

41/67

+4/5

62.5%

Name:

Answer All Questions

1. What are the Elements and Principles of Design?

(2 marks)

~~line, shape, space, 3D form, colour, 3D shape, unity,~~
~~contrast colour, scale, focus, dominance, pattern~~

Elements are the core tools used when creating a image and principles are the techniques that are ~~not~~ created when ~~using~~ using two or more elements. These combine to form the core rules for graphical design.

2. List the Elements of Design

(7 marks)

line, shapes, space, colour, 3D form, 3D shape and focus

5

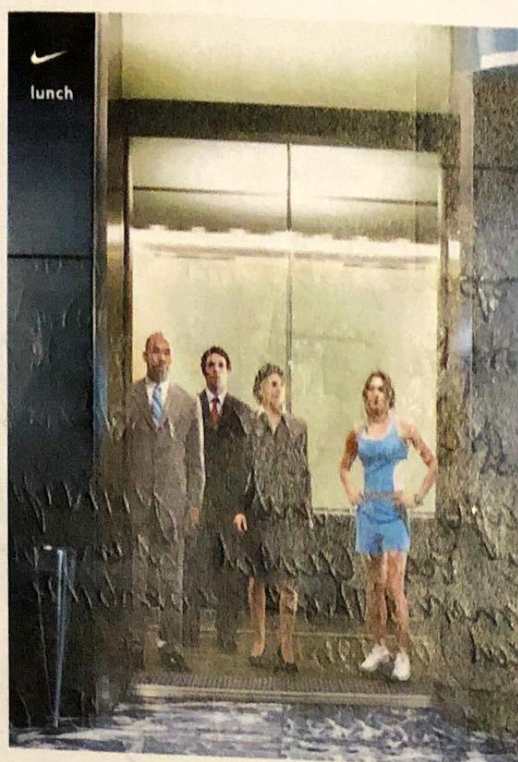
3. List the Principles of Design

(6 marks)

Emphasis through contrast
pattern, ^{unity} focus, scale, ~~contrast colour~~, dominance and pattern

4.

4. Using the stimulus image describe the target audience of the advertisement in terms of the following: (2 marks each)



i) Age

18-30, as seen by the assumed age of the only person standing out

ii) Gender

females, as the males in the photo pay no attention but the woman in the suit does to the other woman

iii) Ethnicity

conclusion, as the majority is in the ~~image~~ image and the conclusion is the one standing out not the ~~other~~ ethnic

iv) Personal Interests

people that ~~enjoy~~ enjoy working out as that is who ~~was~~ would buy their products. It could also be people that work in a office and don't like wearing their suit given the setting

5. Discuss how the creator of the stimulus image has used two of the Elements of Design to directly engage or attract the target the audience to the advertisement. (6 marks)

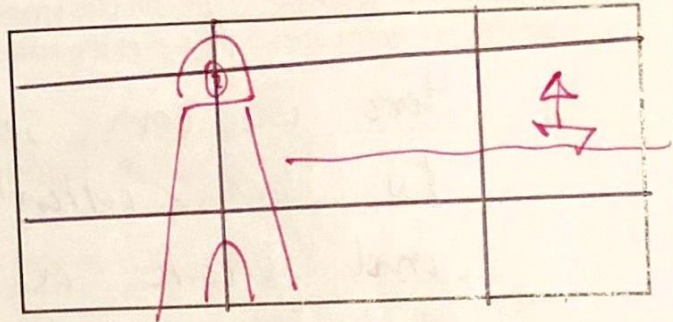
i) Here we can see the use of colour to draw attention to the subject and create a focal point, this is done by making all the ~~non~~ extras wear suits that are shades of grey while the subject wears a bright blue outfit making her stand out being the only vibrant one. ✓ 3

ii) Here we can see the use of space to single out the subject from the rest and also make it feel like she is different. This is done through the use of negative space when looking at the people in suits but positive when it comes to our subject ~~positive~~ out! ✓ 3

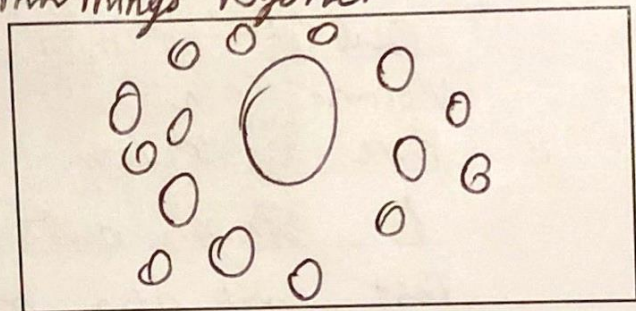
6. The stimulus poster image makes use of the Principle of Emphasis how is this done and what associating elements of design are used to do this? (6 marks)

to do this they made use of colour by making the people in suits shades of grey but the subject a bright shade of blue making her feel ~~as set~~ separate from them this is backed up by the fact that the people in suits have negative space and are ~~by~~ squashed together but the subject has positive space around her making her feel special and different. ✓ 6

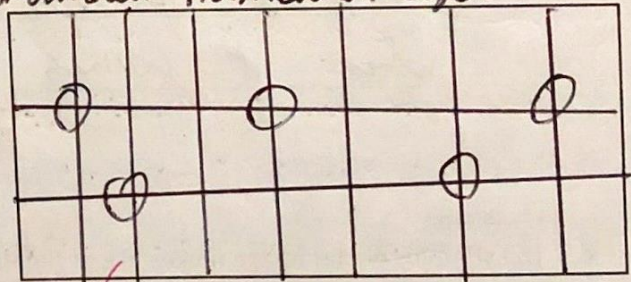
7. With the aid of hand drawn sketches explain the four (4) Compositional Rules? (12 marks)



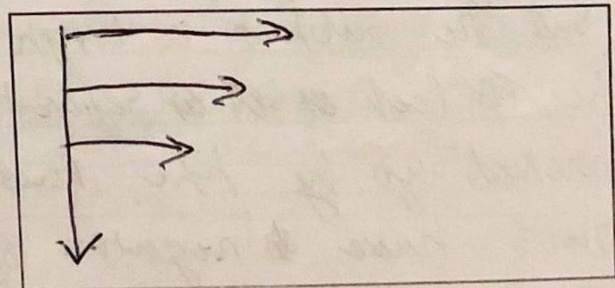
i) Rule of Thirds is where things are placed on the thirds lines to draw attention and link things together 2



ii) Framing is where you have an object/object visually surrounding another object drawing attention to the object framed by object



iii) Grid and alignment is where things on a page will line up to ensure easy reading between devices



iv) Reading gravity is the gravity by which the readers focus is pulled like F pattern which is like a F 2

8. Using the Stimulus image below discuss using 'on image' annotation the layout and structure of the magazine cover.

Discuss –	i) Compositional Rules	(4 marks)	2
	ii) Elements and Principles of Design	(6 marks)	1
	iii) Typography	(4 marks)	2

**you may draw lines or mark up the image where you feel it is necessary to help your annotation –

***use a different colour pen to highlight and discuss each of the 3 discussion categories:

Here we can see the use of F pattern reading gravity to ensure the important text is seen while highlighting Iron man

Here we can see the use of the rule of thirds to draw attention to Iron man as he falls right in the centre of it



Here we can see the use of emphasis through contrast with the colours of his suit and the background and the focus on the camera being on him

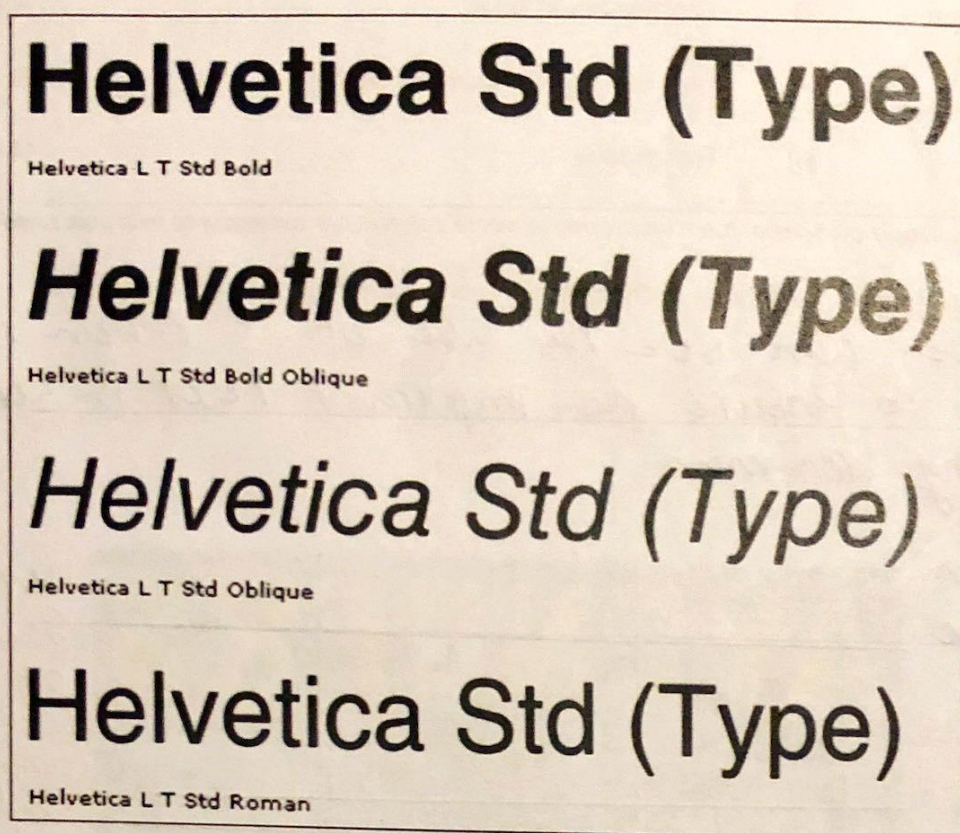
Here we can see the use of positive space surrounding him creating a focal point on him

Here the size of Iron man creates a sense of dominance

Here we can see that they use a bigger bolder font to emphasise certain things

Here we can see that they use a more aggressive sans square font for the word 'avengers' to fit the theme of the movie

9. Discuss the Typography shown below, address its main characteristics and suggest what type of application it would be best suited to (6 marks)



Helvetica has many different versions, like bold which is best suited for headings and emphases. Oblique which is helpful for mentioning stuff like a book name. Roman which is your basic normal font best for chunks of text and Bold Oblique which is used when you want to emphasize something but it's a reference for something like a book name.