

# Learning To Evaluate Good Graphic Design- Elements & Principles

Name \_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_

Use these terms to help you evaluate and answer the questions on the next pages

Graphics Vocabulary Term	Definition
<b>Visual Hierarchy</b>	the <b>order</b> in which the human eye perceives what it sees Where do you look <b>first</b> ?- (primary message) Where do you look <b>second</b> ? (secondary message) Where do you look <b>third</b> ? (tertiary message)
<b>Emphasis</b>	the idea that some elements in a design are <b>more important</b> than others a. the <b>most important element/message</b> should be the <b>most prominent</b>  b. the <b>second most important element</b> should be the <b>2nd most prominent</b> and so on.....
<b>Focal Point</b>	part of a design that is most emphasized or most <b>prominent</b> *****

## Original Image Example



## <<<Visual Hierarchy Analysis>>>



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Choose 3 poster examples from the color handout (make sure you choose posters which use different visual elements-or look different from each other and do an **IMAGE ANALYSIS**

**Answer All Questions-Do Your Best -Use any notes from your binder**

Image Choice # 1	Description & Analysis
<p><b>DESCRIPTION</b> Describe the image that you are analyzing..which page #?, what it looks like?</p>	
<p><b>PERSONAL</b> What is it about this image that made you <b>choose it</b>? What specifically <b>do you like</b>?</p>	
<p><b>SYMBOLISM</b> What kind of <b>symbolism or meaning</b> does this poster have? <b>Describe the feelings or emotions</b> you get from viewing this image.</p>	
<p><b>TYPE OF MEDIA</b> How has the image been created? What media have they used? Photograph, print, hand drawn, collage, ink, paint, etc.</p>	
<p><b>VISUAL HIERARCHY EMPHASIS</b> Where is your eye drawn <b>1st</b>? Where is your eye drawn <b>2nd</b>? Where is your eye drawn <b>3rd</b>? <b>Explain why...</b></p>	<p><b>Focal Point-1st-</b>  <b>Secondary-2nd-</b>  <b>Tertiary-3rd-</b></p>
<p><b>TYPOGRAPHY</b> <b>Serif or Sans Serif?</b> <b>Describe</b> the use of type/fonts in this image.</p>	
<p><b>COLOR</b> Describe how did the designer made use of <b>COLOR- B&amp;W....</b> to create emotion, draw attention, etc..?</p>	

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Image Choice # 2	Description & Analysis
<p><b>DESCRIPTION</b> Describe the image that you are analyzing..which page #?, what it looks like?</p>	
<p><b>PERSONAL</b> What is it about this image that made you <b>choose it</b>? What specifically <b>do you like</b>?</p>	
<p><b>SYMBOLISM</b> What kind of <b>symbolism or meaning</b> does this poster have? <b>Describe the feelings or emotions</b> you get from viewing this image.</p>	
<p><b>TYPE OF MEDIA</b> How has the image been created? What media have they used? Photograph, print, hand drawn, collage, ink, paint, etc.</p>	
<p><b>VISUAL HIERARCHY EMPHASIS</b> Where is your eye drawn <b>1st</b>? Where is your eye drawn <b>2nd</b>? Where is your eye drawn <b>3rd</b>? <b>Explain why...</b></p>	<p><b>Focal Point-1st-</b>  <b>Secondary-2nd-</b>  <b>Tertiary-3rd-</b></p>
<p><b>TYPOGRAPHY</b> <b>Serif</b> or <b>Sans Serif</b>? <b>Describe</b> the use of type/fonts in this image.</p>	
<p><b>COLOR</b> Describe how did the designer made use of <b>COLOR- B&amp;W....</b> to create emotion, draw attention, etc..?</p>	
<p><b>Elements of Design</b> <u>List the visual elements</u> prominent in this image-(<b>lines, shapes, texture, space/negative space, color, size</b>)</p>	

Doodle Space

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Image Choice # 3	Description & Analysis
<p><b>DESCRIPTION</b> Describe the image that you are analyzing..which page #?, what it looks like?</p>	
<p><b>PERSONAL</b> What is it about this image that made you <b>choose it</b>? What specifically <b>do you like</b>?</p>	
<p><b>SYMBOLISM</b> What kind of <b>symbolism or meaning</b> does this poster have? <b>Describe the feelings or emotions</b> you get from viewing this image.</p>	
<p><b>TYPE OF MEDIA</b> How has the image been created? What media have they used? Photograph, print, hand drawn, collage, ink, paint, etc.</p>	
<p><b>VISUAL HIERARCHY EMPHASIS</b> Where is your eye drawn <b>1st</b>? Where is your eye drawn <b>2nd</b>? Where is your eye drawn <b>3rd</b>? <b>Explain why...</b></p>	<p><b>Focal Point-1st-</b>  <b>Secondary-2nd-</b>  <b>Tertiary-3rd-</b></p>
<p><b>TYPOGRAPHY</b> <b>Serif or Sans Serif?</b> <b>Describe</b> the use of type/fonts in this image.</p>	
<p><b>COLOR</b> Describe how did the designer made use of <b>COLOR- B&amp;W....</b> to create emotion, draw attention, etc..?</p>	
<p><b>Elements of Design</b> <u>List the visual elements</u> prominent in this image-(<b>lines, shapes, texture, space/ negative space, color, size</b>)</p>	