

Name: _____
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Art in the Visual Environment

The Principles of Design Chapter three Pages 58 – 65

Page 58

1. List the principles of design.
2. What are the two kinds of balance?
3. What is a third kind of balance?
4. Give an example of formal balance.
5. Give an example of informal balance.
6. Give an example of radial balance.

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7. Give an example of the principle contrast. Use sizes, shapes or colors as your example.

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8. What words might you use to define the principle of unity?
9. What is a true test of unity?

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10. What is pattern?

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Read about the principle emphasis and study the picture of the Saint Joseph Medical Center sign to answer questions 11 and 12.

11. Why did the graphic designer emphasize EMERGENCY?
12. What three things did the graphic designer do to cause the word EMERGENCY to be the emphasis (center of interest)?

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13. How does the artist-designer use the principle of movement?
14. List the elements of design.
15. How do artists use the elements of design?
16. What tells us how to use the elements and helps us to show ideas.

5 pts each