

## **Study guidelines for the test on the principles of design and on typography**

1. Understand the difference between the principles and elements of design and what role the principles play in visual communication.
2. Be able to analyze a design by describing all the principles and elements that are operating in the design in relation to the message that is being communicated
3. Be able to recognize the different families of fonts
4. Be able to describe the different components of the fonts (serifs, brackets, x-height, ascenders, descenders, eye, crossbar, link, loop, finial, bowl, ear, and terminal)