

#### 4. Aesthetic Bias (part 1)

1. Compare & Contrast the Blackberry & Apple iphone in reference to **Aesthetic-usability Effect**.
2. Name 3 products that benefits from an association with a personality or character that utilizes the **Attractiveness Bias**.
3. Explain the **Baby-Face Bias**.
4. Post an iconic image & explain what emotion, information, or recognition is evoked by the photo. **Picture Superiority Effect**
5. What is a **Savanna-like Environment**? Post an image on Flickr that represents the Savanna preference & note the elements.

#### 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.