

DESIGN ELEMENTS & DESIGN PRINCIPLES PRACTICE

DO NOT
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MARGIN

The following questions have been created to help you practice for your exam.

You need to be familiar with Design Elements, Design Principles and DTP software.



Layout 1

1. Describe four ways the designer has created depth within the layout.

4

Graphic designers often make use of 'stock images'.

2. Describe the term 'stock images' and any potential issues with using them.

2

TOTAL

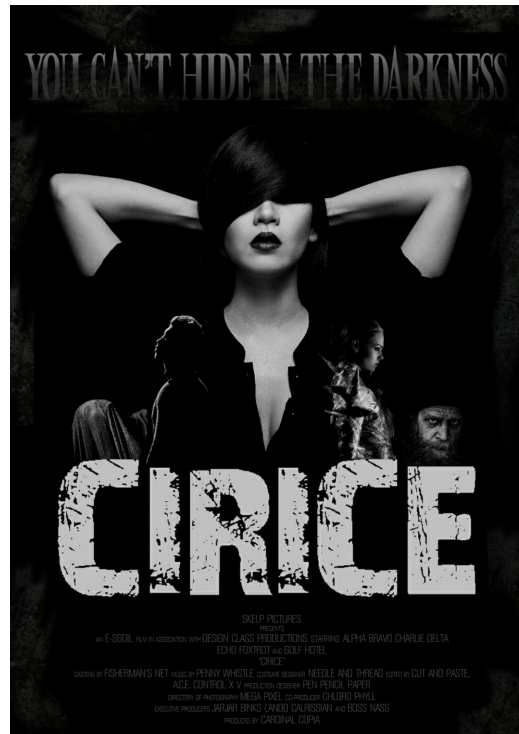


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Layout 2

3. Justify two ways the designer has used proportion within the layout.

2

Graphic designers make use of different families of typeface.

4. Describe two families of typeface and include technical difference between the two families.

2

TOTAL



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Watch This

Our top 3



Fossil

1 Quisque pellentesque metus ac quam. Donec magna nulla, aliquet vitae, congue ac, faucibus ut, erat. Donec sit amet neque. Donec posuere tempus massa. Duis vulputate mauris sit



Rolex

2 Quisque pellentesque metus ac quam. Donec magna nulla, aliquet vitae, congue ac, faucibus ut, erat. Donec sit amet neque. Donec posuere tempus massa. Duis vulputate mauris sit



Daniel Wellington

3 Quisque pellentesque metus ac quam. Donec magna nulla, aliquet vitae, congue ac, faucibus ut, erat. Donec sit amet neque. Donec posuere tempus massa. Duis vulputate mauris sit



New Model: Chronomaster

"Give the gift of time"

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Layout 3

5. Justify two ways the designer has made use of alignment within the layout.

2

Graphic designers often use columns and 'drop-caps' within layouts with lots of body text.

6. Describe the terminology associated with 'drop-caps' and 'columns'.

4

TOTAL



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Layout 4

7. Justify two ways the designer has used the principle of dominance within the layout.

2

The poster will be printed with over 5,000 copies

8. Justify the most suitable printing methods for making this number of copies.

2

TOTAL



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Layout 5

9. Describe two ways the designer has used the principle of Emphasis within the layout.

2

The graphic designer made a specific decision to use the colours shown in the layout.

10. Explain why the graphic designer considered this colour-palette to be appropriate.

2

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Layout 6

11. Describe how the designer has used the principle of Proximity within the layout.

4

The graphic designer has used several Design Elements and DTP tools.

12. Explain the terms:

(i) Pull Quote

1

(ii) Irregular Cropping

1

TOTAL



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Layout 8

1. Describe four ways the designer has created contrast within the layout.

4

Layouts going for commercial print require a 'bleed'.

2. Describe the term 'bleed' and why it is required for commercial print.

2

TOTAL

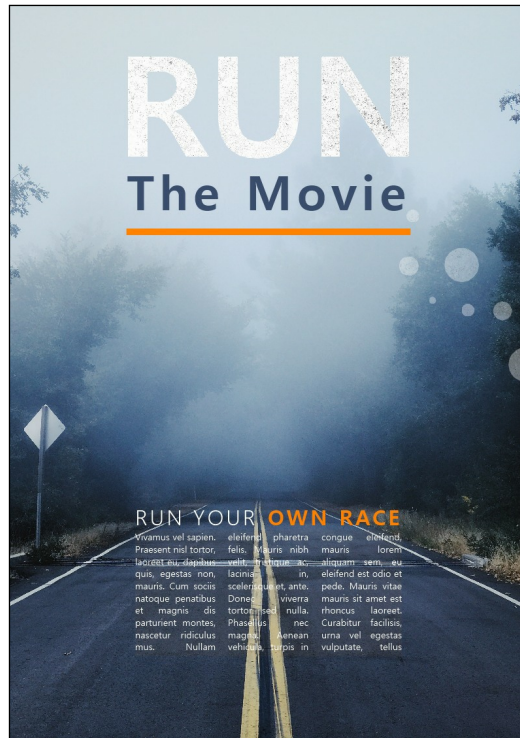


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Layout 7

1. Describe four ways the designer has created balance within the layout.

4

Placeholder text is used when planning layouts.

2. State the name of placeholder text and describe its advantages.

2

TOTAL

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Layout 9

1. Describe four ways the designer has created rhythm within the layout.

4

Graphic designers don't always use a mouse when using a computer.

2. State the name of three other input devices for capturing or generating images.

3

TOTAL

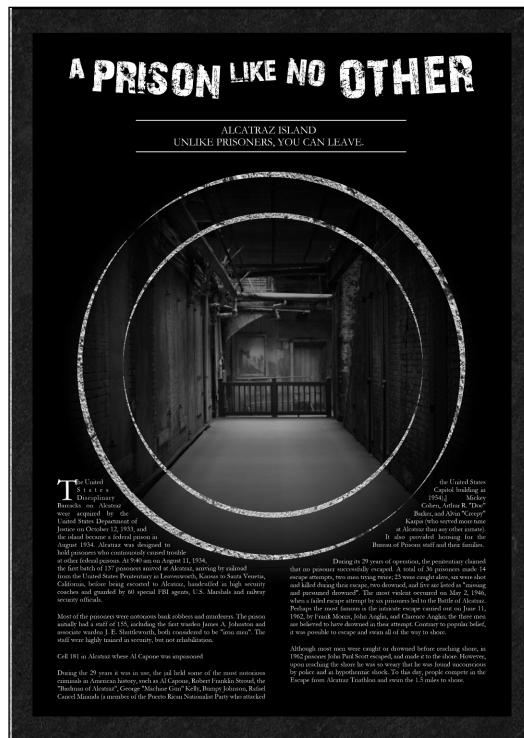


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Layout 10

1. Describe four ways the designer has created mass within the layout.

4

A 'drop-cap' is a useful tool with typography.

2. Describe the term 'drop-cap' and why they are used.

2

TOTAL