

Name _____

Class _____

Date _____

By the end of this worksheet I can...

- ☐ explain line, colour, alignment, contrast, dominance, depth and unity, referring to specific items
- ☐ name the type of alignment between items
- ☐ explain shape, texture, value, mass, balance, emphasis, proportion, rhythm, white space and grid structure
- ☐ answer "explain" questions with cause and effect

I DO

Worked example Read how a full-mark answer is built

A poster for a smartwatch has a large white "65%" over a black background and a "BUY NOW" button in the same white.

1 Explain how two design elements or principles have been used to create visual impact. (2 marks)

Full-mark answer each ✓ is one mark

The white "65%" contrasts strongly with the black background, so it stands out ✓. It is also the largest element on the poster, so it dominates and is the first thing the viewer reads ✓.

Why marks are not awarded

"Contrast and dominance have been used to make it stand out."

0 marks: no items in the poster are referred to.

WE DO

Guided practice Use the starters and word bank to help you

A web page has a heading, a block of body text and three images down the right-hand side.

2 Describe two examples of alignment used in the layout. (2 marks)

Sentence starters

One ... is ..., which means ...

Another ... is ..., so ...

Word bank

centrally · captions · heading · images ·
aligned · bottom · vertically

Tip: 2 marks = 2 separate, developed points.

YOU DO

On your own No notes. Check your answers afterwards.

3 Quick check: tick one box for each.

- a) Which has a HIGH value?
☐ Navy blue ☐ Dark green ☐ Black ☐ Pale pink
- b) "Explain" questions need...
☐ A list of terms ☐ Cause and effect ☐ One word ☐ A sketch only
- c) Numbered steps with the same formatting leading the eye show...
☐ Rhythm ☐ Balance ☐ Texture ☐ Mass
- d) Which answer would score for alignment?
☐ The items are all aligned to look neat ☐ Alignment has been used to make it tidy ☐ Everything is balanced across the page ☐ The heading and body text are left aligned

4 Key terms: write the letter of the matching description next to each term.

1. Dominance	_____	A Differences in colour, size, shape or weight that make items stand out.
2. Contrast	_____	B Items appear to be in front of others: layering, overlap, drop shadow.
3. Unity	_____	C Items look like they belong together: repeated colour, font, shape.
4. Depth	_____	D The item that stands out most and is seen first.
5. Alignment	_____	E Items lined up; always name the type: left, right, centre, top, bottom.
6. Value	_____	F Lightness or darkness: high value has more white, low value less white.

A kitchen brochure page has a yellow and grey frame around the main photo, a bold yellow "MODERNISE" and a white space around the company name.

5 Explain how emphasis has been created in the layout. (2 marks)

The same brochure uses pale yellow backgrounds, dark grey subheadings and a light grey body text.

6 Explain how value has been used in the layout. (2 marks)

A dog-rescue leaflet repeats white paw prints along an orange band at the top of every page, and the FAQ section alternates blue and orange rows.

7 Describe two examples of rhythm in the leaflet. (2 marks)

Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each “I can” statement above. Which one still needs work?
