

Question 9

Explain how the visual communication principle of harmony contributes to a consistent and cohesive user experience. Discuss how the elements of colour and font can be used to achieve this principle effectively across an application. [4 marks]

[illegible]

Question 10

Identify the visual communication element that is crucial for defining shapes and creating structure in a design. Explain two ways this element can be used to improve the clarity and emphasis of content in a digital interface. [3 marks]

[illegible]

Marking Guide

Question	Response	Mark
9	Explains Harmony The intentional use of design elements and principles to create a balanced, cohesive, and aesthetically pleasing composition	1
	Discusses how harmony contributes to a consistent and cohesive user experience <i>By combining similar elements throughout the design, making the interface feel unified and familiar</i>	1
	Explains how the element of Colour can be used to achieve harmony effectively <i>(e.g., using a consistent colour palette, with complementary or analogous colours, to create colour harmony and reinforce brand identity)</i>	1
	Explains how the element of Font (or typography) can be used to achieve harmony effectively <i>(e.g., selecting fonts that work well together and maintaining consistent typography for headings, subheadings, and body text)</i>	1
10	Correctly identifies Line as the visual communication element crucial for defining shapes and creating structure in a design	1
	Explains a first way line can be used to improve the clarity or emphasis of content <i>(e.g., using divider lines to separate different sections or content blocks, making information easier to digest and reducing visual clutter)</i>	1
	Explains a second way line can be used to improve the clarity or emphasis of content, distinct from the first <i>(e.g., using borders around important buttons or panels to draw the user's eye and provide emphasis on their importance or interactivity)</i>	1