Candidate 1 evidence
Task 2b

National 5 Graphic Communication 2017-18 ASSIGNMENT

DOMINANCE
- The use of a pale green (receding colour) to bring forward the graphic of the bird feeder
- Overlapping the graphic of the bird on top of the graphic of the bird feeder
- The use of dropshadows on the three birds graphics
- Contrast between red and green

DOMINANCE
- The use of a dropshadow on the graphic of bird feeder
- Overlapping the lone bird graphic on top of the graphic of the bird feeder
- The use of blue (receding colour) to bring the graphic of the bird feeder forward

Text Box
Graphic of Bird Feeder
Graphic of Birds
Drop Shadow
Caption
Graphic of Logo
Graphic of Bird Feeder
Task 2c

Promotional

REPETITION
- I created repetition by using the same shade of red multiple times throughout my promotional poster.
- Additionally, I used the same typeface multiple times throughout the poster.
- The use of repetition strengthens the design by tying together individual elements which helps to create consistency and association.

CONTRAST
- Used both circles and rectangles. This is a clear example of contrast as the greater the differences between the two elements, the greater the contrast.
- Used a variation of large typeface and small.

BIRD FEEDER
This simplistic bird feeder offers an easy way to help the birds in your local area survive and thrive this winter.

Over the last fifteen years, the bird diversity in Scotland has dramatically decreased, and many believe this will continue to decrease at an already fast pace if action is not taken. By buying this bird feeder, you are doing your part to prevent this decreasing any further. Be sure to place where you have previously seen bird life to be sure it gets the most use possible.

PRODUCED BY
THE BIRD WELFARE SOCIETY

Task 2a + Task 2c

National 5 Graphic Communication 2017-18 ASSIGNMENT
Preliminary

Task 3
National 5 Graphic Communication 2017-18 ASSIGNMENT