

Question 7

Describe how the visual communication element of form can be used to convey interactivity and depth in user interface elements. Provide two distinct examples. [4 marks]

[illegible]

Question 8

Define the visual communication principle of Repetition and explain its importance in creating a consistent and user-friendly digital interface. Provide two specific examples of how visual elements can be used to implement Repetition. [4 marks]

[illegible]

Marking Guide

Question	Response	Mark
7	Describes Form <i>The three-dimensional quality and structure of elements, helping users perceive them as tangible objects</i>	1
	Explains how form can convey interactivity and depth <i>Creating illusions of physical objects that can be manipulated</i>	1
	Provides a first distinct example <i>(e.g., designing buttons with shadows or subtle bevelled edges makes them appear raised or clickable, suggesting a physical action)</i>	1
	Provides a second distinct example <i>(e.g., creating the illusion of depth by making input fields appear indented suggests that users can type into them, enhancing their perceived interactivity)</i>	1
8	Defines Repetition The consistent use of visual elements like colours, fonts, or shapes to create a cohesive and recognisable design, bringing consistency, unity, and cohesion	1
	Explains its importance in creating a consistent and user-friendly digital interface <i>Such as by reducing cognitive load and improving user learnability</i>	1
	Provides a first specific example of how visual elements can be used to implement Repetition <i>(e.g., using a consistent font family for all headings and body text throughout an application)</i>	1
	Provides a second distinct specific example of how visual elements can be used to implement Repetition <i>(e.g., consistently using the same icon style and shape for all actionable buttons or maintaining uniform spacing between text blocks and images across the interface)</i>	1