

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

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

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

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 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

b) Repeating the same font and colour across a layout creates...

- ☐ Contrast ☐ Unity ☐ Depth ☐ Dominance

c) The largest, brightest item that is seen first shows...

- ☐ Dominance ☐ Unity ☐ Line ☐ Alignment

d) A drop shadow behind an image mainly creates...

- ☐ Unity ☐ Line ☐ Depth ☐ Alignment

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

- | | | |
|---------------------|-------|--|
| 1. Dominance | _____ | A The item that stands out most and is seen first. |
| 2. Contrast | _____ | B Items look like they belong together: repeated colour, font, shape. |
| 3. Unity | _____ | C Differences in colour, size, shape or weight that make items stand out. |

5 Explain what is meant by 'Depth'. (2 marks)

6 Explain what is meant by 'Alignment'. (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?
