

Study Guide Final

What is the rule of thirds?

Define Cradle to Cradle Philosophy?

How does gestalt relate to Graphic Design?

What is an Archetype and how does it relate to Graphic Design?

Syntax is a group of words and phrases which create a sentence.
How does that relate to graphic design?

What is an Asymmetric composition?

What does the "First Things First" Manifesto of 2000 encourage designers to do?

Name the "four eyes?"

What paper size(s) is directly proportional to the golden section rectangle?

What is the difference between Harmony and Contrast in Design Terms?

Briefly...what is the Hicks Principle?

What is the Pareto Principle?

Identify the three different kinds of logo marks?

What is the "Law of Pragnanz?"

What is Ockham's razor and how does it relate to "Hick's Principle?"

Explain how May's "law of incongruity" and the "law of proximity" relate to Post Modernist Graphic Design?

"Our culture has adopted a design stratagem that essentially says that if brute force or massive amounts of energy don't work, you're not using enough of it." Who said this and how does it relate to design?

Name three companies (organizations) certified by the Sustainable Philosophy outlined by Baumgart and McDonough?