

Block 3

Participant ID

Default Question Block

In this task, you will give feedback to a poster based on five key principles in visual design. Before you start, we ask you to review the definition of each principle.

Design principles are guidelines that should be considered in order to create an attractive composition of a poster, banner, advertisement, infographic, and other forms of visual media. Following principles helps you communicate the key message in the design effectively. The principles you will be reviewing are available here:

https://drive.google.com/file/d/1gkrsgZD_yFjM48uvqgCU6z1sCxZcpf0Y/view?usp=share_link

We recommend having this pdf open side-by-side next to this survey for easy reference.

Block 1

Here is the poster you will be providing feedback on. Referencing the provided design principles table, please evaluate the poster and select each piece of feedback that you believe is relevant to the current design.



Hierarchy:

- ☐ Weak Point of Entry
- ☐ Ambiguous Levels of Importance
- ☐ Unclear Grouping of Content

Alignment:

- ☐ Arbitrary Alignment of Elements
- ☐ Insufficient Margins

Balance:

- ☐ Not Enough Space Between Content
- ☐ Content Lacks Balance
- ☐ Uneven Margins

Unity:

- ☐ Inconsistent/Too Many Variations in Text
- ☐ Unnecessary Design Elements
- ☐ Inconsistent Color Choices

Readability:

- ☐ Poor Text Legibility
- ☐ Unsuitable Image Manipulation
- ☐ Obscured Content

Block 2

Rate your confidence in your understanding of the meaning of the principles.

	1 (Not Confident At All)	2	3	4	5	6	7 (Very Confident)
Hierarchy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alignment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Readability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate your confidence in your ability to identify violations in a design that are related to the principles.

	1 (Not Confident At All)	2	3	4	5	6	7 (Very Confident)
Hierarchy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alignment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Readability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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