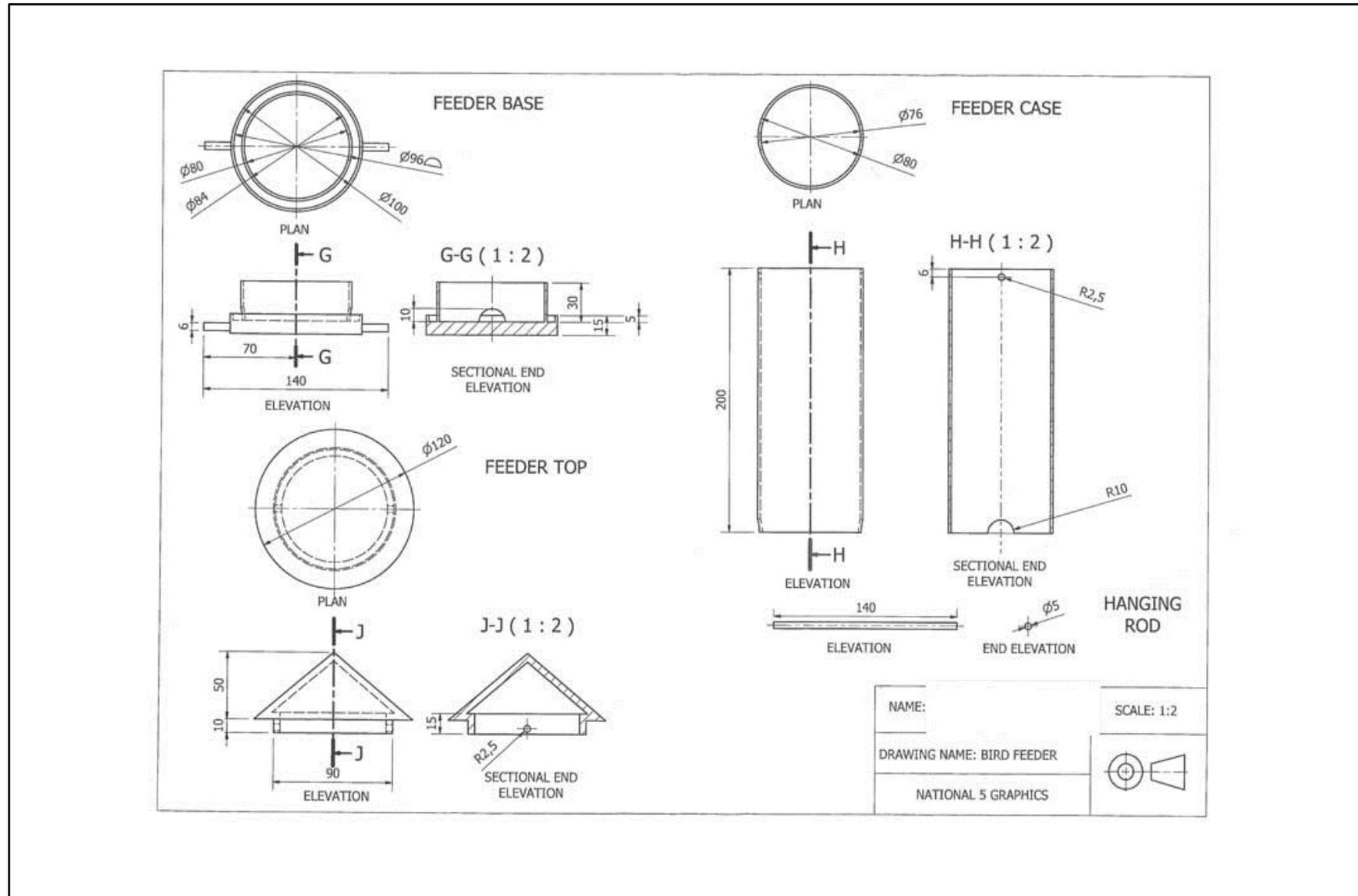
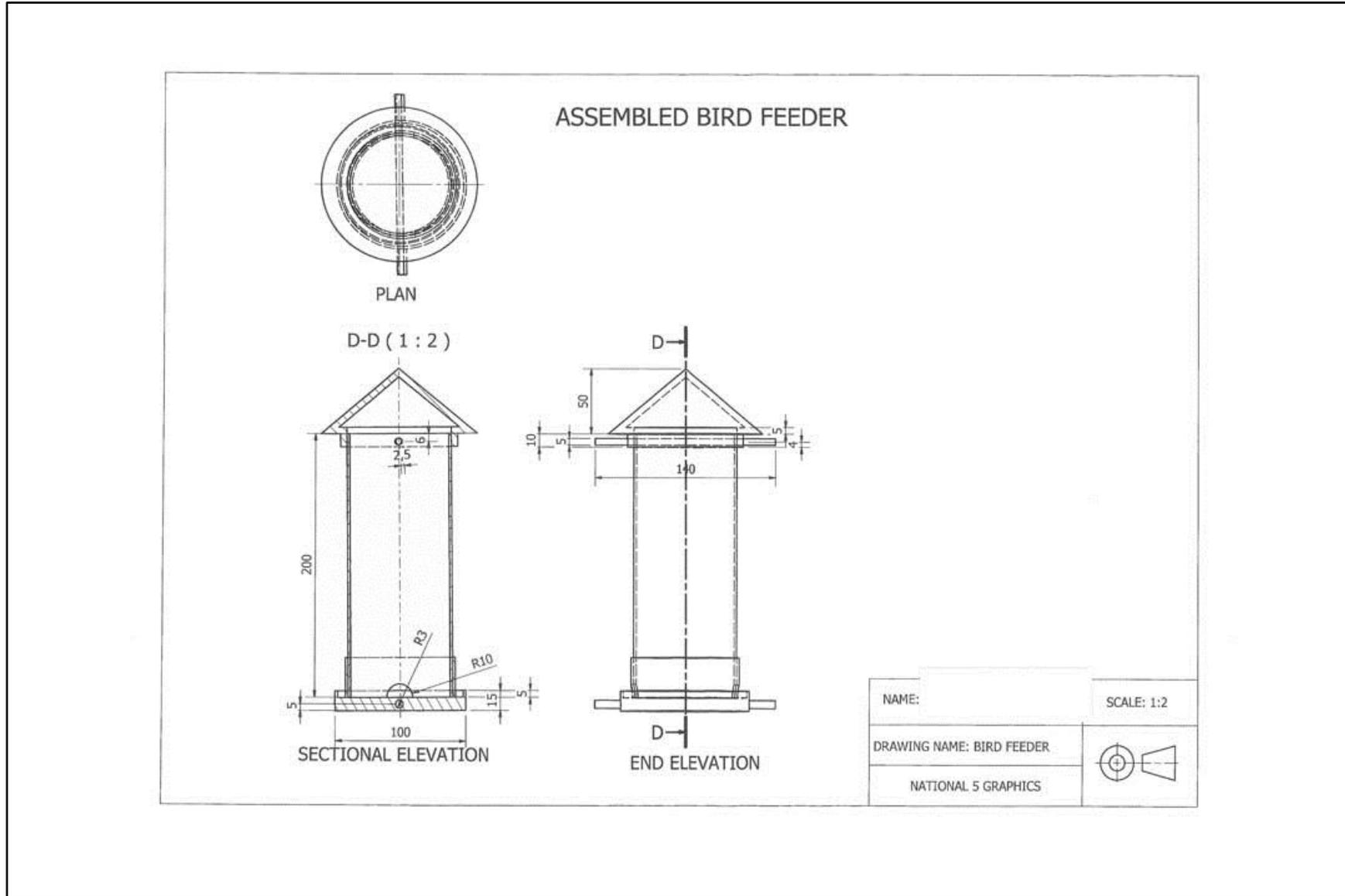
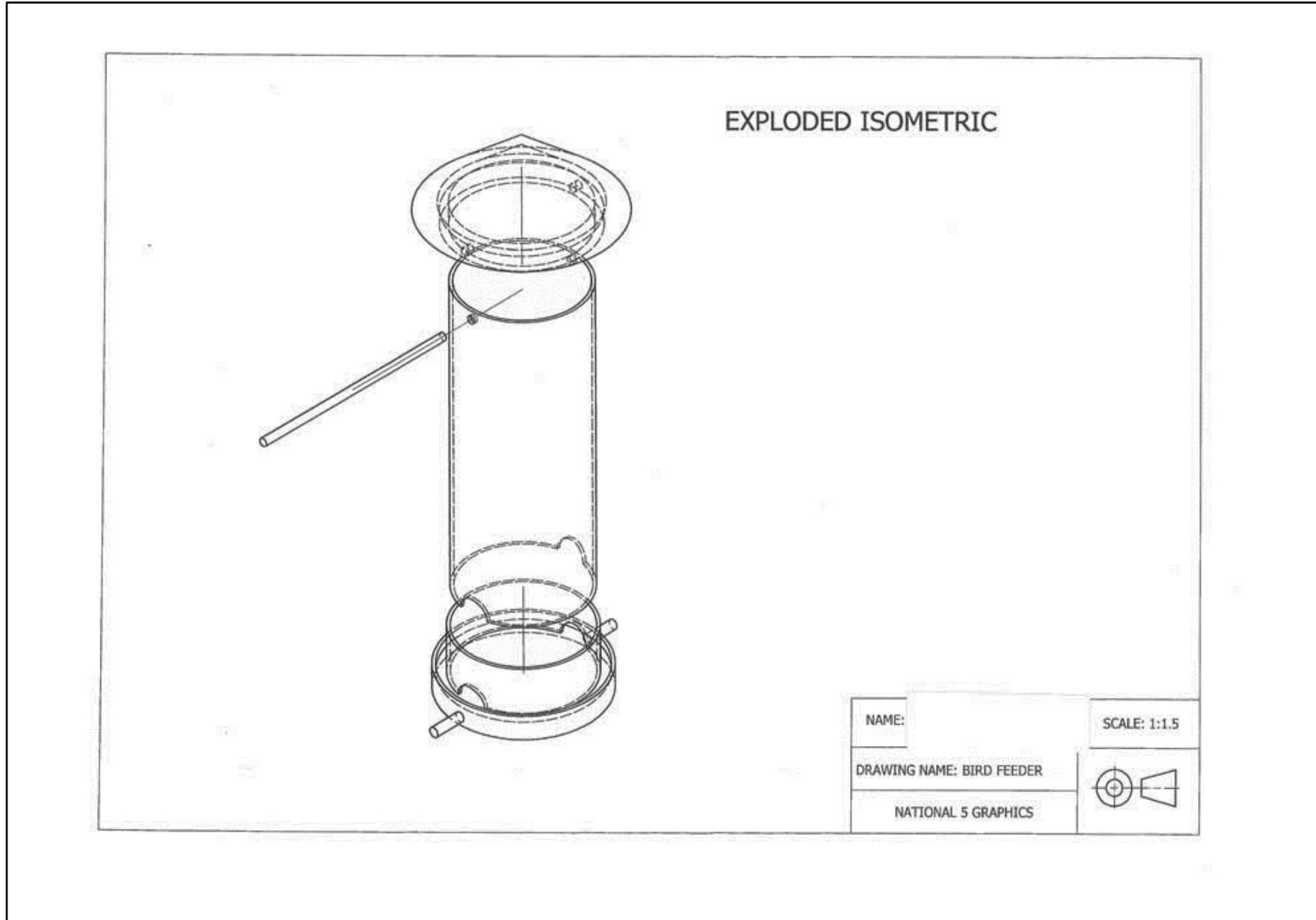


Candidate 7 evidence







FINAL ADVERT

Unity is once again created by the red colour which is repeated to create a logical path for the viewer

Symmetrical balance has been created. This allows the focal point to be displayed in the centre of the page which instantly grabs the viewers attention. Red has been used in each kind of the layout to ensure that the final layout looks balanced.

Contrast has been used in the size of the text as the text for the Product Name is much larger than the other extended text, which allows it to stand out.

Furthermore red and green have been used as they are opposite colours on the colour wheel meaning that they contrast against each other.

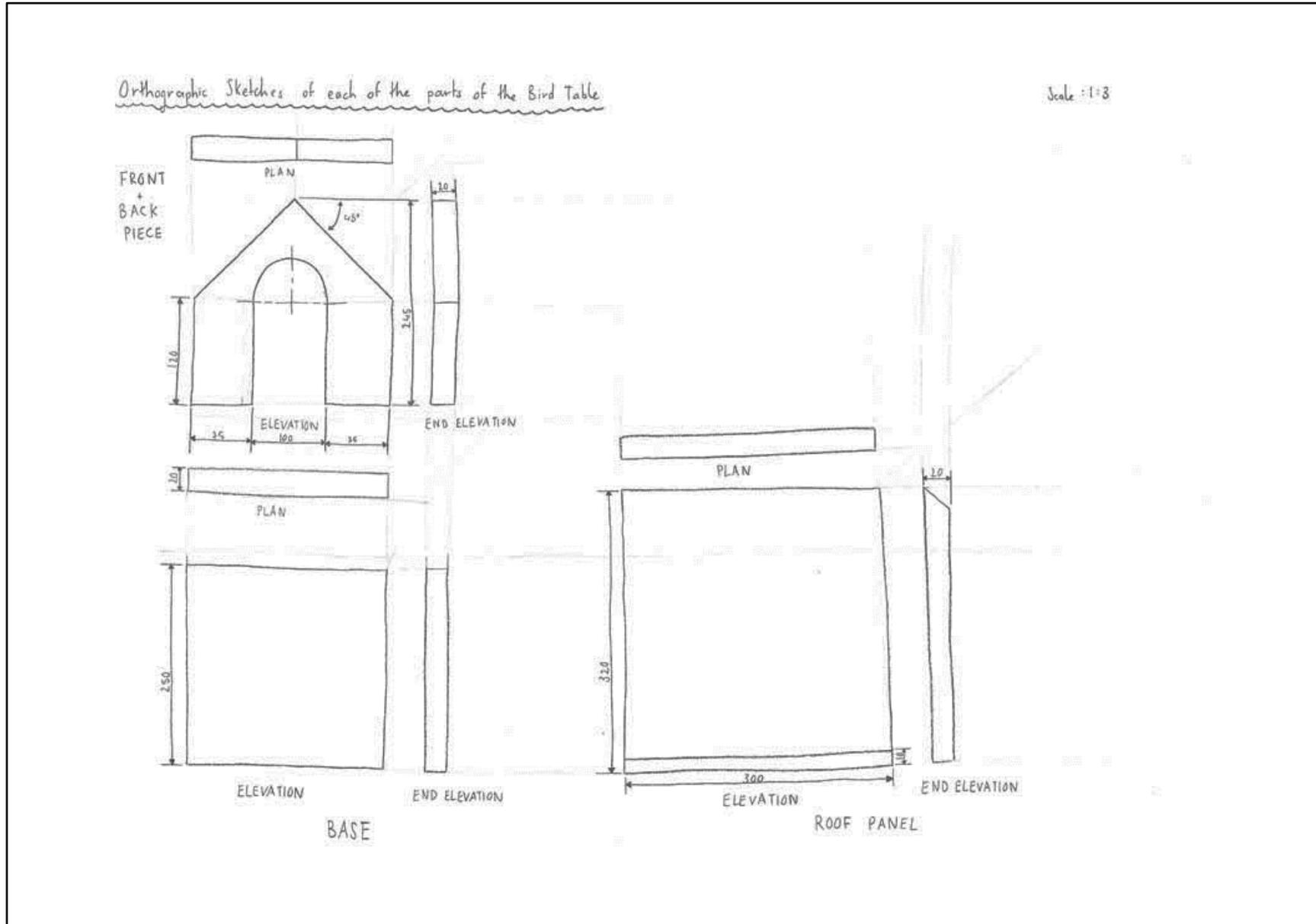
Now only £4.99. Available in most stores. Every £2 goes towards bird welfare charity.

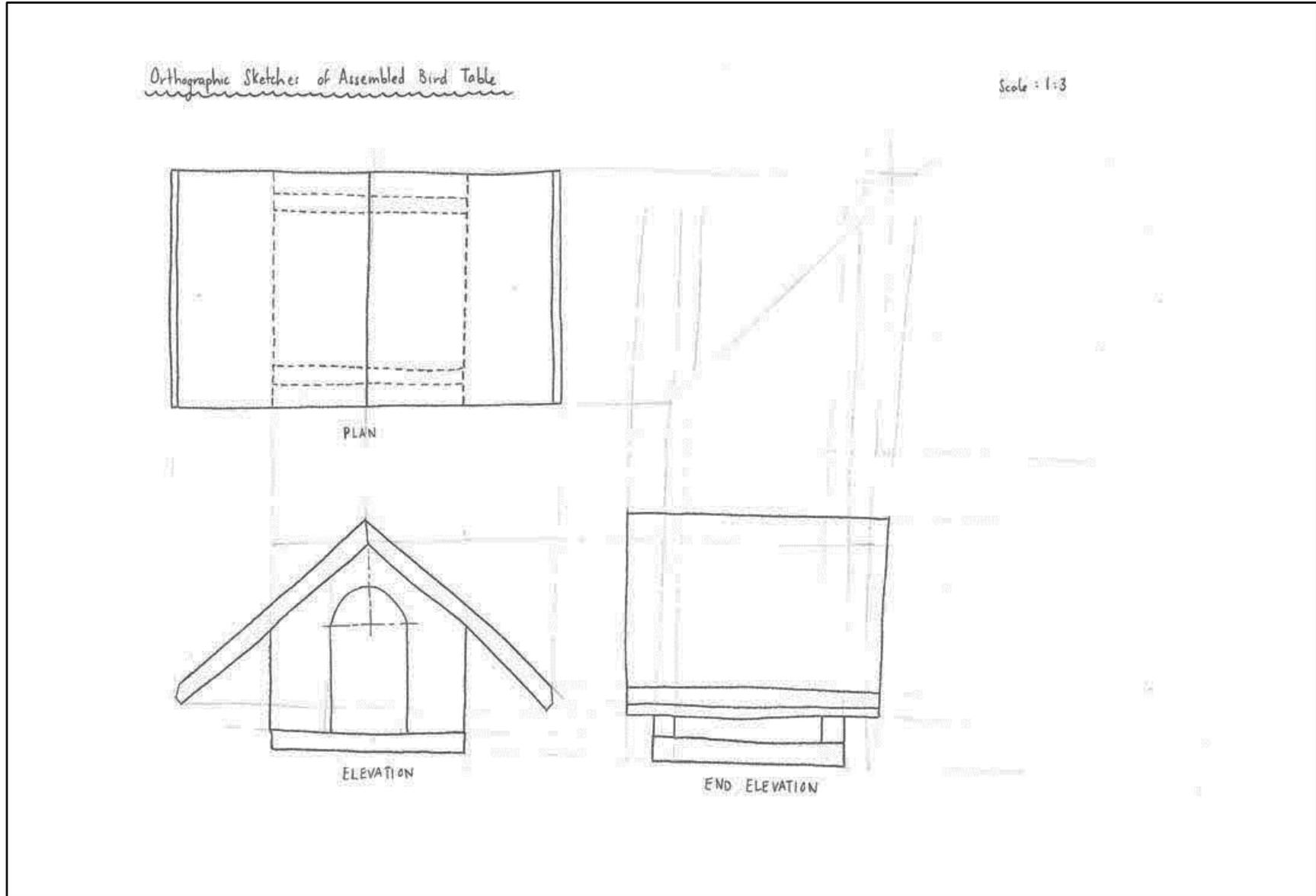
Full Size (270 x 190 mm)

Gradient light to dark green used to create some depth.

Unity is created in the layout as the same font was used to keep consistency within the advert and to make sure none of the text looks out of place.

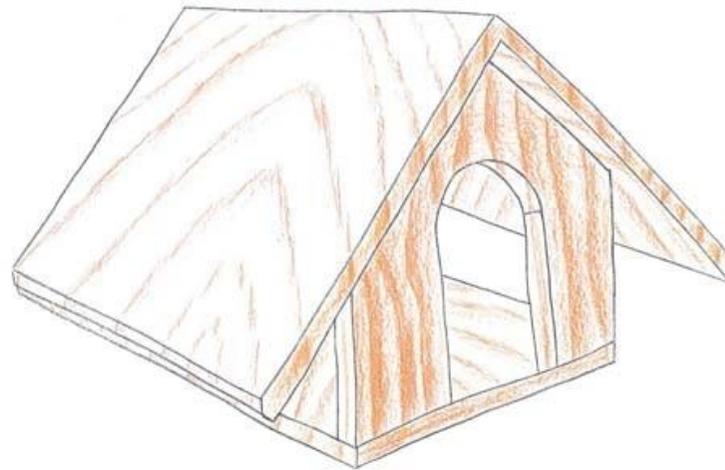
Reverse has been used for the text to allow it to pop and be eye catching.





Rendered Pictorial Sketch of Bird Table

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CAD Rendered Pictorial Illustration of Bird Feeder