

Draw the angle in standard position: it has its initial side on the x -axis and moves counter-clockwise to the terminal side. The terminal side is in the fourth quadrant, because the angle measure is between 270° (the negative y -axis) and 360° (the positive x -axis). In particular:

$$290^\circ = 360^\circ - 70^\circ$$

This tells you that the terminal side is 70° below the positive x -axis. To say this another way, the x -axis and the terminal side form a 70° angle. This is the reference angle.