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| **Principles of Design** | **Definition** |
| **Balance** | When objects are of equal visual weight, they are in balance. If you have several small items on one side, they can be balanced by a large object on the other side. Balance can be affected not only by the size of objects, but also their lightness or darkness. |
| **Proximity** | The Principle of Proximity tells you to put related items close together physically. Things that aren't related should be farther apart. The amount of separation between items or groups tells your reader how the material is organized. |
| **Alignment** | The principle of alignment tells us that every item on a page must be aligned with another item. The alignment of items creates cohesion. Ways to align material include: centered, left edges lined up or right edges lined up. |
| **Consistency** | Consistency in design is about making elements uniform — having them look and behave the same way. The font for various types of elements (e.g. titles, body text) would all be the same. |
| **Contrast** | Contrast draws in your reader's attention and creates gives importance to objects based on how much they stand out. Create contrast by using type, textures, and elements like lines, boxes, or graphics, that are very different from one another. |
| **White Space** | The portion of a page left unmarked: the space between graphics, margins, gutters, space between columns, space between lines of type or figures and objects drawn or depicted. The balance between positive (or none-white) and the use of negative spaces is key to aesthetic composition. A page crammed full of text or graphics with very little white space runs the risk of appearing busy, cluttered, and is typically difficult to read. |

Analysis of Print Advertising

**Outcomes:**

**6.1** identify elements and principles used in the images

**6.2** comment on the impact of the elements and principles in the construction of the message

* Choose one advertisement to analyze from the website below OR use Google to find your own print ad.

Website: <http://www.creativebloq.com/inspiration/print-ads-1233780>

* Copy & paste the chosen ad onto your page.
* Fill in the chart below by explaining how the advertisement you chose demonstrates each of the principles of design.

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| **Principles of Design** | **Definition** |
| **Balance** | **This advertisement is balanced because the center of focus is in the middle of the image, with the extra details in at the top and bottom, evenly spaced out.** |
| **Proximity** | **This advertisement has proximity as the focus image of the ad has the title overlapping the main image. The words are also a fair distance apart from each other.** |
| **Alignment** | **All the features of this advertisement are center aligned other that the text at the boom, which is left aligned but is in the center of the image.** |
| **Consistency** | **This advertisement shows consistency in the color palette as well as the font of the words used.** |
| **Contrast** | **This advertisement shows contrast between the color of the text and the color of the words.** |
| **White Space** | **This advertisement contains white space between the area in focus in the center, and the extra information at the top and bottom.** |

