

## 2. Less is More

1. Explain **80/20 Rule** using Facebook.com design as an example.
2. Explain the principle **Less is More**.
3. Explain **Flexibility-Usability Tradeoff** by comparing/contrasting:
  - Microsoft Word vs Microsoft Publisher
  - Cell phone camera vs Canon EOS Rebel xsi
4. Explain **Signal-to-Noise Ratio** and give original example.

### Test Guidelines

- Start with the text book, *Universal Principles of Design*
- Answer according to your understanding of the tested principles
- Refer to text, class notes, and additional research might be required.
- Grades are based on student's ability to demonstrate a thorough understanding of the design principle and not copying definitions from the text or web.
- Each test is worth 100 points and will be graded for accuracy as described in assigned text and referenced materials, and a demonstration of understanding.
- When an original image is requested, this means a photo taken and submitted by the student and not copied from a web page or taken from textbook.

Save completed test with your name & course number as file name and email to [scott@utdbox.com](mailto:scott@utdbox.com) for credit. Grades will be posted on UTD Orion. Student is allowed to resubmit test to improve grade.