



## Design Principles

### Scavenger Hunt

**Directions:** Now that you are familiar with **Design Principles**, it's time to put your knowledge to the test! With a partner, go around the building to find good and bad examples of each principle. You should be looking at flyers, posters and display cases. When you find an example that represents one of the **Design Principles**, good or bad, take a picture with your phone and check the box to the right.

Design Principle	Example	✓
<p><b>Limited Text</b></p> <ul style="list-style-type: none"> <li>• follows the 5X5 Rule</li> <li>• is NOT in a block paragraph</li> <li>• uses bullet points</li> </ul>	<div style="display: flex; align-items: center;"> <div style="background-color: #006400; color: white; padding: 5px; margin-right: 10px;"> <p>Mexico</p> <ul style="list-style-type: none"> <li>• 11th most populated country in the world                             <ul style="list-style-type: none"> <li>○ 117 million people (as of July 2012).</li> </ul> </li> <li>• 14th largest country by land area.</li> </ul> </div> <div style="text-align: center;">  </div> </div>	<p><b>Good Example</b></p>
		<p><b>Bad Example</b></p>
<p><b>Explanation:</b>            What did you take a picture of?            Why was it a good or bad example?</p>		
<p><b>Quality Images</b></p> <ul style="list-style-type: none"> <li>• are not blurry or distorted</li> <li>• contain no watermarks</li> <li>• are directly related to the topic and enhance the message</li> </ul>	<div style="text-align: center;"> <p>Hockey</p>  </div>	<p><b>Good Example</b></p>
		<p><b>Bad Example</b></p>
<p><b>Explanation:</b>            What did you take a picture of?            Why was it a good or bad example?</p>		

### Balance

- slide/page is not overcrowded OR overwhelmed by white (empty space)
- slide/page is balanced both vertically and horizontally

## Bulgaria



Good Example

Bad Example

### Explanation:

What did you take a picture of?  
Why was it a good or bad example?

### Unity

- deliberate (done on purpose) choices are made when choosing fonts and colors to create a design theme

## Poland



- The official name of Poland is the Republic of Poland.
- Poland is the 9th largest country in Europe by land area.

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Good Example


Bad Example

### Explanation:

What did you take a picture of?  
Why was it a good or bad example?

<p><b>Contrast</b></p> <ul style="list-style-type: none"> <li>• use light text on a dark background or dark text on a light background</li> <li>• medium colors like green, red, orange and blue are not good options for your backgrounds because they make text difficult to read</li> </ul>	<p><b>Basketball</b></p> <ul style="list-style-type: none"> <li>• <b>Founded in 1966</b></li> <li>• <b>Home games at United Center in Chicago</b></li> <li>• <b>Only team in the NBA history to win 70 games in a single season</b></li> <li>• <b>Won six championships</b></li> <li>• <b>Colors are red, white, and black</b></li> <li>• <b>Mascot is Benny the Bull</b></li> </ul>	<p><b>Good Example</b></p>
		<p><b>Bad Example</b></p>

**Explanation:**  
 What did you take a picture of?  
 Why was it a good or bad example?

<p><b>Consistency</b></p> <ul style="list-style-type: none"> <li>• choices made about font styles, text size, font and background colors should remain the same throughout</li> <li>• multiple styles and colors can be used, as long as they stay consistent from slide to slide</li> </ul>	<div style="display: flex; align-items: center;"> <div style="margin-right: 20px;">Nike</div>  </div> <ol style="list-style-type: none"> <li>1. Nike's Slogan Originated From a Convicted Killer</li> <li>2. Footwear Revenues Account for 58.3% of Total Revenues</li> <li>3. The Nike Swoosh Was Designed for \$35</li> </ol>	<p><b>Good Example</b></p>
		<p><b>Bad Example</b></p>

**Explanation:**  
 What did you take a picture of?  
 Why was it a good or bad example?

**Name 1:**  
**Name 2:**  
**Timestamp:**