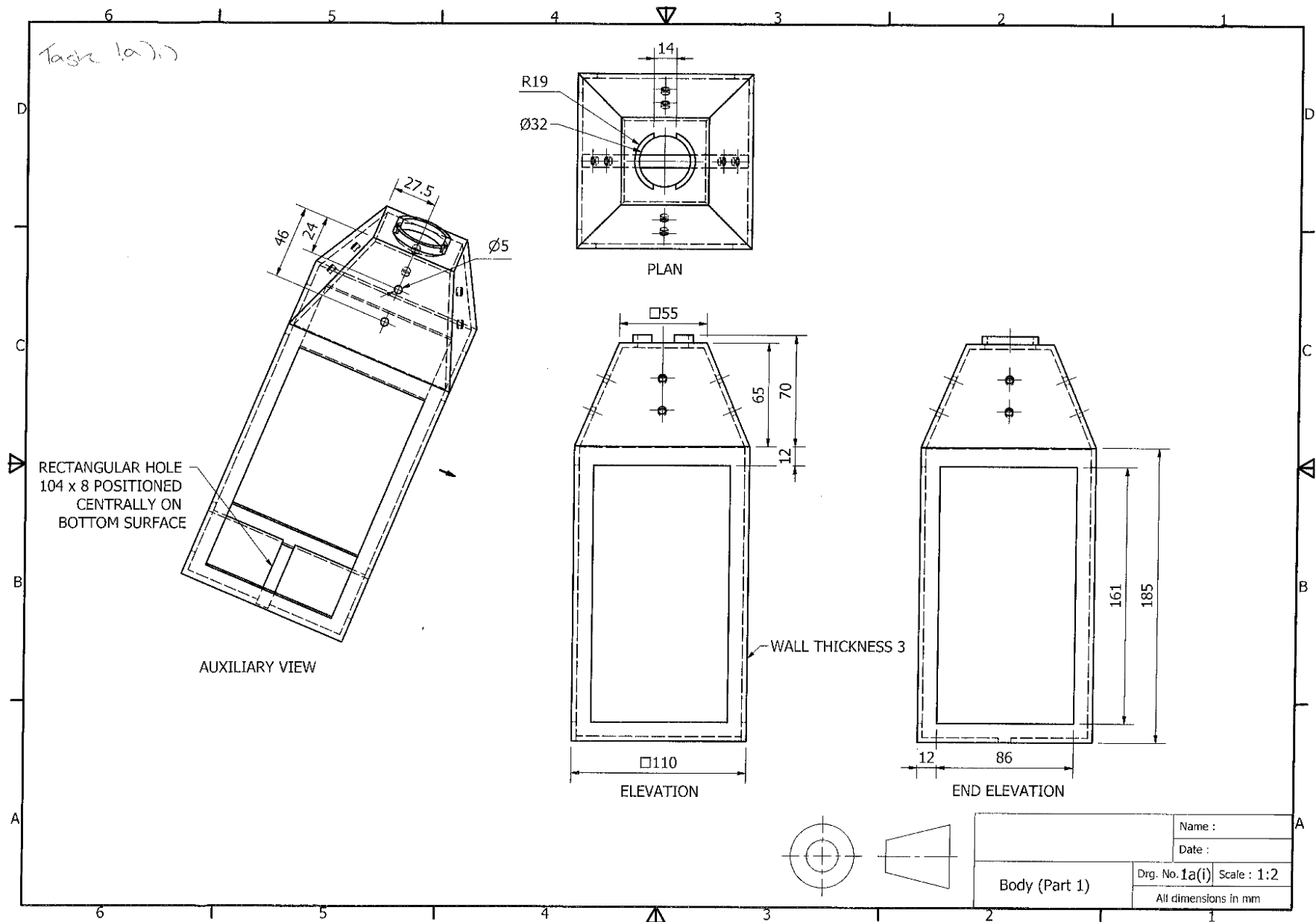
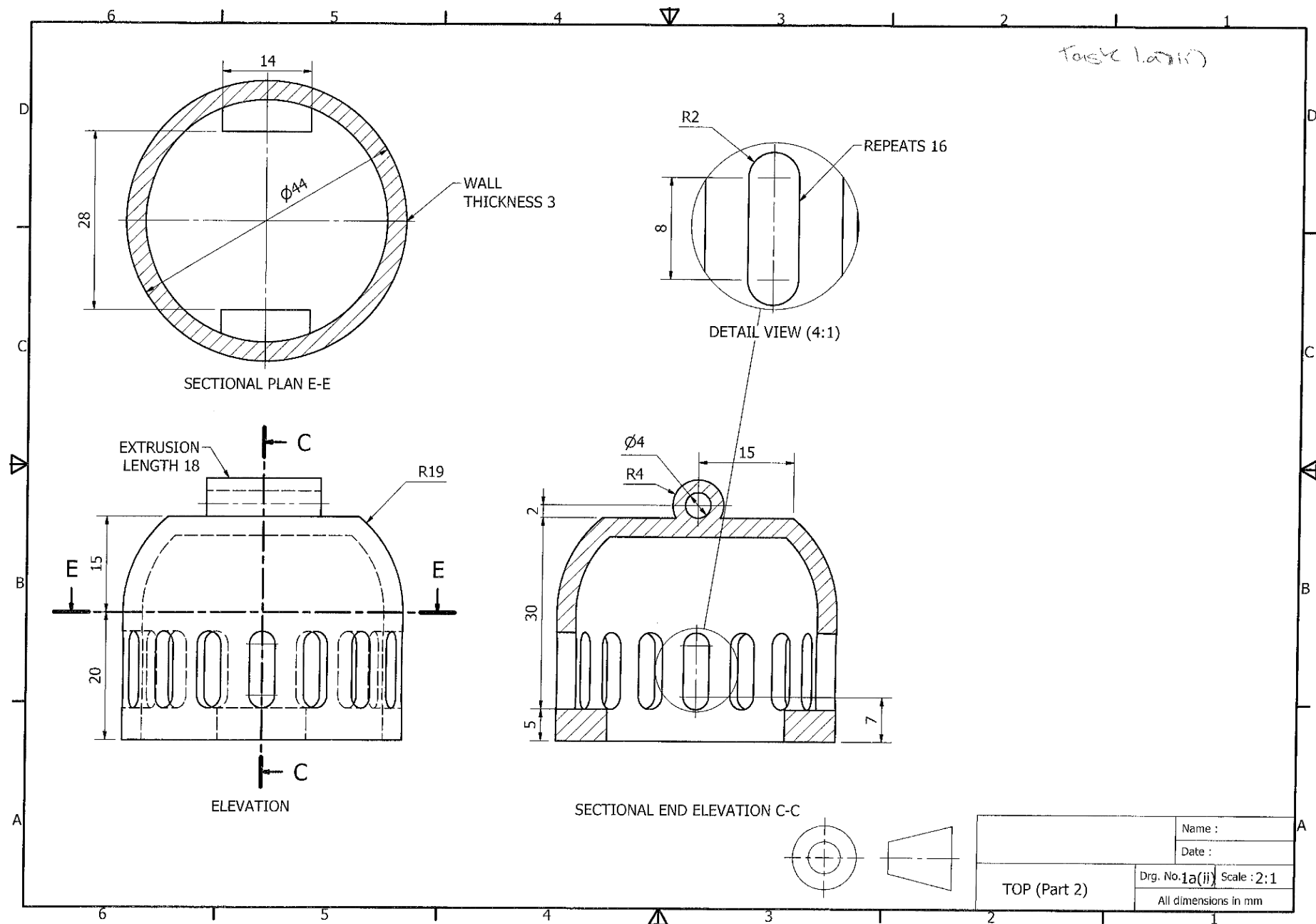
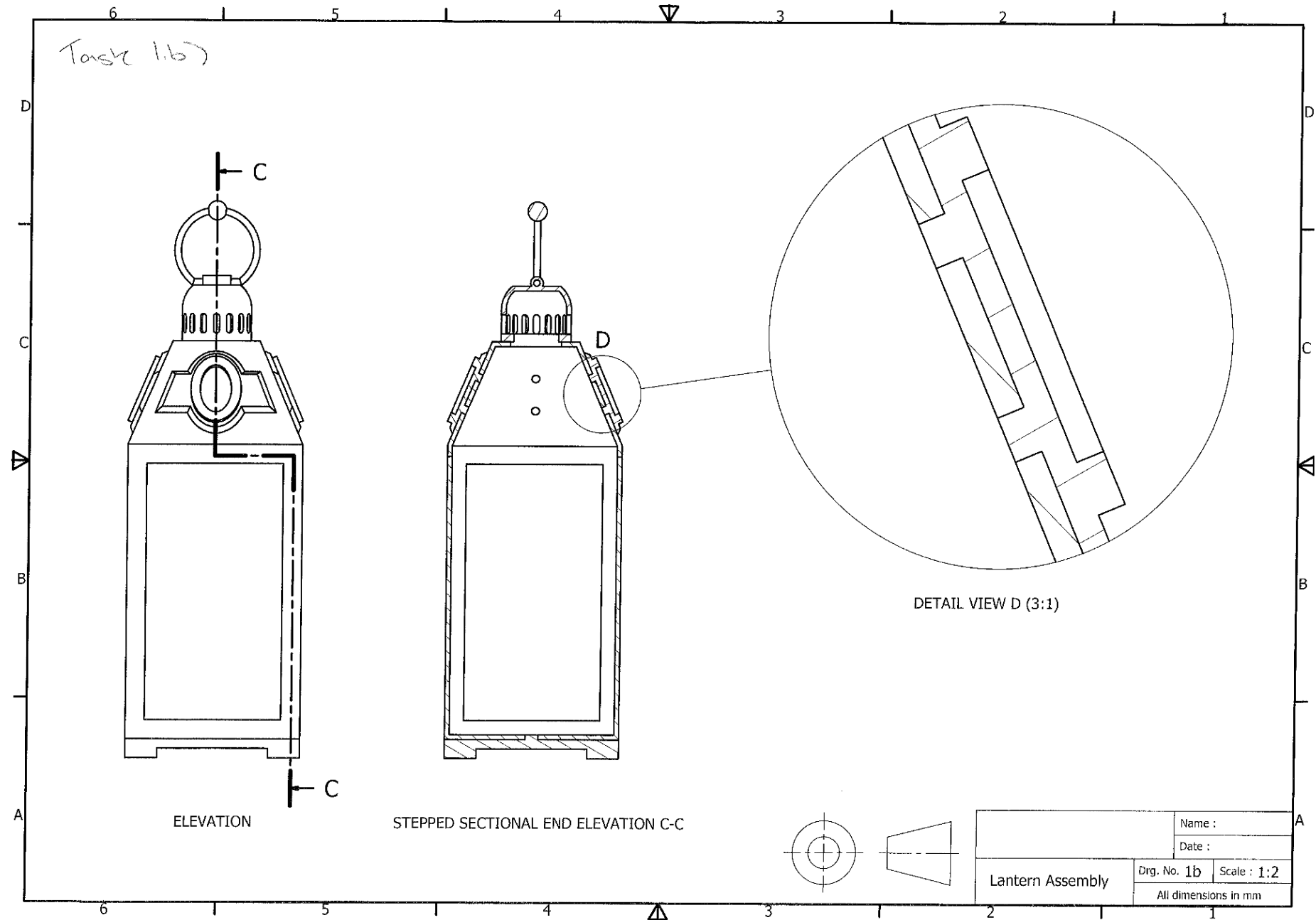
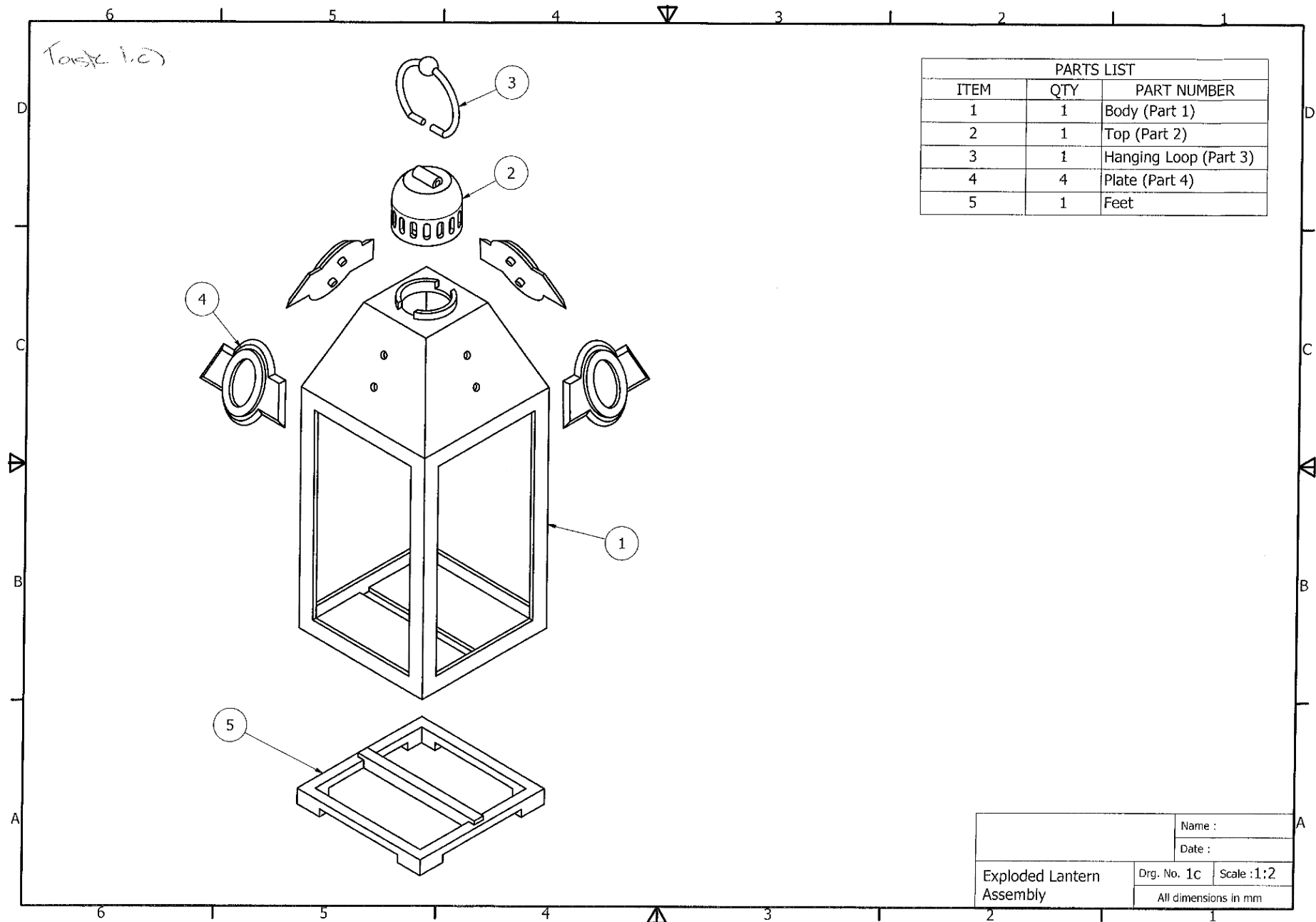


Candidate 4 evidence









Viewport 1

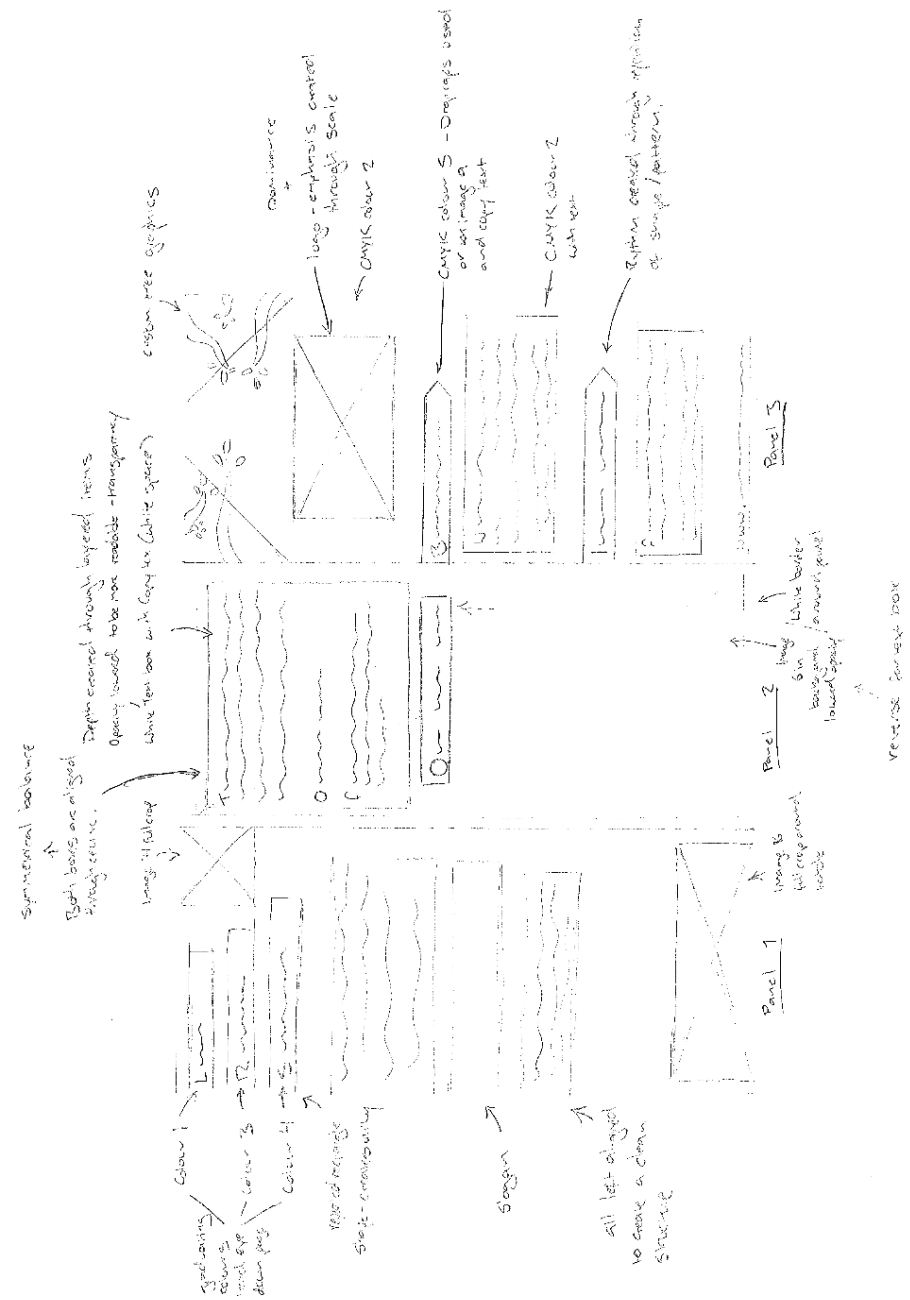
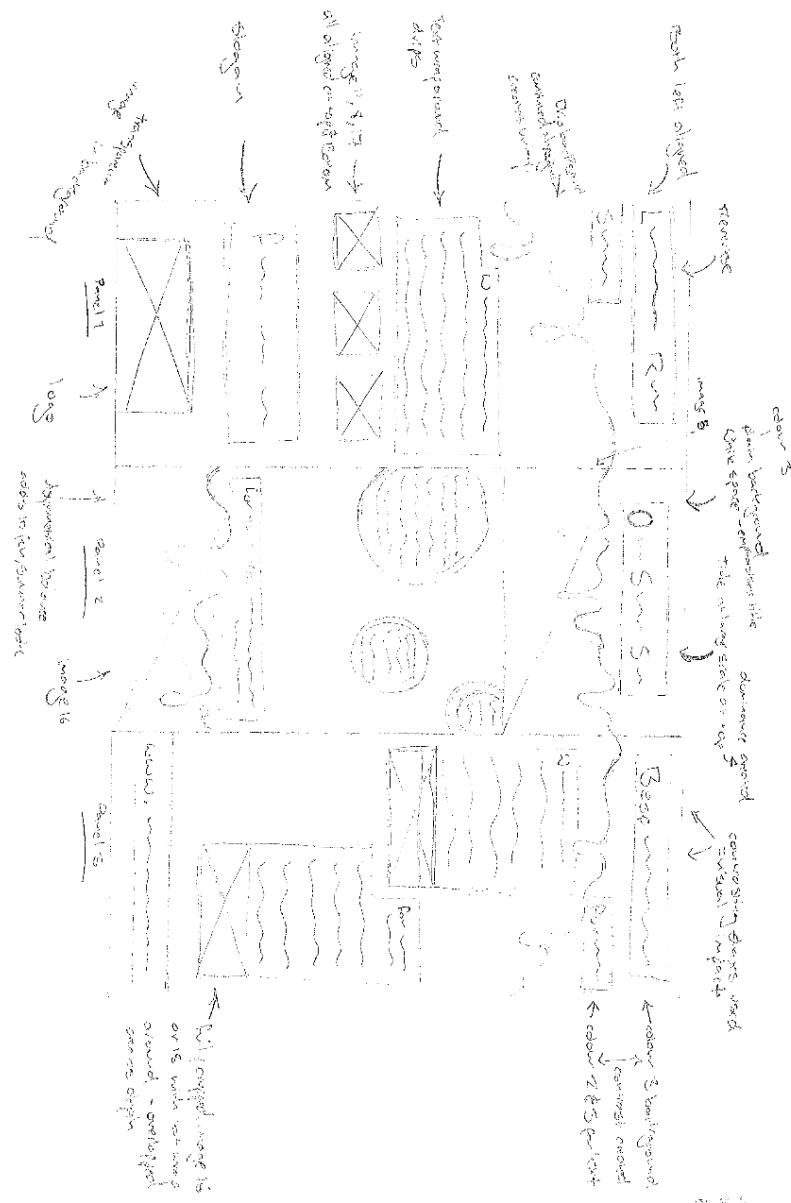
Task 2a



Viewport 2 Task 2a



Task 2b)



Task 2c

Alignment
All headings left aligned to create a clean structure, easier to follow

Serif font contrasts sans-serif used for body text which emphasises the title

Transparency
Transparent white box placed behind text to make info more legible for readers

Transparency Gradient of image 6

Unity
Repetition of Arial font between pages

Full Crop
Image 19 - table has been fully Cropped and a drop shadow has been added to give a sense of depth

Unity
Repetition of tree symbol on logo to unify the layout

Dominance
Created through scale of logo - biggest subject on the page
White outline - makes it stand out/emphasises it

Colour 3

emphasis
Vibrant colours used for heading text boxes - contrasts light background and draws attention to page

Colour 4

Depth
Drop shadow placed under headings to create a sense of depth and makes headings look like they are coming off of page

Text wrap
Inside of transparent white circle - Also left aligned with headings to add to clean structure - Transparent circle behind makes the text more readable

With more than 24 furniture ranges available, there's plenty to choose from for your living room. We use only the highest quality materials, sustainably sourced from Belgium, Italy, Portugal, and other European countries. Our living room furniture can come in natural or rustic oak, and can be grey for a more contemporary style.

Shape + Crop to shape
Used to add more visual interest to the spread, circular shapes contrast dominant rectangular shapes (image 5, 15 and 17)

Repeated circles create rhythm and movement

Impact font repeated

Emphasis
Black outline has been used around the slogan to emphasise it and make it clearer for viewers to read

Repetition of shape creates rhythm and adds visual interest to the spread

Alignment
All text + boxes are centre aligned

Reverse
Light text on a darker background to make text stand out

Transparency
A white box has been placed behind the cropped table image to make it clearer for viewers

Transparent image 9 used in the background to create texture and adds visual interest to the page

Colour 2

Drop Cap + Proportion
Applied to beginning of body text to draw readers attention - large scale leads your eye

Graduating colours (colour 2 - 5) leads viewer eye down the page

Colour 5

Information

Bespoke Furniture

J. ORSON'S OAK FURNITURE

Offer ends 23rd June

Information

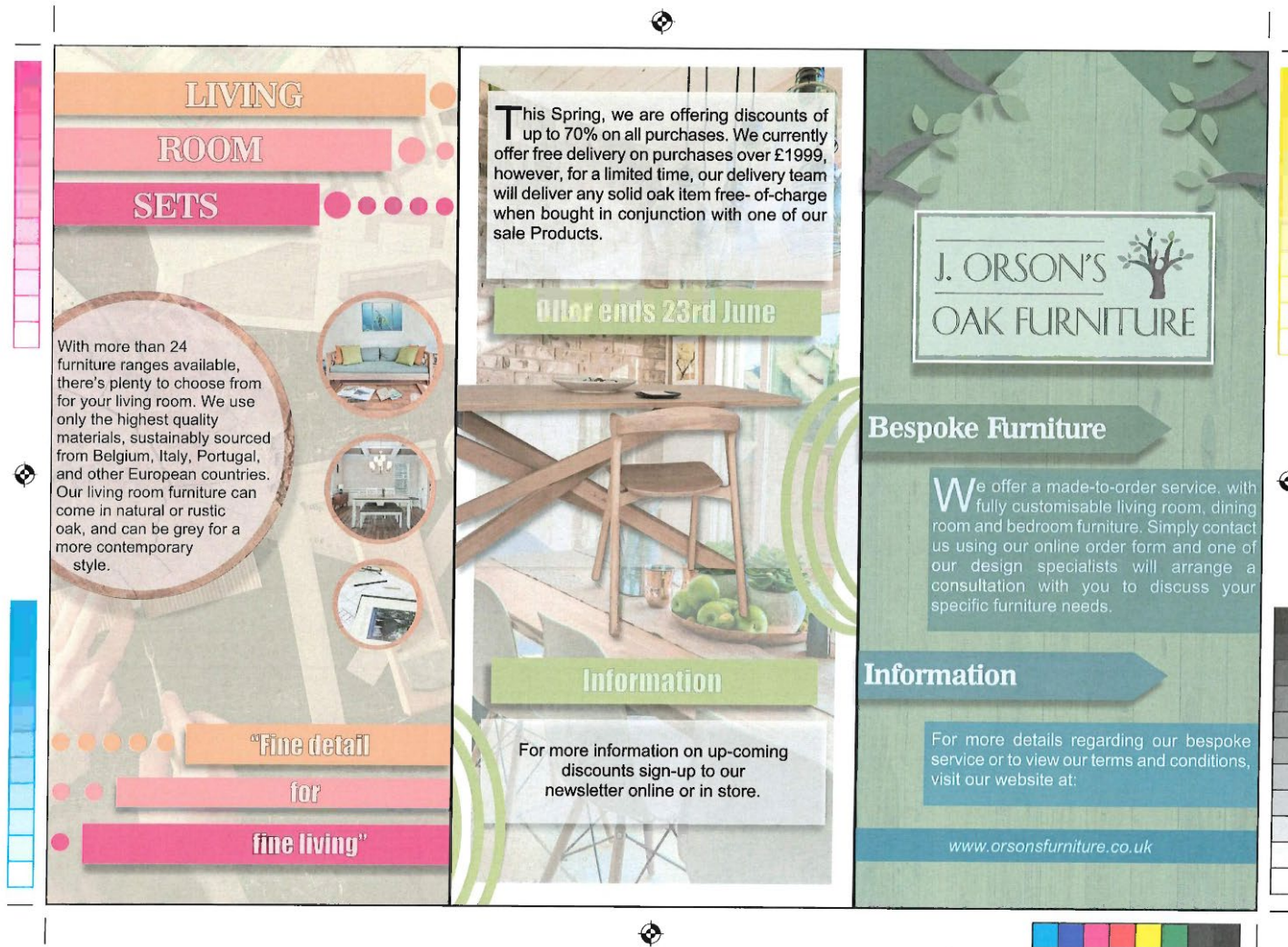
For more information on upcoming discounts sign-up to our newsletter online or in store.

For more details regarding our bespoke service or to view our terms and conditions, visit our website at:

www.orsonsfurniture.co.uk

This Spring, we are offering discounts of up to 70% on all purchases. We currently offer free delivery on purchases over £1999, however, for a limited time, our delivery team will deliver any solid oak item free-of-charge when bought in conjunction with one of our sale Products.

Task 2.c)



Task 3

