Design Principles Unit Vocabulary

Complete the crossword puzzle.

FORMALBALANCE BLEEDING FORM REVERSE
SALIENCE UNITY DROPCAP PROPAGANDA
BRANDING CONTENT OVERPRINT COMMUNICATION

Across

3 White copy on a colored background

10 Proper display of the content so all parts are functional.

11 Name, term, sign, symbol or design, or a combination of them intended to identify the goods and services

12 The sharing of information, thoughts, or ideas

Down

1 Content is symmetrically aligned (2 words)

2 A larger letter is used at the beginning of a body text (2 words)

4 a striking point or feature

5 Black text printed over a graphic

6 Allowing a graphic to flow off the edge of the page

7 Information or the lack of information given by media to make a point and to sell a product.

8 What graphics, lines, etc. that will go in the ad.

9 How the ad will look when it's finsihed.

Design Principles Unit Vocabulary

Complete the crossword puzzle.

1. F
2. O
3. R E V E R S E — D — S
   M — O — A
   A — P — L — 5 O — 6 B
   L — C — I — 7 P V — L
   B — A — E — R E — 8 C E
   A — P — N — O R — O E
   L — — C — P P — N D
   A — — E 9 F A R — T I
10. U N I T Y — O G I — E N
    C — 11 B R A N D I N G
    E — M N T — T
    — — D
12. C O M M U N I C A T I O N