

Answers and marking guidance

Award one mark per correct, developed point unless stated. Other valid answers should be credited.

2 Describe two examples of alignment used in the layout.

- The heading and body text are left aligned
- The three images are centrally aligned with each other vertically
- The bottom of the third image is bottom aligned with the end of the body text
- Captions are centrally aligned under each image

No marks for: "The items are aligned" without naming the type

3 Quick check

- a) Pale pink
- b) Cause and effect
- c) Rhythm
- d) The heading and body text are left aligned

4 Key terms

- 1 – D
- 2 – A
- 3 – C
- 4 – B
- 5 – E
- 6 – F

5 Explain how emphasis has been created in the layout.

- The yellow/grey frame around the image (cause) draws the viewer's attention to it (effect)
- "MODERNISE" in bold yellow (cause) stands out from the other text (effect)
- White space around the company name (cause) isolates it so it is seen early (effect)
- A drop shadow behind the name panel (cause) lifts it forward (effect)

No marks for: "It creates emphasis" as the effect

6 Explain how value has been used in the layout.

- Low-value (dark) grey subheadings stand out against the pale background, showing they are important
- Higher-value (lighter) body text recedes, creating a hierarchy
- High-value pale yellow background is less dominant, so content stands out
- The yellow gradient from high to low value leads the eye along the sequence

7 Describe two examples of rhythm in the leaflet.

- White paw prints repeated in the orange band across the top of each page
- Alternating blue and orange fills in the FAQ rows
- Repeated formatting of the orange headlines and subheadings
- Paw prints repeated in the corners