

Solutions

Each answer shows the steps, then the **result**.

2.1 A

- ordering by importance = visual hierarchy

2.2

- to communicate a message clearly to a specific audience/purpose

2.3

- vary size, weight, colour, or placement to rank importance

3.1

- Look for: three levels of hierarchy readable in order (2); type and image integrated, not separate (1)

3.2

- Look for: style justified for the named audience/purpose (1); thumbnail's tone matches it (2)