

**Question 5**

In the resource book on pages 4 and 5 a  
Choose either Example 1 or Example 2

are two examples of visual communications.

Indicate the chosen example \_\_\_\_\_ and answer all parts of the question referring to this example.

a. Describe the **specific** audience(s) \_\_\_\_\_  
how the imagery and/or letterform \_\_\_\_\_

to whom the communication may be directed. In your answer refer to  
used in the example relates to the specific audience(s).

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b. Identify and describe one **dominant** \_\_\_\_\_  
design. \_\_\_\_\_

3 marks

Identify the dominant design element and discuss how it has been used effectively in this

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4 marks

- c. Identify and describe one **dominant** design principle and discuss how it has been effectively applied to create the set of visual communications.

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4 marks

- d. Identify and describe how **drawing** has been combined with **one** other method to produce the final visual communication.

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4 marks

Reference material for Question 5



**Example 2**  
SMALL WORLD – set of packaging

TURN OVER

## Question 5 – Assessor Comments

5a.

This question was handled well by most students. Students were able to describe the audience with detail. The question required students to refer back to imagery and/or letterform found in their chosen example. Some students did not receive full marks as they did not reference the resource material.

The following are examples of high-scoring responses.

*Dr Stuart's Tea range is designed for health conscious men and women who lead a busy life and are looking for a natural tea drink. The letterform reads "calm down dear" and has an illustration of a women's body with a pressure valve as her head, and team coming out, where her ears would be. This identifies with the target audience who may feel stressed.*

*The audience for the small world designs would be parents both male and female aged between 20 and 40. The imagery of the washing line and the use of the illustrated children's clothing to create the letterform would attract this audience as they would be spending a great deal of time washing baby clothes.*

5b.

The majority of students chose a dominant design element to discuss for this question. However, there were a few students who confused the elements with principles, and some students chose an element that was not dominant within the visual communication. These students did not adequately address the question. Students were required to discuss where the element had been used and to state how it was effective.

The following are examples of high-scoring responses.

*Colour has been used effectively in the Dr Stuart's tea range to highlight the qualities of each tea. For example green on the traffic light to indicate needing a boost. This is effective in giving each tea its own identity whilst still looking like the same brand.*

*Letterform has been used in the Small World designs effectively in an illustrative manner, stating the name of the business. Each letter has been drawn in the shape of an article of clothing i.e. socks, or overalls, or pants...etc. The variety of usual shapes of children's clothing which create the business name. This is effective in catching the audience's attention as they are unusual. This also helps to communicate what the shop sells through the letterform design.*

5c.

Many students were able to answer this question in detail, describing how their chosen design principle was used. However, the majority of students did not discuss how effectively the design principle was applied to create the set of visual communications. The question required students to appreciate how a range or set of visual communications can be created through the similar application of design principles.

The following are examples of high-scoring responses.

*Figure-Ground has been used effectively in the designs to grab the audiences' attention and create uniformity in the designs for the range of teas. The figure, the various letterform, and the usual illustrations, contrast with the plain stark white Ground of the box. This creates a unity in the designs' look which can be applied to the whole range. It also means that consumers are able to quickly identify the products.*

*Contrast has been used in the set of Small World designs. The bright, strong contrast of the white and orange colours was applied effectively in different ways across all of the pieces and assisting in creating an identity or set of visual communications for the Small World boutique.*

5d.

The majority of students chose to identify drawing combined with computer applications as the methods used to produce the final designs in the reference material. On the whole, students who understood methods for the production of visual communications were able to answer the question well; however, there were a number of students who were unable to answer this question correctly as it appeared that they misunderstood the term 'methods'. Some students' descriptions of how the two methods had been combined to produce the final design were not detailed enough and were unable to acquire a high score.

The following are examples of high-scoring responses.

*The various unusual drawings on each of the teas in the range would have all been done freehand, then they would then have been scanned into the computer, where they may have been touched up using Photoshop and then all the letterform would have been added using Illustrator to complete the finished art for the package design.*

*The designer of the Small World promotional materials may have combined drawing with printing. As the designs are quite graphic, they may have first sketched their ideas for each of the little characters and then they may have used a silk screen print to produce the finished design. This would be a good way to get the look they were after for each of the parts of the set of designs.*