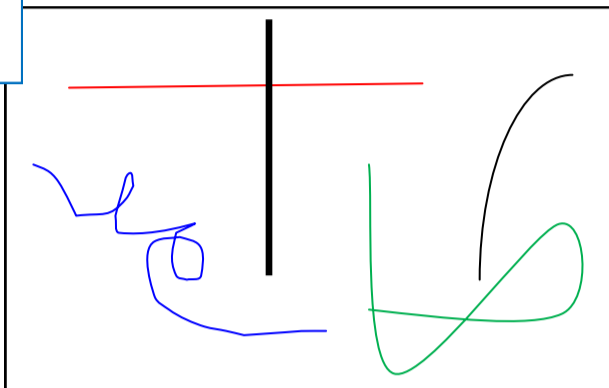


Design Elements and Principles

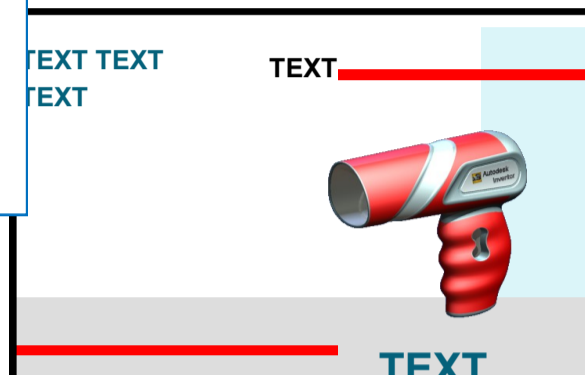
Tutorial Questions

The following pages each contain a professionally produced advertising layout for various products. Use your knowledge of **design elements** and **principles** to answer the questions related to each one. In addition to this, use your knowledge of **DTP tools** and **colour theory** to help you answer the questions in greater detail. The **elements** and **principles** you need to be aware of are:

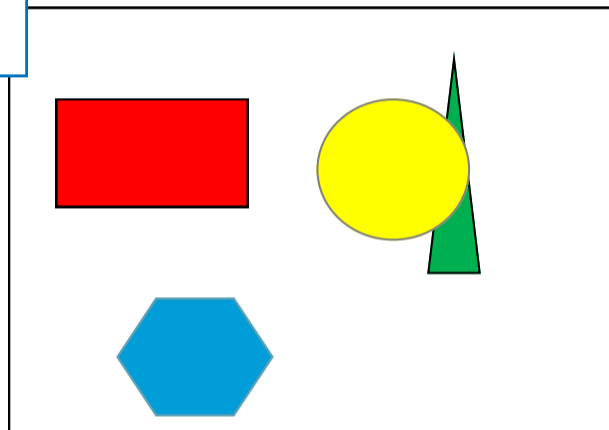
- **Line**



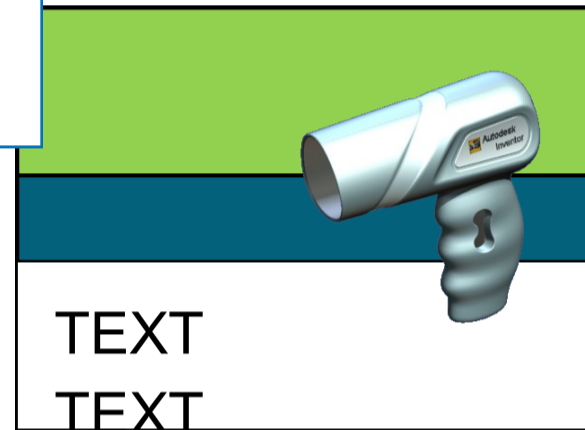
- **Alignment**
- **White space**
- **Unity**



- **Shape**



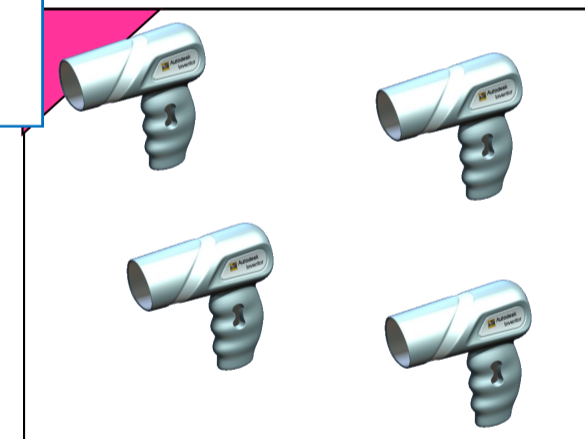
- **Depth**
- **Harmony**



- **Contrast**
- **Colour**



- **Repetition**
- **Balance**

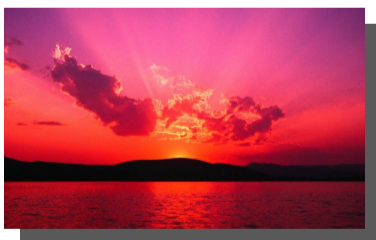


DTP Features:

Transparency

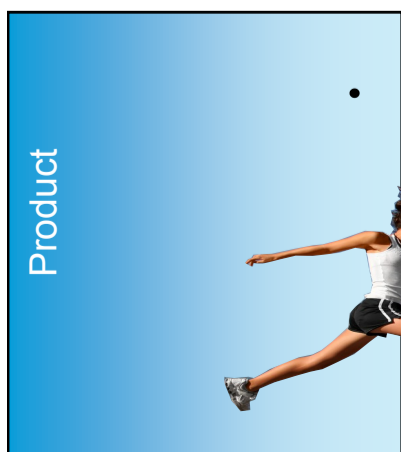


Drop Shadow



Creative text **Product**

Reverse



• **Gradient fill**

Flow text along a path

Product

• **Cropped image**



Text wrap



Tutorial Questions

Question 2



- 1) Give **two** instances in which **alignment** has been used in this display:
.....
.....
.....
- 2) How has an impression of **depth** been created with this layout?
.....
.....
- 3) Give **three** ways in which **unity** has been achieved within this layout:
.....
.....
.....
- 4) Are the colours used for most of the advert **advancing** or **receding** colours?
.....
.....
- 5) What effect does the 'water' have on the display?
.....
.....
- 6) How has **contrast** been achieved in this layout, without contrasting colours? (*Think about shape*)
.....
.....
- 7) What effect does the use of **line** have on the layout?
.....
.....
- 8) How has the page been **balanced**?
.....
.....

Question 3



- 1) State where the use of **white space** occurs in this layout.....
.....
- 2) What part of this layout **dominates** it, and how is this achieved?
.....
.....
- 3) How is **unity** achieved within this advert?
.....
.....
- 4) Give two instances where **contrast** occurs within this advert
.....
.....
- 5) What effect does the sky/ sand background have on the layout?
.....

Question 4



- 1) State **two** instances where **harmony** has been achieved within this layout:
.....
.....
- 2) Give **two** examples of the use of **white space** in the advert:
.....
.....
- 3) **Line** is used in this display to effect; what effect does it have?
.....
.....
- 4) How has the design element of **shape** been used here? Give **two** examples:
.....
.....
- 5) Give **two** examples in which **contrast** occurs here:
.....
.....
- 6) What part of the layout **dominates** it?
.....
.....
- 7) Give **two** ways in which **unity** is achieved in the advert:
.....
.....

Tutorial Questions

Question 5



- 1) How has **line** been applied within this layout?
.....
.....
- 2) Where is **white space** present within the advert, and what effect does this have on it?
.....
.....
- 3) Give **two** ways in which the designer of the layout has achieved **unity** within the layout:
.....
.....
- 4) How has an impression of **depth** been introduced to the layout?
.....
.....
- 5) Give **two** ways in which **harmony** has been brought to the layout:
.....
.....
- 6) Give **two** examples why the use of **colour** has been effective in this layout:
.....
.....
- 7) How has the graphic designer achieved **unity** within their layout?
.....
.....
- 8) What is the overall feeling that this layout gives you i.e. what does it make you think of?
.....
.....

Tutorial Questions

Question 6



- 1) How does **repetition** occur within this layout, and what effect does it have?
.....
.....
- 2) Give **two** examples of how the designer has created an impression of **harmony**:
.....
.....
- 3) State **two** instances where the designer has brought **unity** to the layout:
.....
.....
- 4) How has the designer created **contrast** within the display by the use of **shape**?
.....
What effect does this have on the display?
.....
- 5) Give **two** instances in which **alignment** is applied:
.....
What effect does this have on the layout?
.....
- 6) **White space** has obviously been used in the background. State another instance this occurs:
.....
.....
- 7) How has this advert been **balanced**?
.....

Tutorial Questions

Question 7



- 1) State **two** ways in which **unity** has been achieved within the layout:
.....
.....
- 2) How has an impression of **depth** been achieved within the layout?
.....
.....
- 3) Give **two** instances in which the designer has brought **harmony** to the display:
.....
.....
- 4) What part of the layout is the **dominant** feature, and how has the use of **colour** been instrumental in this?
.....
.....
- 5) Give **two** elements of this display which are **contrasting**:
.....
.....
- 6) State a way in which **white space** has been adopted within the layout:
.....

Tutorial Questions

Question 8



1) State a way in which the designer has brought **unity** to the layout:

.....
.....

2) How has the designer created an impression of **depth** to the advert:

.....
.....

3) What areas of the layout provide a feeling of **harmony**?

.....
.....

4) What use of **shape** occurs within the layout and what effect does this have on it?

.....
.....

5) State what part of the advert is the **dominant** feature

.....
.....

Question 9



- 1) State **two** ways in which **harmony** is achieved within the layout:
.....
.....
- 2) How has **alignment** been applied to the advert and what effect does this have?
.....
.....
- 3) Give an example of the use of **white space** within the layout:
.....
What effect does this have?
.....
- 4) How has the designer brought **unity** to the layout?
.....
- 5) What overall **feeling** does the layout of this advert give you? i.e. informal, serious, etc.
.....
.....
- 6) Where does **contrast** occur within the layout?

Tutorial Questions

Question 10



- 1) How has the graphic designer given an impression of **depth** to the layout?
.....
.....
- 2) In what way has **line** been adopted here?
.....
.....
- 3) How has **alignment** been applied to the layout?
.....
.....
- 4) How has his page been **balanced**?
.....
.....
- 5) How has the designer brought **unity** to the layout?
.....
.....
- 6) State how **contrast** occurs within the layout:
.....
.....

Tutorial Questions

Question 11

molten For the real game

Special offer to all Charlton Athletic Valley Express Youth League Clubs

Ref: FVA 5000A (Size 5)
THE WORLD'S BEST SOCCER BALL
No stitching so doesn't increase its weight in wet conditions

Ref: VG 801x-1 (Size 4)
PVC hand stitched.
EXCELLENT SCHOOL MATCH/TRAINING BALL

Ref: FVA 4000 (Size 5)
INTERNATIONAL MATCH BALL
No stitching so doesn't increase its weight in wet conditions

Ref: VG 802-1 (Size 3)
PVC hand stitched. TOP QUALITY SCHOOL MATCH BALL FOR THE UNDER 7's

Ref: VG 4000Y (Size 5)
INTERNATIONAL MATCH BALL
No stitching so doesn't increase its weight in wet conditions. Official size 5 match ball for the East Kent Youth League.

Ref: AP50
STIRRUP BALL PUMP

Ref: VG 171 (Size 4)
PU, hand stitched. Official match ball for East Kent Youth League.

Ref: MSBF
THE BEST FOOTBALL STRATEGY BOARD YOU CAN BUY

Ref: VG 800x-3 (Size 5)
PVC hand stitched. EXCELLENT SCHOOL MATCH/TRAINING BALL

Ref: FBL
BALL BAG for 6 Footballs

PLUS LOTS OF OTHER PRODUCTS

All prices include VAT
Special coupon code for Charlton Athletic Valley Express Youth League Clubs
EKYL400309
when checking out your basket at:
www.moltensports.co.uk

40% off all Molten products

- 1) How has **repetition** been applied to the advert?
.....
.....
- 2) How has **shape** been adopted here?
.....
How has the designer used this to create **contrast** within the layout?
.....
.....
- 3) In what **two** ways has **alignment** been used within the layout?
.....
.....
What effect does this have on the layout?
.....
.....
- 4) How has the designer achieved **unity** within the layout?
.....
.....

Tutorial Questions

Question 12



1) Give **two** examples of how the graphic designer has applied **alignment** to the layout:

.....

What effect does this have on the display?

.....

2) Give **two** examples of how **harmony** has been achieved within this advert:

.....

3) **Line** has been adopted within the layout. State **two** examples of this and what effect it has on the advert:

.....

4) The bottle is the **dominant** feature in the layout. How has the designer achieved this?

.....

5) State an instance where **contrast** occurs and what effect this brings to the advert:

.....

Question 13



- 1) How has the designer given the layout an impression of **depth** to the layout?
.....
.....
- 2) State **two** instances where **harmony** has been brought to the layout:
.....
.....
- 3) How has the designer created **unity** within the layout?
.....
.....
- 4) Where has **white space** been used in the layout and what effect does this have on it?
.....
.....
- 5) How has the designer made the bottle the **dominant** feature in the advert?
.....
.....

Tutorial Questions

Question 14



- 1) Give **two** examples of how the designer has brought **unity** to this layout:
.....
.....
- 2) How has **shape** been applied to the layout?
.....
.....
- 3) **Line** has been used here. What effect does it have on the slogan?
- 4) How has the designer made the perfume bottle the **dominant** feature?
.....
.....
- 5) What is the overall impression this advert gives you? What sort of target market is it aimed at?
.....
.....

Tutorial Questions

Question 15



- 1) The designer has used **shape** here. Give two examples of its use and what effect does it bring to the layout?
.....
.....
- 2) How has **harmony** been achieved within the advert?
.....
.....
- 3) How has **repetition** been applied within the layout?.....
What effect does this have?
- 4) How has **alignment** been used in the layout?
.....
What effect does this have?
- 5) How has the designer given an impression of **depth** to the layout?
.....

Tutorial Questions

Question 16



- 1) How has the graphic designer given an impression of **depth** to the layout?
.....
.....
- 2) In what way has **Shape** been adopted here?
.....
.....
- 3) How has **alignment** been applied to the layout?
.....
.....
- 4) How has his page been **balanced**?
.....
.....
- 5) How has the designer brought **unity** to the layout?
.....
.....
- 6) How has **harmony** been created?
.....
.....