Question 3

Describe how the visual communication element of scale can be effectively used to establish visual hierarchy in a user interface. Provide an example from a common digital interface. [3 marks]

Question 4

Explain the visual communication principle of proximity and discuss how it improves the usability and clarity of related content in a digital solution. Use an example, such as navigation links on a webpage. [3 marks]

Marking Guide

Question	Response	Mark
3	Describes Scale *The relative size of elements and how they visually relate to each other*	1
	Explains how scale can be effectively used to establish visual hierarchy *(e.g., by making more important elements larger to draw immediate user attention, conveying priority)*	1
	Provides a relevant example from a common digital interface *(e.g., a larger font size for a headline compared to body text immediately signals its higher importance)*	1
4	Explains Proximity *The positioning of elements near other elements, leading them to be perceived as related or part of the same group*	1
	Discusses how it improves the usability and clarity of related content *(e.g., similar functions or related information placed close together are easier for users to interact with and understand, promoting organisation and visual clarity)*	1
	Provides a relevant example (e.g., grouping all navigation links together in a distinct menu block on a webpage clearly indicates their shared function)	1