Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Andrew Mundi’s site on the Principles of Design is an interactive tool to teach you about page design theory. Visit the site at and work through each of the five sections. You need to move your mouse over top of everything on the screen to see what pops up. Neat little tips are hidden throughout the screen so you will have to test everything for a link! Be sure to read everything carefully or you might miss some of your answers?

**Section 1 – Introduction to Design**

1.According to Mundi’s informational design on toothpaste usage, which city uses more toothpaste?

2.According to Mundi, design uses a Visual Language. What does he demonstrate is the difference between Negative and Positive? What about opaque and transparent?

**Section 2 – Color Theory**

1.What two colors are at the extreme opposite ends of the color spectrum?

2.What is the difference between Hue and Saturation?

3.What are the three colors used by a screen to produce other colors? What are the three colors used in print media?

4.According to Mundi, what are the cool colors on his color wheel?

5.Simultaneous contrast refers to what?

**Section 3 – Composition and Layout**

1.In section 3a, which letter do you read first? Why?

2.How is symmetrical balance different from asymmetrical balance?

3.What is the difference between calming and lively rythms?

4.What is Unity and how can you achieve it?

5.How is using a grid helpful in designing your page?

**Section 4 – Perspective**

1.What is the vanishing point?

**Section 5 – Typography**

1.What is the serif of a font?

2.What are the attributes of a monospaced font?

3.What is kerning?