01

HOMEWORK 01 · DESIGN ELEMENTS & PRINCIPLES · CREATORS & USERS

Skerry sea kayaks

designclass
design | engineering | technology

AH Graphic Communication
OVERPRINT · HW01

NAME | CLASS | DUE

20 marks about 40 minutes

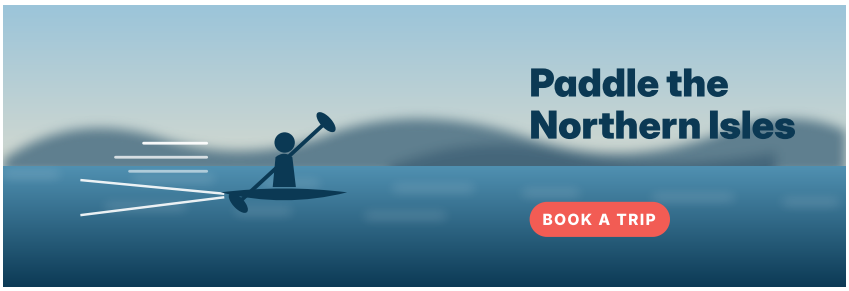
Answer **all** questions. You may use sketches and annotations to support your answers. Write in the spaces provided.

02

1 Skerry is a sea-kayak centre in Orkney. Its logo and the banner from its website are shown below.



LOGO



WEB BANNER · home page, 2400 × 800 px

a Describe **two** ways negative space has been used in the logo. 2

b Describe **two** ways silhouettes have been used in the logo. 2

c Describe how **radial balance** enhances the logo. 2

d Describe how the **rule of thirds** and **depth of field** have enhanced the visual impact of the web banner. 2

02

e Describe, giving **two** examples, how dynamic effects have been used in the web banner. 2

f Explain, giving **two** reasons, why the centre's logo uses simple shapes and solid colour fills. 2

g Explain, giving **two** reasons, why a clear focal point helps the web banner communicate with its target audience. 2

2 Skerry is launching an online booking website.

a Describe the role of the web designer in producing Skerry's booking website. 2

b Explain **two** needs of the general public using the booking website. 2

3 Skerry's printed price list is designed using the golden ratio.

Describe, giving **two** examples, how the golden ratio could be used in its layout. 2