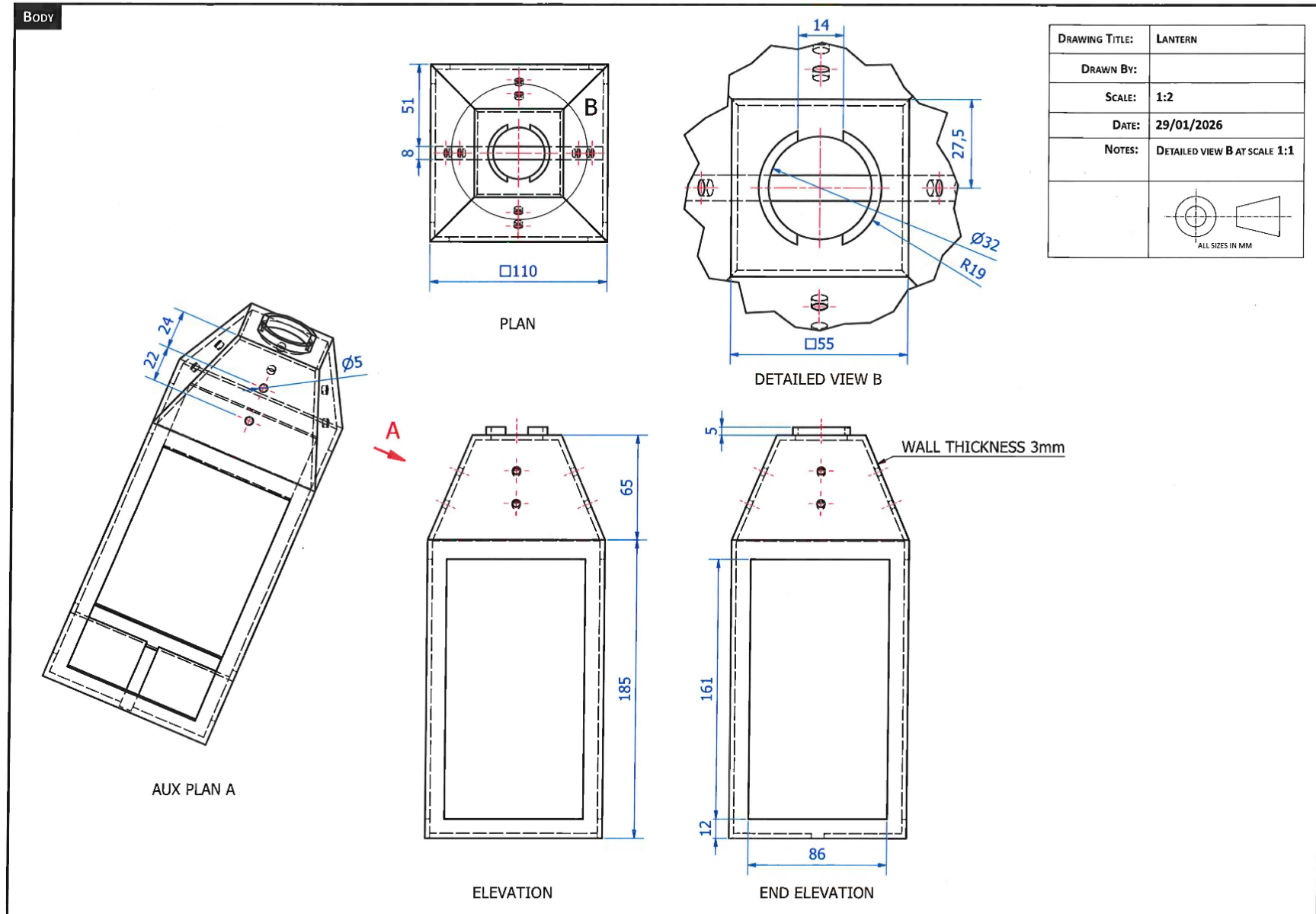
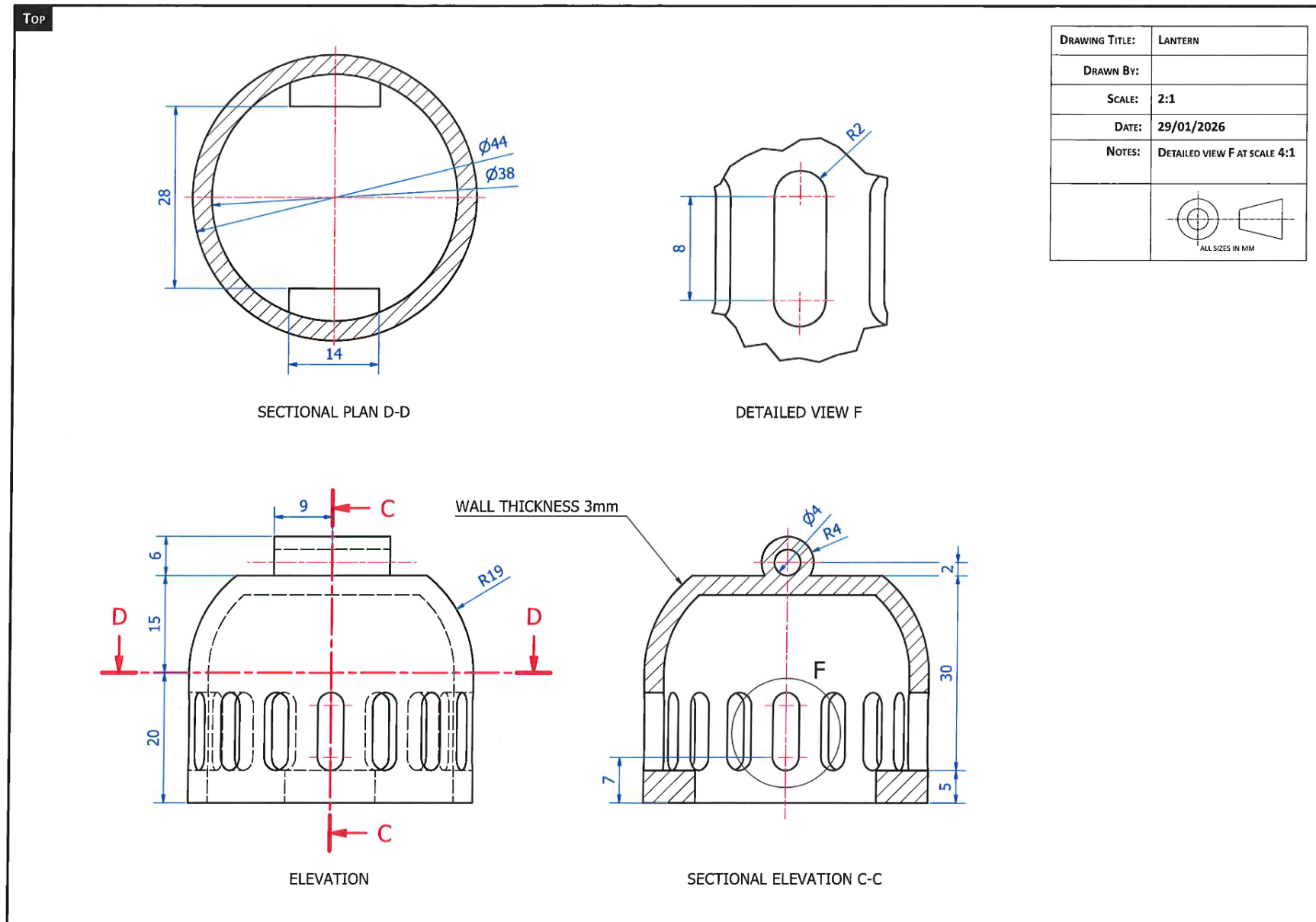
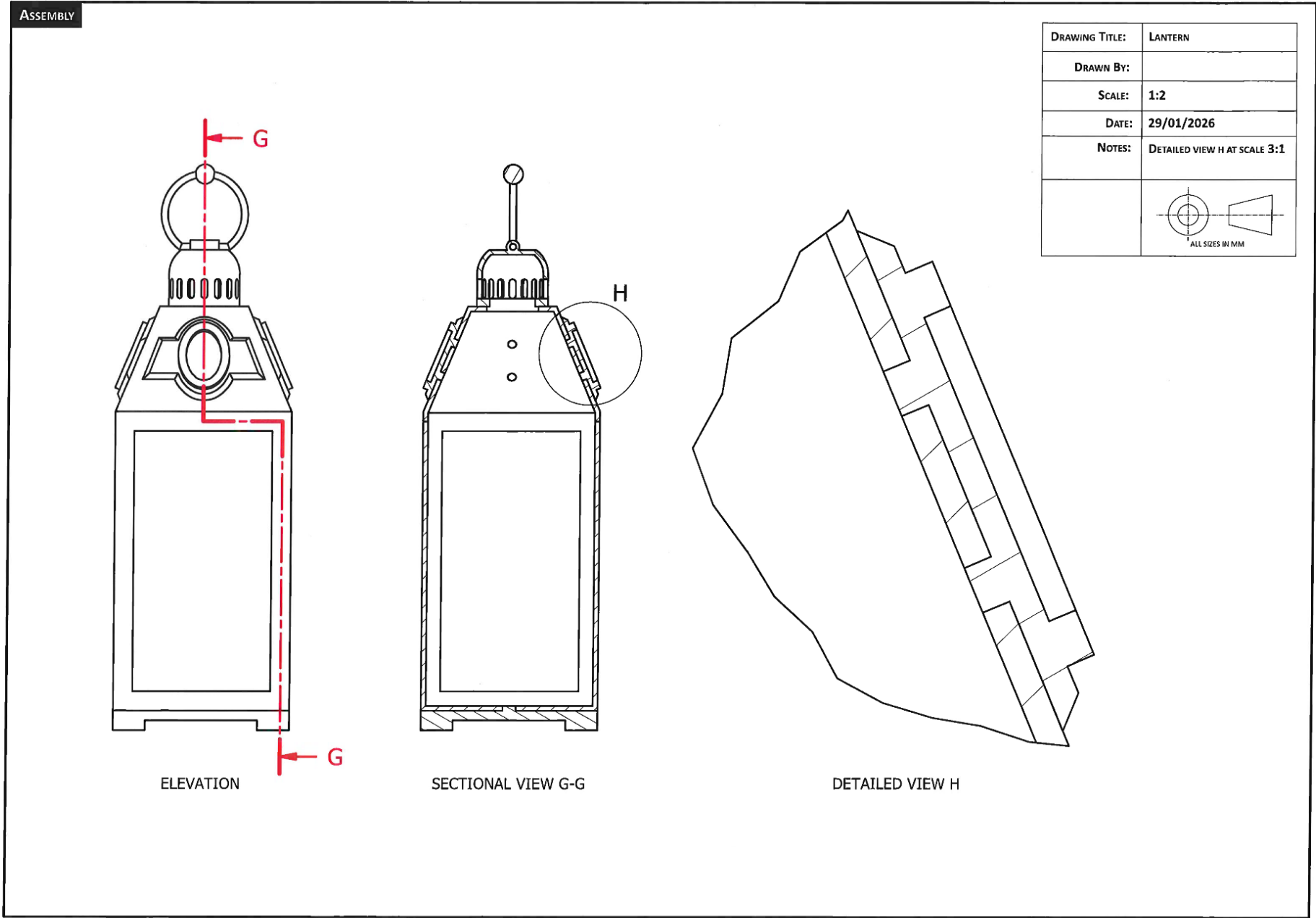
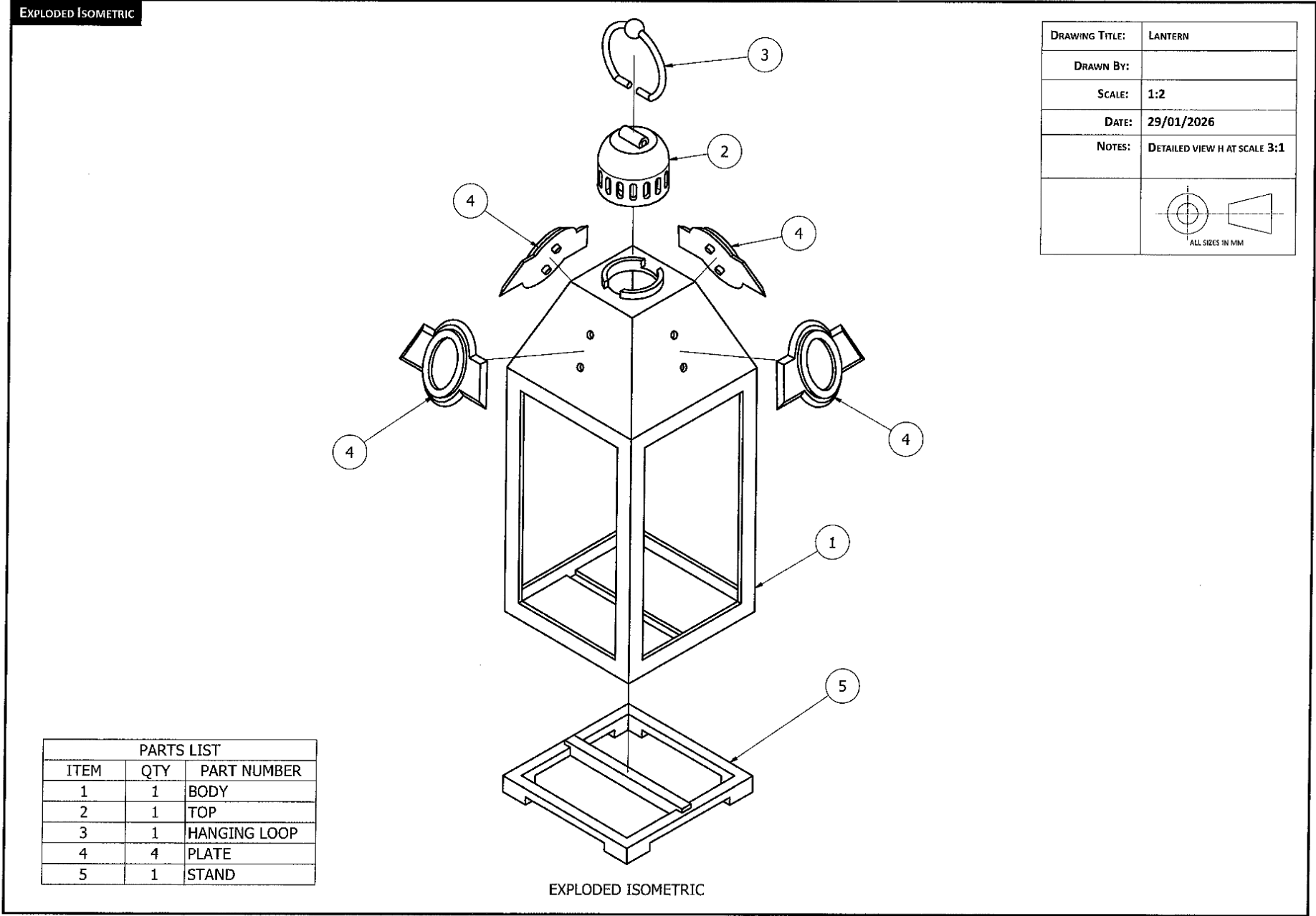


Candidate 1 evidence













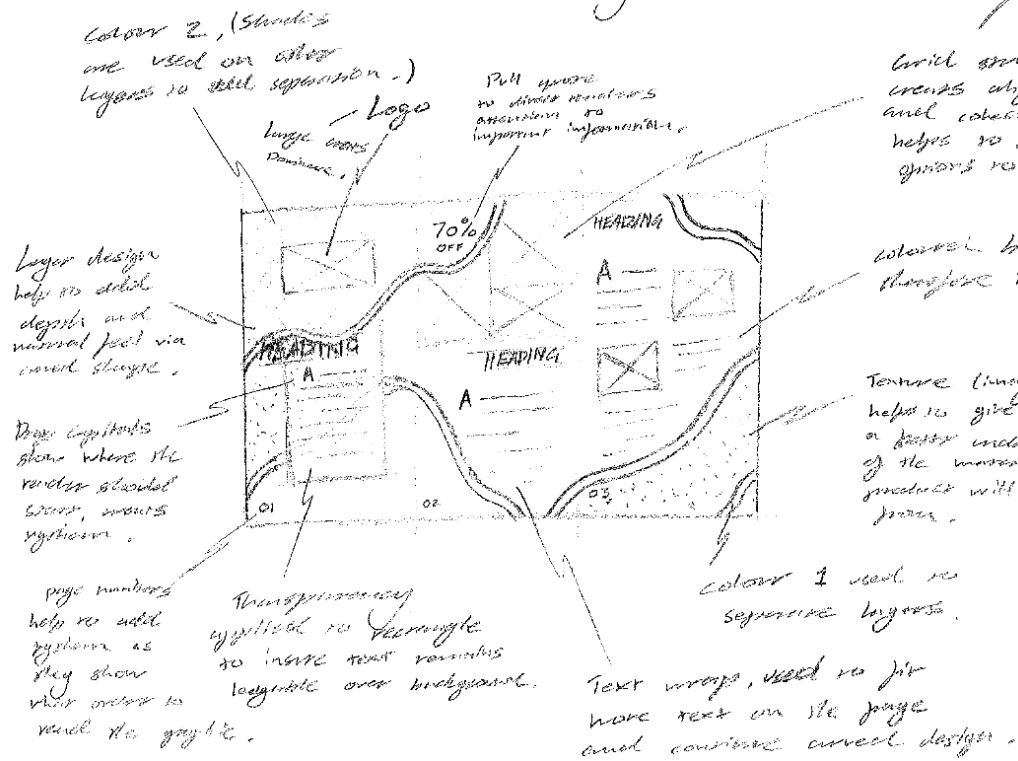
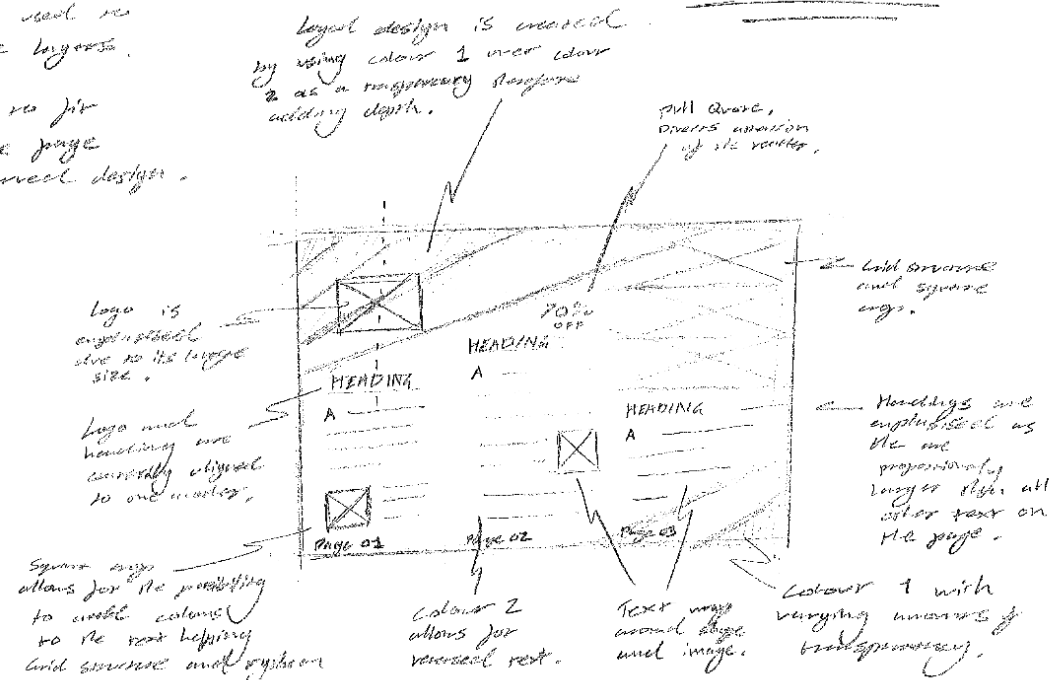
LAYOUT 1LAYOUT 2

TABLE TALKER

Logo is dominant as it is the largest thin on the design.

Depth was created by layering text and adding drop shadows on heading text, and shapes. This aids in making the more design visually interesting and less flat/boring. This also helps to emphasise the heading.

The drop capitals at the start of each text box help to guide the reader as to where they should start reading. This adds rhythm and emphasis to the layout.

Texture behind text/transparent shape helps to add visual interest.

The slogan and other text/heading are in a contrasting to give them emphasis and help them stand out to the reader

Colour 2

Pull quote along with colour 4 help to pull the reader add emphasis to the 70% off thus bringing the important information to readers attention more efficiently.

70% OFF

Square cropped images 16, 17 and 18 have been arranged in a grid structure, thus allowing for more images to fit on the page and helping keep the graphic looking professional and orderly.

Transparent shapes were placed behind a majority of the text. The transparency in conjunction with reversed text add contrast aiding in legibility.

Heading and body text is aligned to the left of one another helps to add balance an consistency to the layout.

A majority of the text is white which helps the pull quote (in colour 4) and the logo to stand out.

White space around text insure the graphic doesn't feel over crowded or cluttered.

Text wrap has been used to insure the text retains its legibility and is on a consistent background.

Colour 1

The page numbers help to add rhythm and orient the reader.

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