Directions: Search the Internet for examples of each design principles. Insert an image that matches each descriptor. Be mindful of image sizes and scale down large images.

1. **Balance Group**

|  |  |
| --- | --- |
| Formal/Symmetrical |  |
| Informal/Asymmetrical |  |
| Radial |  |

1. **Contrast Group**

|  |  |
| --- | --- |
| Scale  |  |
| Quantity |  |
| Value |  |
| Weight |  |
| Form |  |
| Placement |  |
| Texture  |  |
| Color |  |

1. **Consistency Group**

|  |  |
| --- | --- |
| Font Scheme |  |
| Repeated Shape |  |
| Lines to Connect |  |

1. **Scale/Proportion Group**

|  |  |
| --- | --- |
| Size Exaggeration |  |
| Header Text vs Body Text |  |

1. **Dominance/Emphasis Group**

|  |  |
| --- | --- |
| Splash of Color |  |
| Text Emphasis |  |

1. **Rhythm Group**

|  |  |
| --- | --- |
| Repetition |  |
| Interrupted |  |
| Gradated |  |
| Staccato |  |

1. **Elements Group**

|  |  |
| --- | --- |
| Unity |  |
| Alignment |  |
| Proximity |  |
| Center of Interest |  |
| Eye Movement |  |
| White Space |  |