

6. Use the three layouts in the **Question 6 supplement** provided to answer this question.

Three promotional layouts for “One Stop Kit Shop”, a cycling accessories chain, are shown.

The layouts are aimed at three different target markets and will be displayed in three different magazines.

Target market layout 1: (45–65 years) male and female, leisure cycling, working and retired singles and couples, grown-up families, TV influences: gardening and travel shows

Target market layout 2: (25–45 years) male and female, working, keen cyclists, adventure cycling, young families or no family commitments, TV influences: sport and Top Gear

Target market layout 3: (15–25 years) predominantly male, serious adventure and mountain biking, single, independent, TV influences: reality shows, indie and grunge music

The graphic designer has used a range of design elements and principles in each of the three layouts to appeal to the different target markets.

- (a) Explain why the styles of typeface used in layout 1 will appeal to its target market. 2

- (b) Explain how the use of shape enhances layout 2. 2

6. (continued)

In layout 2, three lines, two blue and one orange, are used.

- (c) Explain how each of these lines improves layout 2. Each of your explanations should be different.

3

Advancing and receding colours have been used in each of the layouts.

- (d) Select one of the layouts. Identify an advancing colour used in it, and describe the impact this colour has on the layout.

2

In layout _____ the advancing colour is _____.

The effect this colour has on the layout is:

Different forms of balance have been used in the layouts. In layout 1 the cyclists are placed off-centre, whilst in layout 2 the cyclist is placed in the centre of the layout.

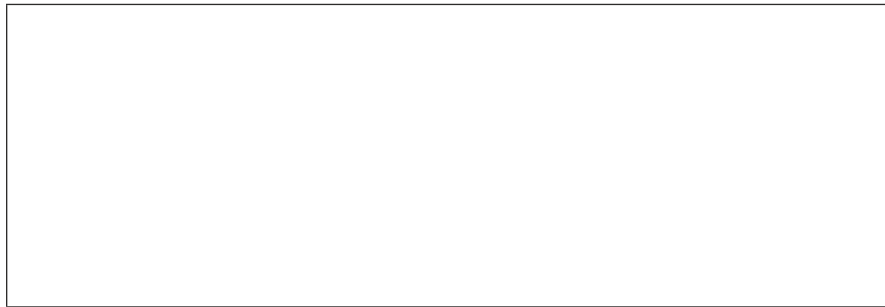
- (e) (i) Explain one challenge that placing a main item in the centre of a layout gives the graphic designer.

1

6. (e) (continued)

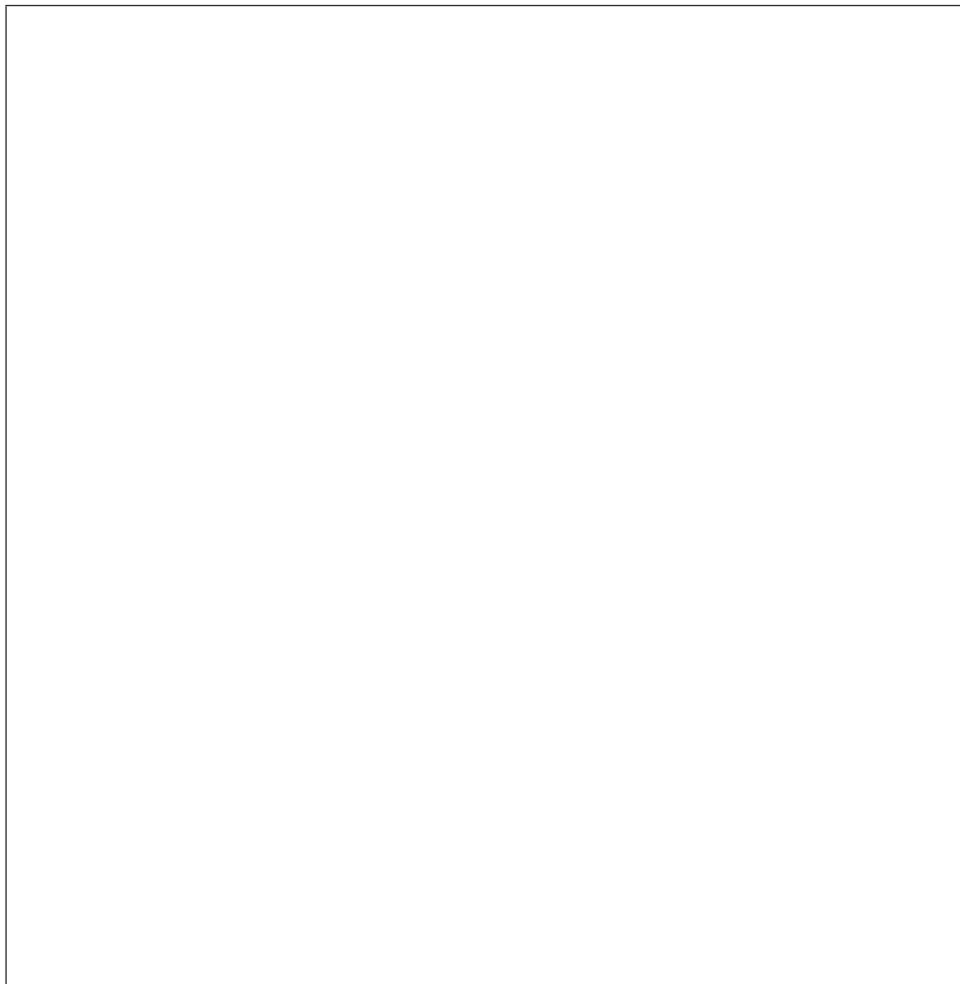
- (ii) Explain the benefit of placing a main item off-centre in a layout (other than your answer to 6(e)(i)).

1



- (f) Explain three different ways in which the graphic designer has used design elements and principles in layout 3 to appeal to its target market.

3



Question 6 supplement

Layout 1



Layout 2



Layout 3

