

**(LO1) - Exercise – Short Response – Graphic Design Principles**

These research questions are used to prepare you for **(LO1) - Assignment.** You can use **Canvas** & the **Interne**t as research to help you find the answers to the questions.

You must not **COPY & PASTE** directly from the Internet, **put in your own words**

**Submit to Canvas on completion.**

**Q1. List 5 Design Principles?**

**A1.**  Balance, Proximity, Alignment, Contrast and Repitition

**Q2. Give an example of Balance on a web page?**

**A2.** Symetrical balance. A centered image evenly spaced on a page.

**Q3. Give an example of Proximity on a web page?**

**A3.** A button, image and text all referencing the same subject grouped together for ease of use.

**Q4. Give an example of Alignment on a web page?**

**A4.**  Any elements arranged in a line creating formality and structure enabling easy visualisation

**Q5. Give an example of Repetition on a web page?**

**A5.** The use of design aspects like the same colour scheme throughout a website

**Q6. Give an example of Contrast on a web page?**

**A6.** The use of different sized images on a website for example the most important being the largest

**Q7. Give an example of Space on a web page?**

**A7.** Creating space around an image can give the image focus therefore attracting the users eye

**Q8. Give an example of how one of the above principles is applied on a navigation bar?**

**A8.** A navigation bar evenly arranged evenly spaced and centered is an example of Balance

**Q9. Give an example of how one of the above principles is applied on a web landing page?**

**A9.** Proximity can be used on a landing page to display headings and subheadings in an easily readable and intuitive format

**Q10. Give an example of how one of the above principles is applied on a web e-commerce page**

**A10.** Contrast can be used to make important (call to action) buttons stand out by using bold text and colours

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