Visual Communication Short Response

Question 1

Explain how two visual communication principles, **alignment** and **repetition**, are applied to enhance the user experience of a digital interface. Provide a specific example for each. [4 marks]

Question 2

Define the visual communication principle of contrast. Explain its importance in ensuring readability of text within a digital solution, providing a clear example. [3 marks]

Marking Guide

Question	Response	Mark
1	Explains how alignment enhances user experience *(e.g., by making elements appear organised and professional, inspiring trust)*	1
	Provides a specific example of alignment *(e.g., consistently left-aligned text blocks, aligned icons and buttons)*	1
	Explains how repetition enhances user experience *(e.g., by creating cohesion, reducing cognitive load, improving learnability)*	1
	Provides a specific example of repetition *(e.g., consistent use of a specific button shape or heading font throughout an application)*	1
2	Defines Contrast *The juxtaposition of elements with differences in characteristics to create visual interest and emphasize distinctions*	1
	Explains its importance in ensuring readability of text within a digital solution *(e.g., high contrast between typeface and background colour makes text easier to discern, especially for users with visual impairments)*	1
	Provides a clear, relevant example *(e.g., dark text on a light background, or vice-versa, to ensure clarity and perceivability)*	1