For the Lego Movie advertisement you have been provided with evaluate the success of the promotional graphic through the use of Design Principles and Design Elements. Give feedback on areas for improvement based on these and use the correct terminology when referring to DTP Features.

Choose a minimum of 3 from each section and discuss in detail how the use of that principle or element has contributed to making an effective or ineffective layout.

**DTP Principles**

* Balance
* Contrast
* Emphasis/Dominance
* Alignment
* Unity
* Flow
* Whitespace

**DTP Elements**

* Colour
* Line
* Shape
* Texture
* Size
* Mass

**DTP Features and Effects** you may wish to use to help you evaluate are:

* Colour Fill – Solid, Gradient, Radial, Linear
* Fonts – Serif, Sans Serif, Fun
* Cropping
* Text Wrap
* Flow text along a path
* Bleed
* Transparency
* Drop Shadow
* Reverse
* Rotate
* Mirror
* Drop Cap
* Grid Structure