

Graphic Communication

National 4/5 Homework

Due Date: ___/___/___

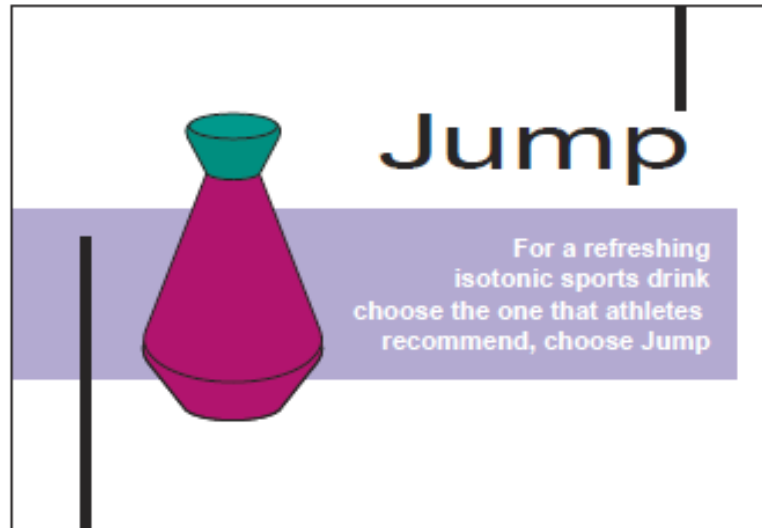
Desk Top Publishing

Name: _____

1. A graphic designer has produced three promotional layouts.

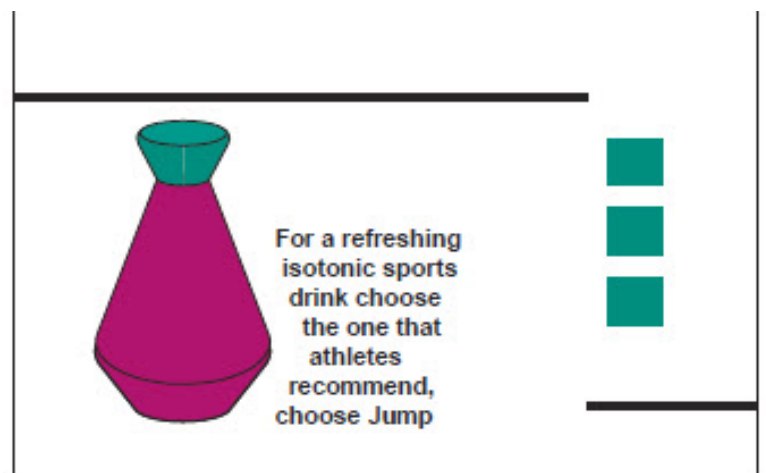
(a) (i) State one instance where alignment has been used in Layout 1.

(ii) Describe the effect that alignment has on Layout 1.



Layout 1

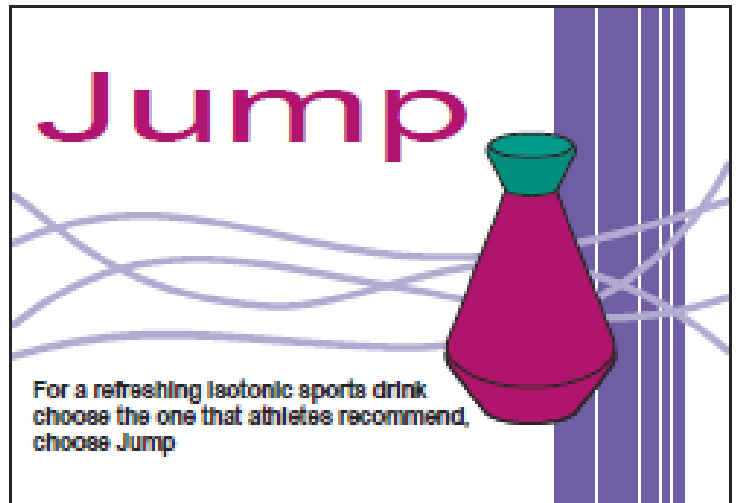
(b) Describe two ways in which the designer has created unity in Layout 2.



Layout 2

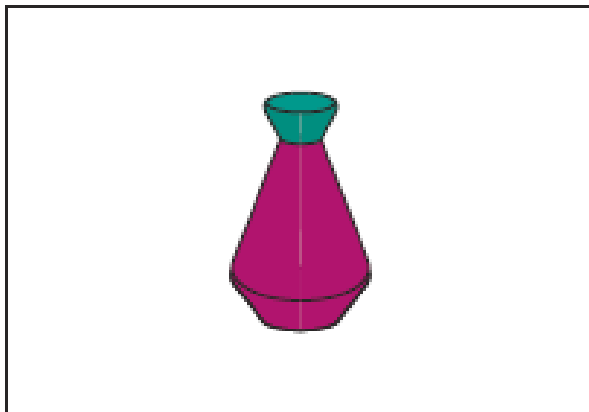
1. (continued)

(c) Describe two methods used to create contrast in Layout 3.

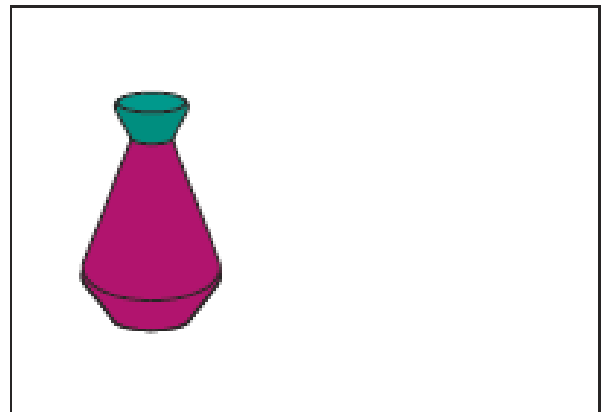


Layout 3

Early in the design process, the designer decided it was important to move the bottle away from Position 1 to Position 2 as shown below.



Position 1



Position 2

(d) State one reason for doing this.

1. (continued)

In the final DTP layout shown opposite, the designer chose blue for the background colour.

- (e) (i) State whether blue is an advancing or receding colour.

- (ii) Describe the effect that the blue background colour has on the bottle.

The colours used on the bottle itself are shades of red and green. The designer wishes to create a more harmonious colour scheme on the bottle and decides to change the red shade to another colour.

- (f) State a tertiary colour the designer should try instead of red.

The 'Jump' promotion will be published in a magazine and caring for the environment is important to the magazine publisher.

- (g) State two ways in which the publisher can reduce the magazine's impact on the environment.

Using DTP software to produce a magazine brings many benefits to the publishing industry and its workforce.

- (h) State one benefit that DTP has brought to the publishing industry (other than environmental benefits).