

# Design Literacy Board

## Audience Insights

The audience influenced by the design and its message

## Message

Communicative & Emotional Message

## Medium

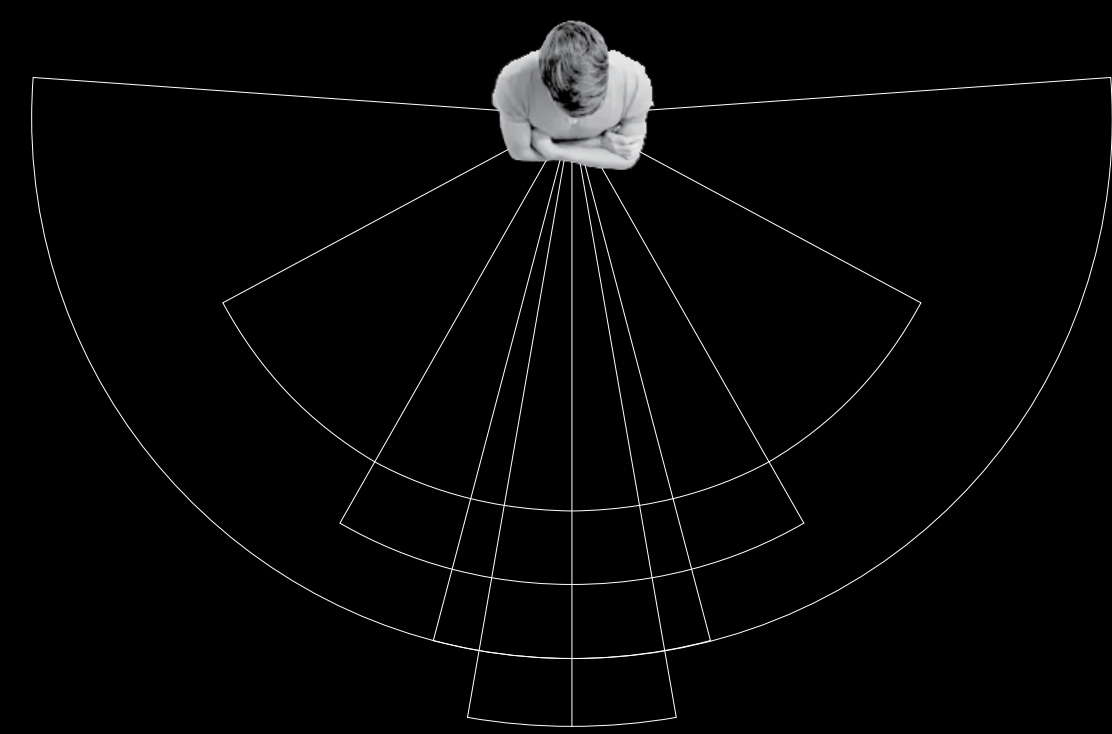
The medium through which the message is conveyed

## Codes

Sign & Abstract Form

## Field of Views

Where will the design appear in the viewer's sight?



## Attention Pattern

- BottomUp  
Unexpected Forms
- TopDown  
Familiar Sign/Form
- No Attention

## Processing Fluency

Easy to Process

Hard to Process

- Simple Forms
- Typical Forms

- Complex Forms ●
- Atypical Forms ●

Check Blandness

Check Interestingness

## Personality

Select a personality for your design

- SINCERE
- COMPETENT
- RUGGED
- EXCITING
- SOPHISTICATED

## Creativity Range

Understand the norms, then break them with finesse



## Visual Flow

- |     |       |     |       |
|-----|-------|-----|-------|
| 1st | _____ | Sec | _____ |
| 2nd | _____ | Sec | _____ |
| 3rd | _____ | Sec | _____ |
| 4th | _____ | Sec | _____ |