

## 7. Aesthetic Toolbox (Part 1)

1. What is the value of **Alignment** to a designer?
2. How does **Color**: Attract attention? Group Elements? Indicate Meaning? Enhance Aesthetics?
3. Explain how **Highlighting** is used on a web page & value to users.
4. List one original example of each of the **Iconic Categories** listed in book: Similar, Example, Symbolic, Arbitrary.
5. Give an example of a product that does not utilize the **Proximity** principle well. Explain.
6. List 5 ways a designer can evoke the perception of **Similarity**.

### 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.