users to follow. Which principle am I?

I require similar or related elements be grouped together, while those that are unrelated or dissimilar should be separated. Separate design elements should have enough space in between to communicate they are different. I am important because I create related meaning. I help guide the user through your website with proper flow, effective use of white space, positioning similar content closer together, and providing a clear structure. Which principle am I?

I typically show up on websites as visual elements that appear throughout the pages on the site. Elements that I can be applied to with effectiveness are colors, shapes, textures, fonts, typography, graphics, images, videos, spatial relationships, line thicknesses, headers, footers, navigation, sidebars, widgets, and on. I am used to help to promote the organization of the website and reinforce continuity. I am used to create a cohesive feel and to help users find their way easily on a site. I am important because I give your visitors a sense of site recognition and consistency. Which principle am I?

I am the difference between two or more elements. I can create visual interest and direct the attention of the user. Elements that you can apply me to include: size, color and font. I separate main areas on a page and allow readers not to be distracted by similar elements on other sections. I am important because I create organization and bring attention. Which principle am I?
