

9. Psychology & Aesthetics

1. Why does the **Hierarchy of Needs** apply to design, but not necessarily fine art?
2. List a design that is most memorable for you & explain the **Mnemonic Device** used.
3. List 2 examples of the **Von Restorff Effect**, one for each occurrence: Contextually & Experience.
4. How does **Operant Conditioning** influence video games? Give an example.
5. How can a web designer use the **Threat Detection** principle? Give an example.

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.