

Advanced Higher Graphic Communication

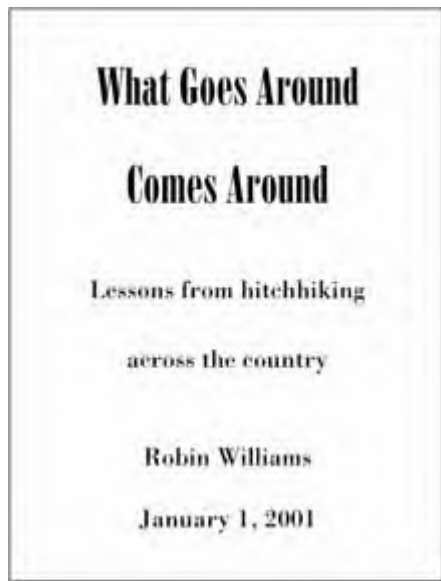
Guidance on Assessment - Computer-Aided Graphic Presentation

Section 1- Analysis – Additional Notes of Guidance

For (a) iii Design Principles

**Before Proximity**

*A rather dull but  
typical report cover:  
centered, evenly  
spaced to fill the  
page. If you didn't  
read English, you  
might think there  
are six separate  
topics on this page.  
Each line seems an  
element unto itself.*



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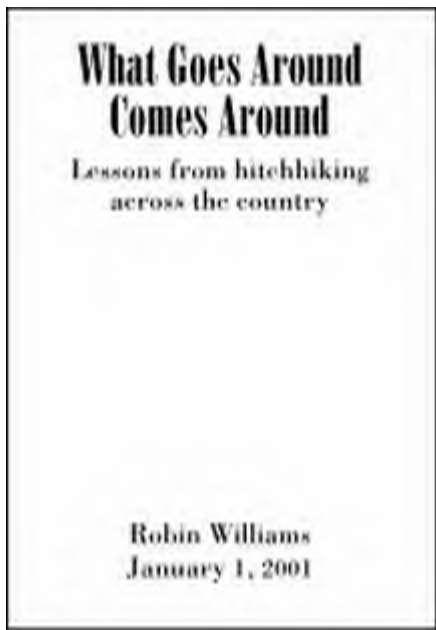
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Section 1- Analysis – Additional Notes of Guidance

For (a) iii Design Principles

**Proximity**

Grouping like objects and separating unlike elements is using proximity in design to show relationships and importance. If items are related to each other, group them into closer proximity. Separate items that are not directly related to each other, vary the space between to indicate the closeness or the importance of the relationship.



*By putting the title and subtitle close to each other, we now have one well-defined unit rather than six apparently unrelated units. It is now clear that those two topics are closely related to each other.*

*By moving the by-line and date farther away, it becomes instantly clear that although this is related information and possibly important, it is not part of the title*