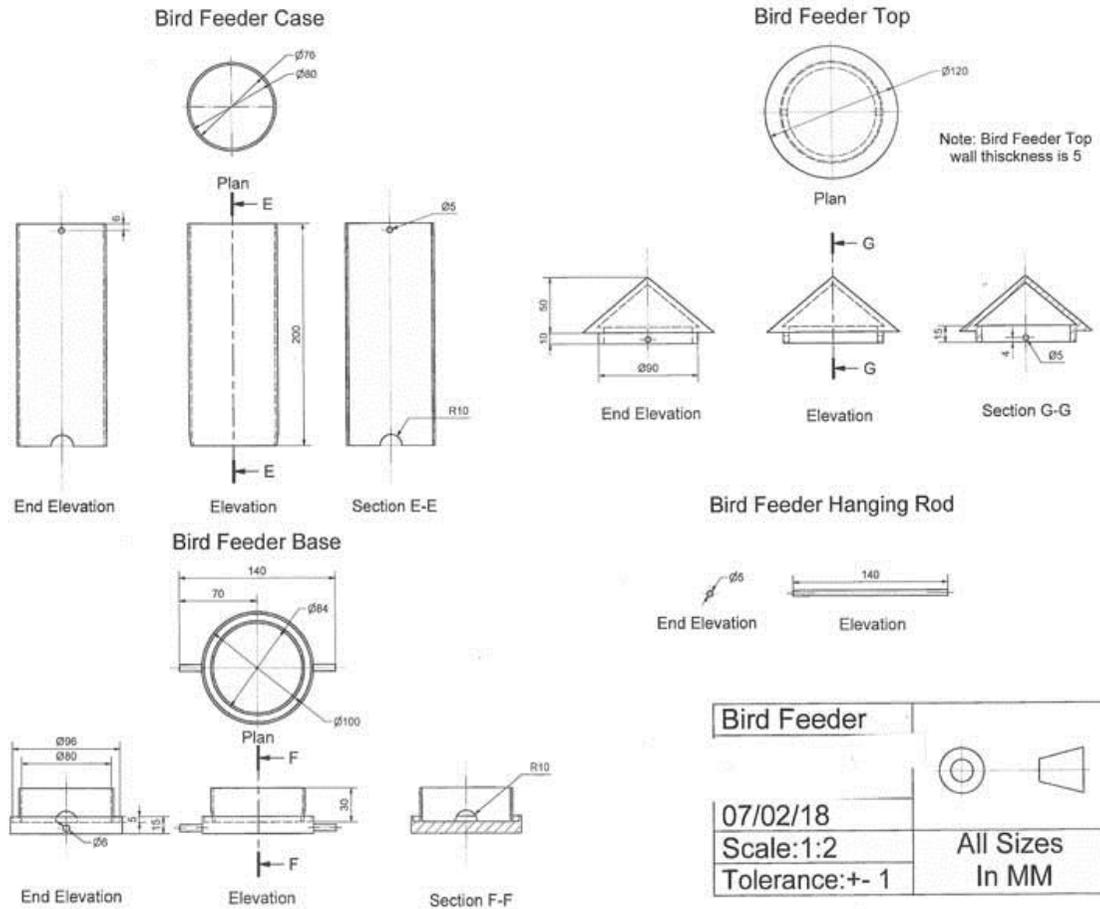
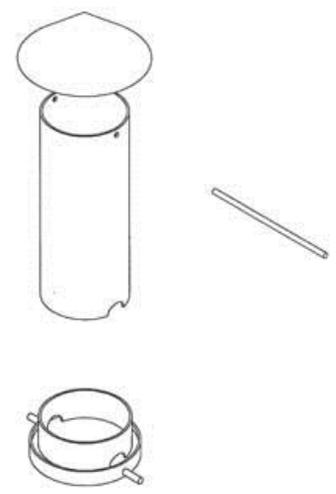
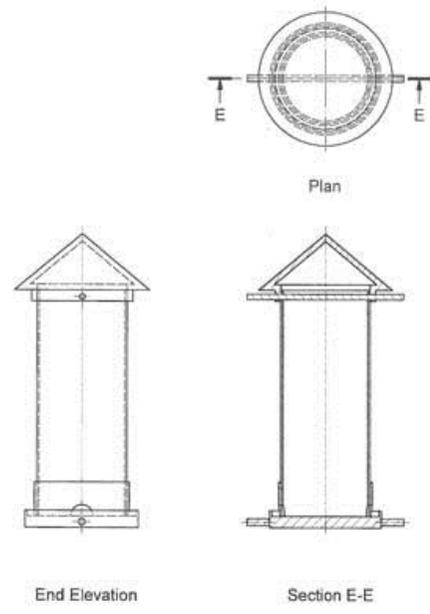


# Candidate 5 evidence

TASK 1a.

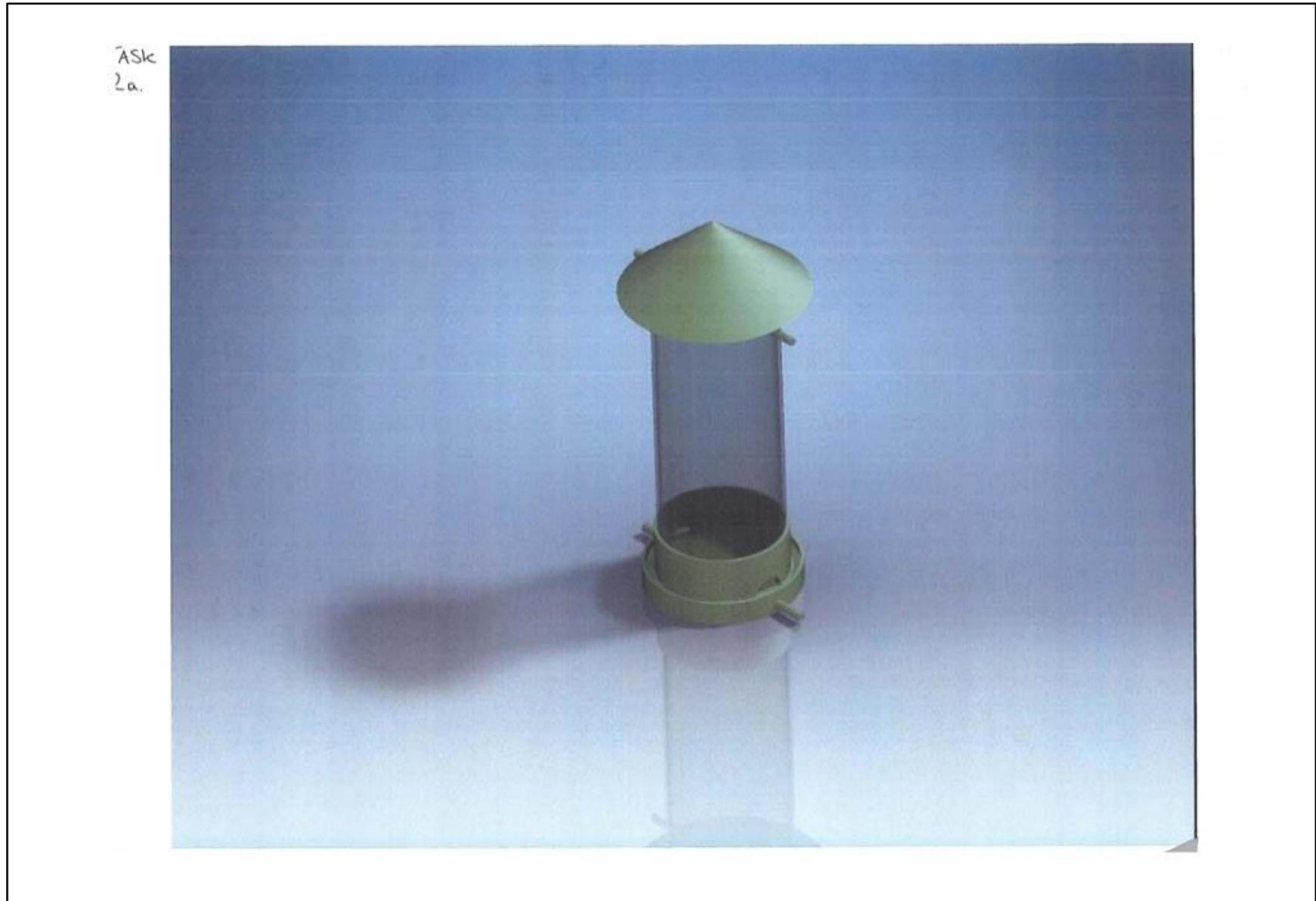


TASK 1b,c



Exploded Isometric

Bird Feeder Assembled	
19/02/18	All Sizes In MM
Scale: 1:2	
Tolerance: +/-1	



## TASK 2B THUMBNAILS

**Annotations for the left thumbnail:**

- ellow text and blue ash bar harmonises like the colours if the blue fits creates unity
- Flash bar physically ties feeder and title together, creating unity
- Contrasting sans serif, serif fonts do visual excitement
- Drop shadow on blue title creates depth.
- Flash bar ties together title and feeder as they physically touch creating unity.
- Drop shadow on blue title creates depth.
- Repetition of green creates unity
- Text is centre aligned to flash bar, alignment helps create unity
- Repetition of yellow birds creates unity
- Drop shadow on blue title creates depth.
- Drop shadow also creates depth.
- Feeder is also dominant in this advert because it is the product being sold, so needs to be highlighted.
- Repetition of green has connotations of nature which gives the audience a sense of shows appeals to target market
- Title and extended text centre aligned

**Annotations for the right thumbnail:**

- Yellow and green - harmonising colours used to create harmony in the advert.
- Feeder is placed vertically on the page - fills, past bar
- Bird feeder is large on the page so is dominant
- Bird feeder is dominant to show the product being sold.
- rule of thirds used to place feeder - draw the eye, creating dominance
- Drop shadow has been added to create depth, so feeder stands out.
- purple/blue - receding colour in the background helps the green bird feeder stand out/look more dominant
- drop shadow on birds angled towards feeder, drawing the eye and creating dominance.
- Drop shadow on blue title creates depth.
- Receding colours used in background, contrasts with the foreground, making the foreground stand out of the page (branch, flash bar, title, extended text) because the which are vertical, this contrast helps it stand out therefore being dominant.
- Feeder is placed vertically on the page, which contrasts the other main features of the page (branch, flash bar, title, extended text) because the which are vertical, this contrast helps it stand out therefore being dominant.

ASK 2c

\*in a natural environment (green background)

Birds perched on flashbar create visual excitement.

Transparency on flashbar helps create depth

Sans serif font used on reverse text to create a modern feel.

Use of bird graphic promotes bird welfare

Drop shadow on birds create depth

both blue of the flashbar, and green of the feeder create harmony as they

harmonise branch creates sense of realism & depth.

repetition of green in feeder in back ground has connotations of nature which will appeal to the target market.

Bird feeder is dominant because it is big.

Transparency on the background creates depth

Drop shadow used to create depth.

Image bleed - creates realism

Centre aligned - extended text \* Title (product name)

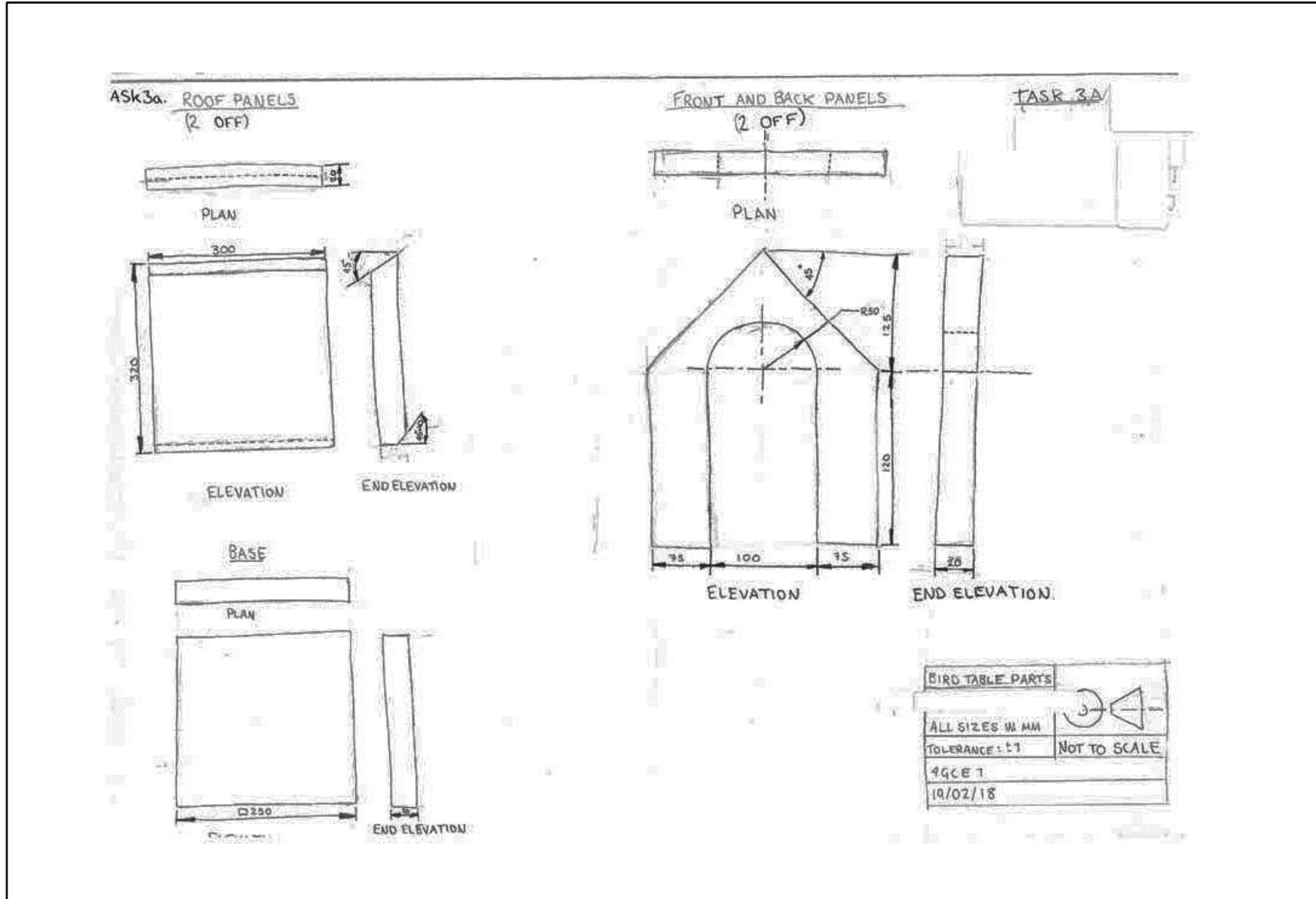
Contrasting serif & sans serif fonts have been used to create visual excitement

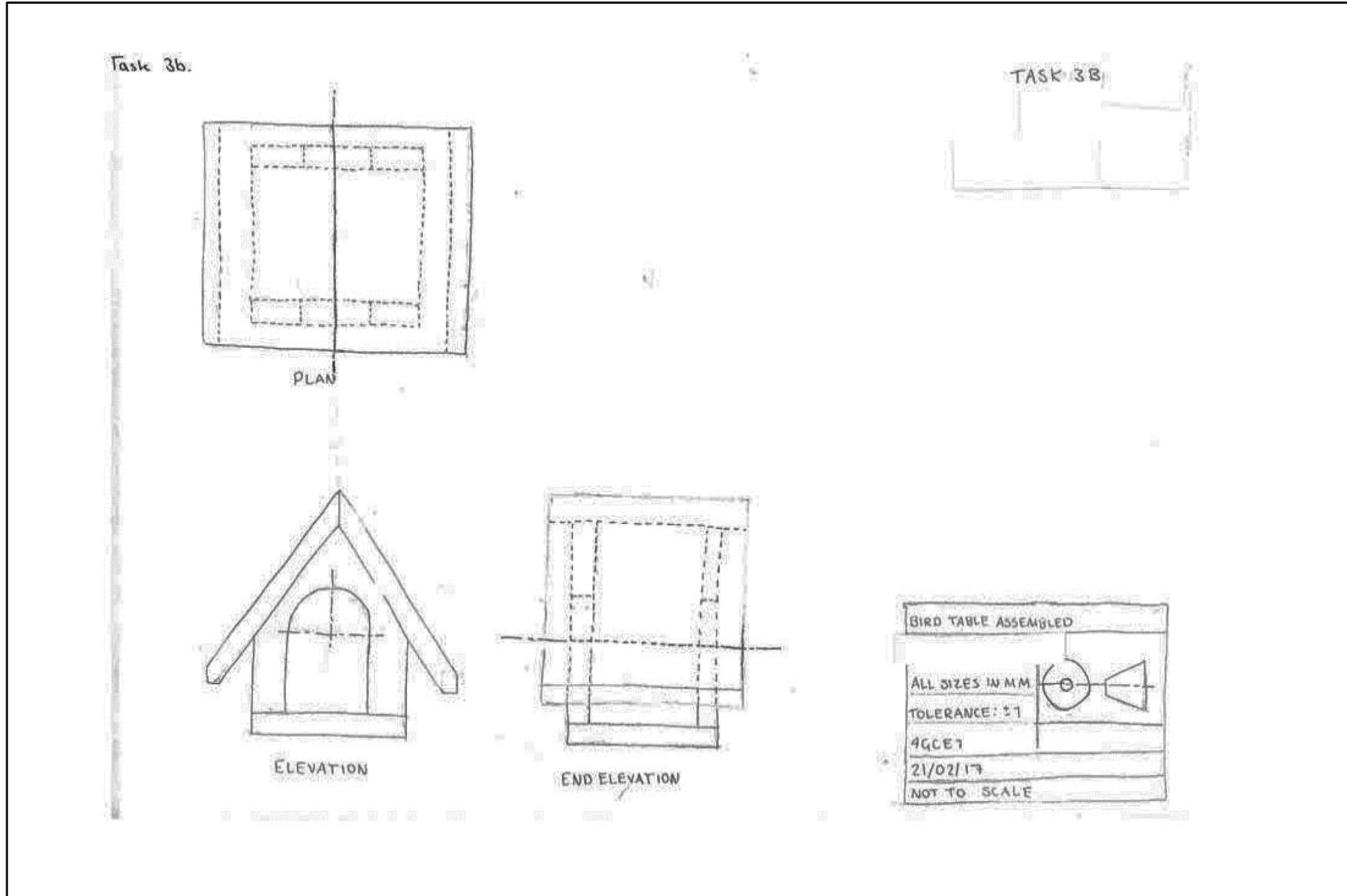
Yellow font colour used for reverse text so it contrasts with the receding blue background, making it stand out. Yellow is an advancing colour so stands out against the background

Flash bar helps create unity by physically tying everything together touching the title and main graphic - The bird feeder.

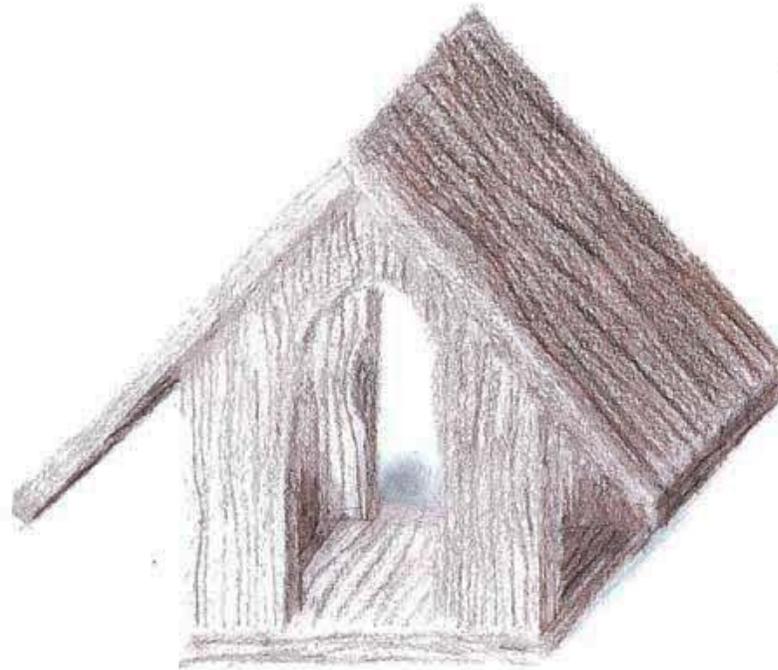
White, blue & yellow text creates unity by harmonising with the colours: the blue fits & the yellow picker tool has been used.

Get your garden to the top of the pecking order with...  
**SeedStation**





TASK 3c.



OBLIQUE PICTORIAL OF BIRD TABLE