

5. Study the magazine pages, read the judges' comments carefully and answer the following questions.

The double page layouts in the magazines have each won graphic design awards.

Below each layout is a comment made by the judges about the success of the layout.

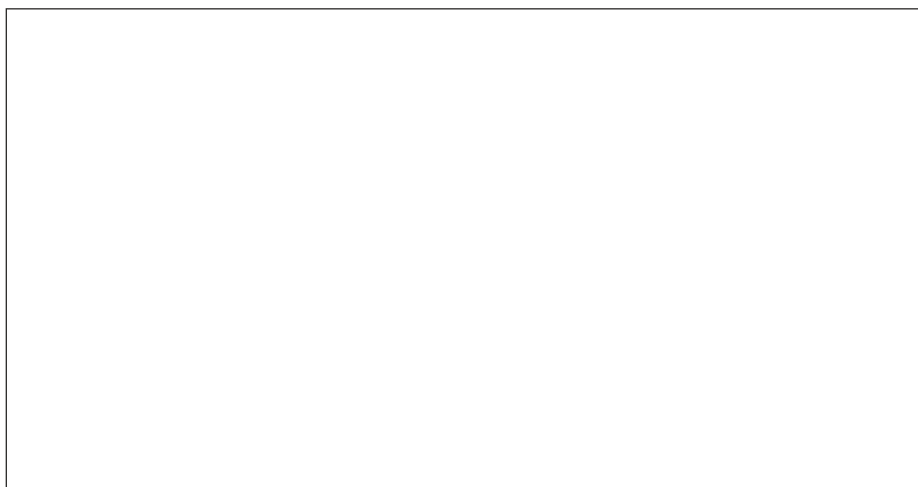
(a)



Judges' comments

“Be yourself – you can’t be anyone else”, an interview with Kelly Osbourne, takes a dynamic image and combines it with the interview in a simple but effective way. The connection with the young female target market is strong and the use of typeface is creative”.

Describe how the designer has used the headline to connect with a target audience and to create visual contrast.



5. (continued)

(b)



Judges' comments

“The windsurfing layout captures the excitement of the sport while showing a strongly unified layout across both pages. It uses techniques that connect with its young, sporty target audience.”

(i) Explain the ways in which the designer has used DTP techniques to create **unity** in the layout. 2

(ii) Describe how the designer used DTP features to introduce **proportion** in the layout. 2

5. (continued)

(c)



Judges' comments

“The article about T.I. the American rapper and producer, demonstrates clever use of space. The graphic designer took a photograph which oozes attitude and created a clean and modern layout around it. Also, the designer used several clever and subtle tricks to create contrast and visual impact”.

The graphic designer uses **dTP features** to incorporate **shape** in the layout.

Explain how the designer's use of shape improves the layout.

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