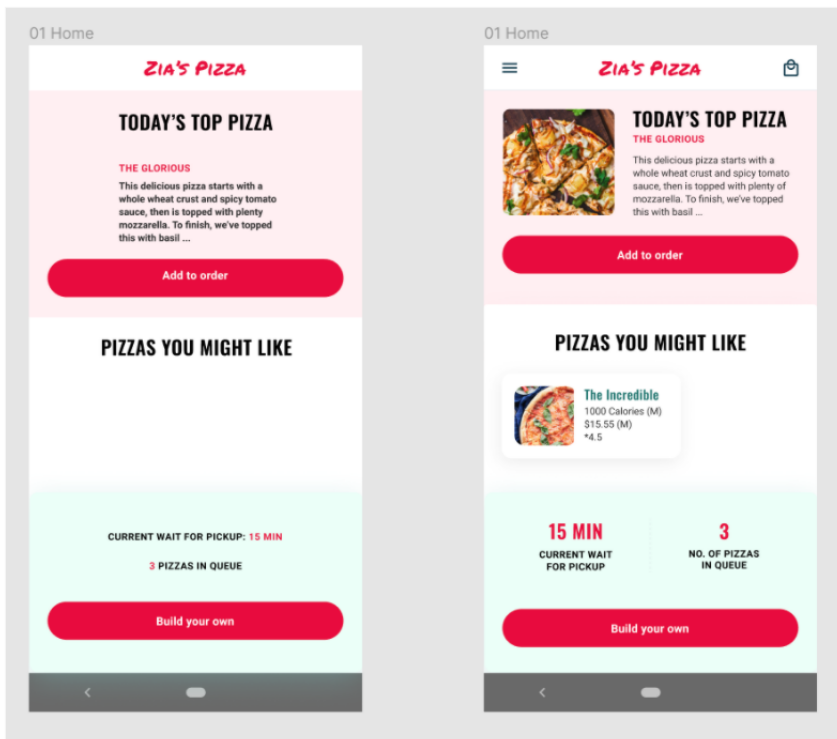# Activity Exemplar: Apply visual design principles to your portfolio project mockups

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.

Exemplar

Assessment of exemplar

In the exemplar above you can see that there were places to apply all four visual design principles.

The designer used **emphasis** in the "Pizzas You Might Like" section by placing the item in an elevated box. This emphasis helps clarify the information belongs to that specific pizza. The **hierarchy** of the elements on this screen was also reworked to give prominence to important elements, like wait time and number of pizzas in the queue. The **scale** of the buttons in relation to other elements on the screen immediately directs attention to key action items. Finally, the **variety** of color fills helps guide the information architecture, while the consistent color palette works to keep the overall look **unified.**

Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criteria used here to evaluate the exemplar.

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

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