

## Chapter 5 After you Read Answers

### Section 5.1 After You Read Answers

#### Review Key Concepts

1. The elements of art are line, shape, form, space, color, and texture. The principles of visual design are balance, variety, harmony, emphasis, proportion, pattern, movement, and rhythm.
2. To create an effective class presentation, you would use each visual design principle as follows: balance to suggest stability, variety to add visual interest, harmony to imply unity, emphasis to draw attention to a focal point, proportion to achieve size relationships, pattern to create consistency, movement to create action or a sense of perspective or space, and rhythm to create movement and a visual tempo or pace.

#### Practice Academic Skills

3. Essays will vary but should explain why a user might lose interest in a multimedia presentation that does not follow the principles of visual design, supported by examples. For example, without variety, the presentation might not be visually interesting; without pattern, the presentation might be frustratingly inconsistent; and without emphasis, the presentation might lack an attention-drawing focal point.
4. Proposals will vary but should identify how students would use the elements of art and the principles of visual design in creating a Web site for the school's book club.

Students can use the Online Student Manual and their multimedia software to apply the skills learned in this section.

### Section 5.2 After You Read Answers

#### Review Key Concepts

1. It is important to evaluate a multimedia project's visual design to ensure that it satisfies the project's purpose and goals, presents content effectively, and suits the audience's wants and needs.
2. You might use visual design principles to make a multimedia project's message clear through emphasis (drawing attention to a focal point), rhythm (repetition), proportion (using size to indicate importance), and movement (directing the eye).

#### Practice Academic Skills

3. Paragraphs will vary but should describe the considerations that may have led to the dominant visual design principles in three forms of multimedia. For example, proportion might be especially important in a slide show because the projected presentation must be easy to understand from the back of a room.
4. There would be 9 rows on the page.

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