

DTP Elements and Principles 2

1. Describe two ways the designer has applied the following elements and principles.

You must give a different answer for each response.

The advertisement features a vibrant orange background with a diagonal line pattern. At the top left is the AAA logo. The main headline reads "AAA Members* SAVE at NOCO!". To the right, a circular inset shows a green gas pump nozzle at a NOCO Express station. Below the headline, three green circular callouts list ways to save: 1. "SAVE 3¢ a Gallon" (swipe AAA card), 2. "SAVE up to 10¢ a Gallon" (register on AAA.com), and 3. "Reward Points" (earn points on purchases, redeem for gift cards). A small image of a NOCO gift card is shown at the bottom right.

i Contrast _____

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ii Unity _____

_____ [2]

iii Depth _____

_____ [2]

2 What justification has been used here?

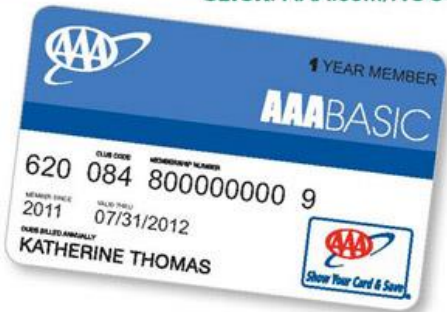
_____ [1]

3 What do you call the use of white letters on a coloured background?

_____ [1]



To learn more about AAA/NOCO discounts: [CLICK: AAA.com/NOCO](http://AAA.com/NOCO)



4 What dynamic effect has been applied to the illustration of the card? _____ [1]

5 The colours used on the card are blues. The light blue is a tint of the darker blue. How is a tint made? _____ [1]