

Exercise walk-through

Graphic Design and Illustration ■ 3.7

eXercise

You must be able to

- explain that graphic design communicates a **message** 信息
- use **hierarchy** 层级 to order information
- combine **typography** 字体设计 and image
- match style to audience and purpose

Method — Design communicates

Graphic design solves a communication problem — a poster or logo must convey a **message** clearly to an audience.

Method — Visual hierarchy

Hierarchy ranks elements by importance (size, weight, placement) so the eye reads the most important thing first.

Method — Type and image

Effective design integrates **typography** with imagery; style (playful, formal) must fit the audience and purpose.

Practice 2.1 ■ 1 mark

Arranging elements so the most important is seen first creates visual

A hierarchy

B texture

C edition

D saturation

Solution 2.1

Method: Visual hierarchy

A hierarchy



B texture

C edition

D saturation

Worked steps

A. ordering by importance = visual hierarchy.

Practice 2.2 ■ 2 marks

Explain the main goal of graphic design.

Solution 2.2

Method: Design communicates

Worked steps

to communicate a message clearly **B1** to a specific audience/purpose **B1**.

Practice 2.3 ■ 1 mark

State one way to create visual hierarchy.

Solution 2.3

Method: Visual hierarchy

Worked steps

vary size, weight, colour, or placement to rank importance **B1**.