

Advanced Higher Graphic Communication

Guidance on Assessment - Computer-Aided Graphic Presentation

Section 1- Analysis – Additional Notes of Guidance

For (a) ii Design Elements

Size

How big or small something is. In design, size can function, size can attract or size can organise. When you are designing a piece, size plays an important role in making a layout functional, attractive and organised. The first factor you need to consider is function - what the printed size of the piece will be. Think about how the piece will ultimately be used and whether its use will end up limiting the size. For example, if you are designing a brochure, will it need to fit a No. 10 envelope.

The second factor of size is using it to attract your audience. You can contrast large and small elements of make an image larger and crop it in an interesting way.

The third factor is using size to organise your piece. To attract you viewers attention, make the most important element the largest and the least important element the smallest. Headlines are usually the largest type on the page, while sub headlines, and body text is smaller. Larger objects appear to be closer on the page than smaller ones, and that can used to reinforce importance and create artificial spacial relationships.

Value

Is the darkness or lightness of something. Value helps to give shape and texture to everything around us. In design, every element has value.

When laying out pages, an element's value will be affected by its background and other elements that are around it. For example, if you use a lot of text in a small area, it will make the paper look like it has turned gray.

Value is also an important tool for expressing the theme or mood of your design. If you use values of black, white and gray in a design, you add power or change the mood of the design. A good example of this is the album cover for the Beatles "White Album." The cover is a stark white with the words "Beatles" set in small type. The restrained use of value created a visually impactful piece.

Value helps to establish contrast by subtly blending shades of colour or black and white. Value also helps to create movement and direction. If you place a single black dot on a white background, there is a great contrast between the foreground (the dot) and the background (the white background). If you then add a second dot below the first, both dots will have an equal importance, unlike the first example, which only has one element on the page. Furthermore, if you make the second dot 50% shade, the value of the second dot has created movement and direction.