

5. Aesthetic Bias (part 2)

1. Explain the **Fibonacci Sequence**. What is the importance to design?
2. What is the **Golden Ratio**? Why is it important to design?
3. Explain Gestalt. Why is **Good Continuation** valuable to design?
4. Explain how a designer can utilize **Closure**.
5. Give 3 examples of **Constancy** that you've experienced.
6. Explain how an effective graphic model representing a system or data utilizes the **Law of Pragnanz**.

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.