

12. Information Architecture (Part 1)

1. Give 3 examples of the **Chunking** technique in design.
2. Explain the **Five Hat Racks** way to organize information.
3. When is the **Gutenberg Diagram** valuable in design? Explain the term "Reading Gravity."
4. Give 1 example for each visual **Hierarchy**: Tree, Nest, and Stair. Explain differences & value of each to displaying and organizing information.
5. Describe how Facebook.com utilizes **Layering**.
6. What influences does **Legibility** have on design?

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 for credit. Grades will be posted on UTD Orion. Student is allowed to resubmit test to improve grade.