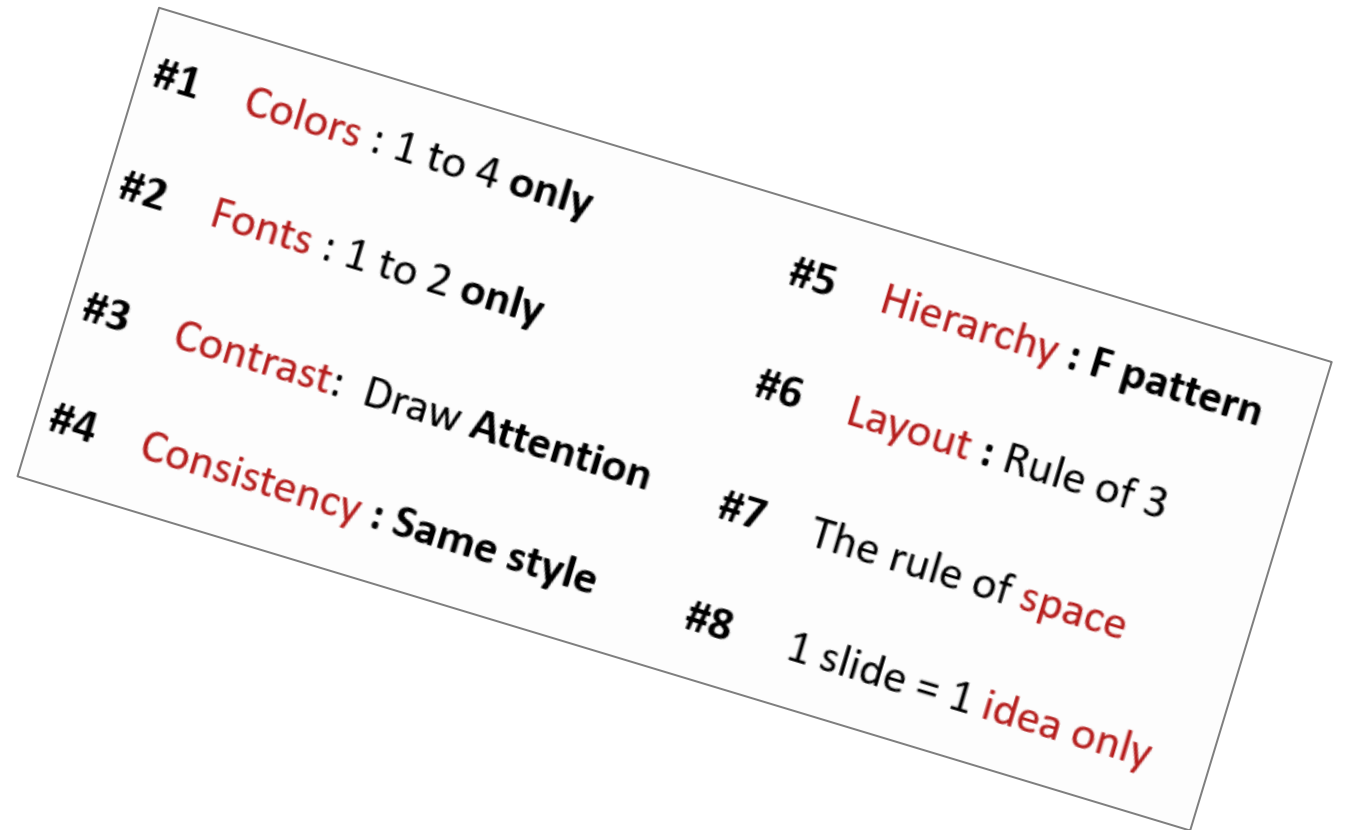


ACTIVITY 1

- ✓ Analyze the 3 slides
- ✓ Why they **respect** the design principle?



Computer / Database Diagram

Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers.

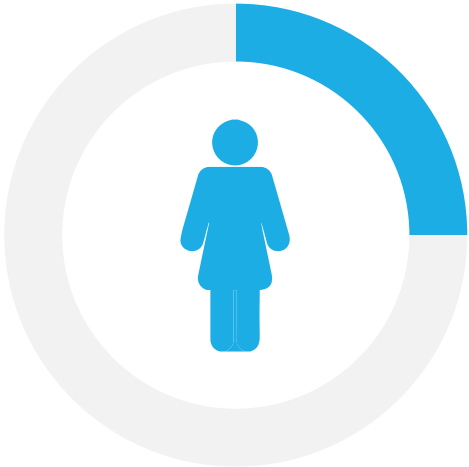


Comparison Chart

Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers.

Develop

Promotions only work as well as the marketing.
Promotions only work as well as the marketing.



VS

.



Analyze

Promotions only work as well as the marketing.
Promotions only work as well as the marketing.

- Promotions only work as well as the marketing.
- Promotions only work as well as the marketing.

DEVELOP

ANALYZE

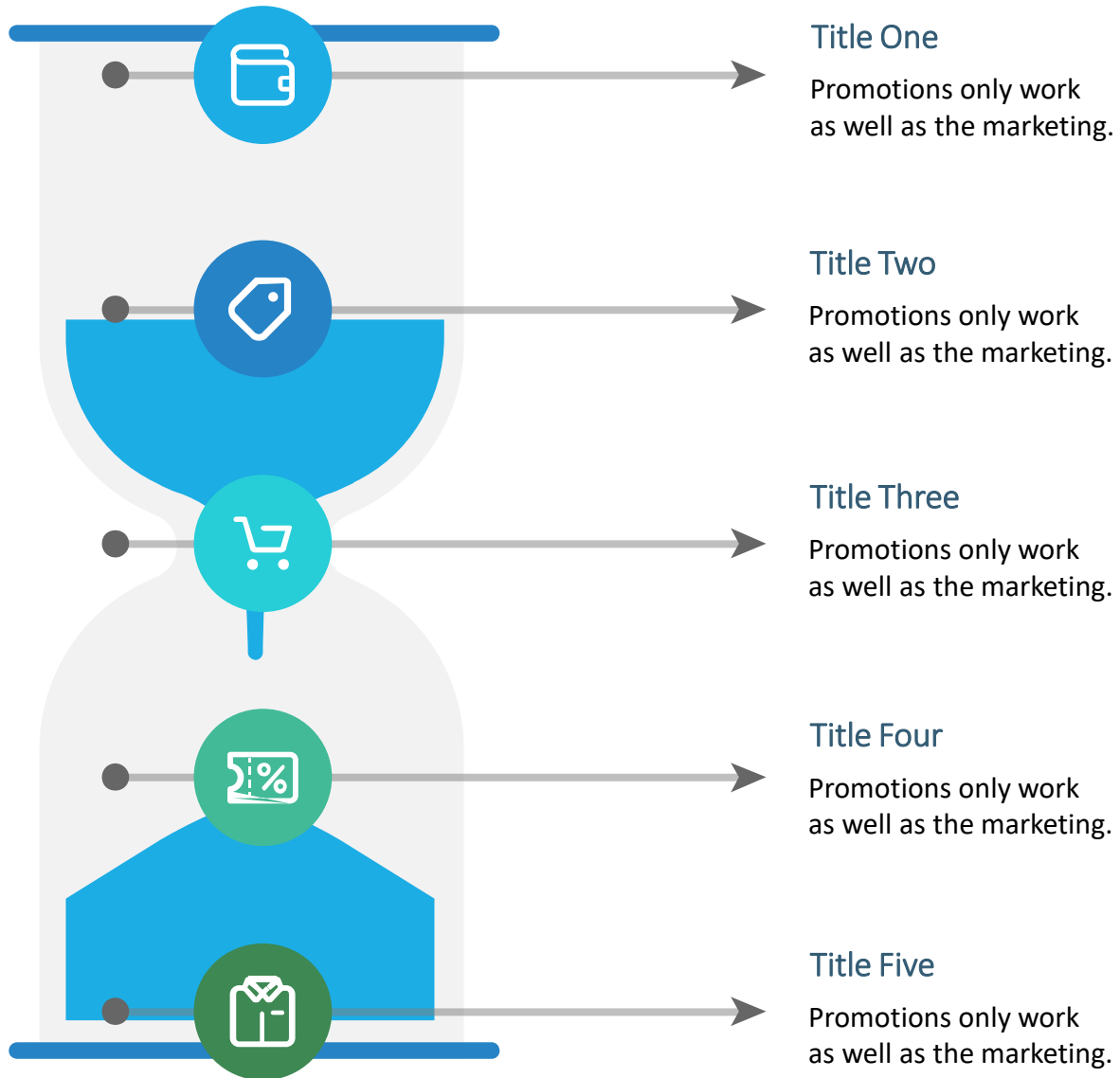
IDENTIFY

DEVELOP

ANALYZE

IDENTIFY

- Promotions only work as well as the marketing.
- Promotions only work as well as the marketing.



Business Infographics

Marketing is the study and management of exchange relationships.

Why they respected the design principle?

analysis	
Color	Color maximum only 4
font	Only 2 font (Lato with title, heading, content and Lato light with the paragraph)
consistency	Every slide is the same style (font, color, icons, space)
layout	Respected to the rule of 3x3 grid (layout of the icon and paragraph fixed properly)
space	It has space between the paragraph and each element
1 slide	Only 1 idea
Heirarchy	Identify what that they want you to see first
contrast	Contrast with font size and color of the icons