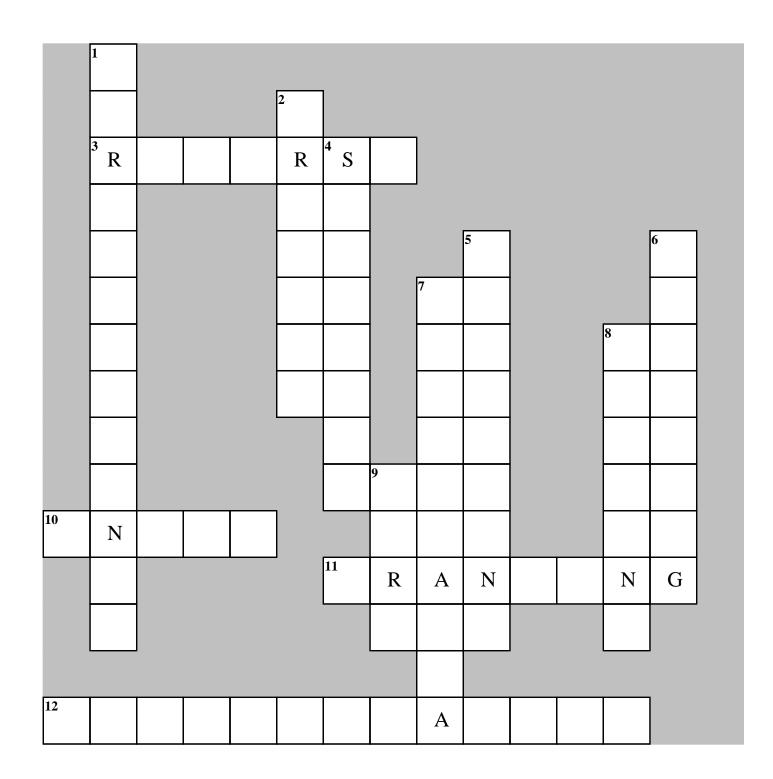
Name _____



Design Principles Unit Vocabulary

Complete the crossword puzzle.



FORMALBALANCE BLEEDING SALIENCE UNITY BRANDING CONTENT

FORM DROPCAP OVERPRINT

REVERSE PROPAGANDA 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.

