Name: _____   **Date: _____**

Vocabulary Mix

Directions: Determine the word defined or answer to each item below and place the answers in the boxes to the right. At the bottom, write the corresponding letter and number to reveal a secret message.

Design Basics

Agsesem Analysis

Process of analyzing things that will influence the design such as the men or women, age, billboard magazine, etc.

☐☐☐☐☐☐☐ **10 1**

Einl gtnelh

The best length for a line of text is one that is the most comfortable on the reader's eye.

☐☐☐☐ ☐☐☐☐☐ **2   8**

Elru fo 3r/2ds

Most designs can be made more interesting by visually dividing the page into thirds vertically and/or horizontally.

☐☐☐ ☐☐ ☐☐☐☐☐ **9   15**

olpacti rceent

This is slightly to the right of and above the actual center of a page.

☐☐☐☐☐ ☐☐☐☐☐ **11 3   14**

ISSK eprlipnic

States that design simplicity should be a key goal and that unnecessary complexity should be avoided.

☐☐☐ ☐☐☐☐☐☐☐ **13   4**

Yee mtonveem

The path the eye follows through a design. Movement in a visual image comes from the kinds of shapes, forms, lines, and curves that are used.

☐☐☐ ☐☐☐☐☐☐

mbnuihtla shkcte

Small, simple, rapidly drawn designs for various ideas of a layout.

☐☐☐☐☐☐☐ ☐☐☐☐☐ **12   5   6**

Oruhg tlouay

Actual size, redrawn version of a thumbnail sketch with refinement that is truer to design.

☐☐☐☐☐ ☐☐☐☐☐ **7**

☐☐☐ ☐☐☐☐ ☐☐☐☐☐☐☐☐ !
1 2 3   4 5 6 7   8 9 10 11 12 13 14 15

Vocabulary Mix

KEY – Design Basics

Message Analysis
Process of analyzing things that will influence the design such as the men or women, age, billboard magazine, etc.

M	E	S	S	A	G	E
					10	**1**

Line Length
The best length for a line of text is one that is the most comfortable on the reader's eye.

L	I	N	E		L	E	N	G	T	H
	2							**8**		

Rule of 2/3rds
Most designs can be made more interesting by visually dividing the page into thirds vertically and/or horizontally.

R	U	L	E		O	F		2	/	3	R	D	S
9													**15**

Optical Center
This is slightly to the right of and above the actual center of a page.

O	P	T	I	C	A	L		C	E	N	T	E	R
11		**3**						**14**					

KISS Principle
States that design simplicity should be a key goal and that unnecessary complexity should be avoided.

K	I	S	S		P	R	I	N	C	I	P	L	E
13								**4**					

Eye Movement
The path the eye follows through a design. Movement in a visual image comes from the kinds of shapes, forms, lines, and curves that are used.

E	Y	E		M	O	V	E	M	E	N	T

Thumbnail Sketch
Small, simple, rapidly drawn designs for various ideas of a layout.

T	H	U	M	B	N	A	I	L		S	K	E	T	C	H
12				**5**											**6**

Rough Layout
Actual size, redrawn version of a thumbnail sketch with refinement that is truer to design.

R	O	U	G	H		L	A	Y	O	U	T
7											

G	E	T		I	N	T	O		G	R	A	P	H	I	C	S	!
1	**2**	**3**		**4**	**5**	**6**	**7**		**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**	