



## TASK 1

First Bus are increasing the discount for kids travelling on buses across Ayrshire this summer. They have came up with some potential adverts to put at the bus shelter to advertise this promotion.

Describe one way the designer has used each of the following design elements and principles in the advert shown

- a) Dominance
- b) Unity
- c) Harmony
- d) Contrast
- e) Alignment

2. State which primary colours have been used in the advert and where they have been used

3. State which secondary colours have been used in the advert and where they have been used.

rade  
rave

By 2020,  
mobile  
data networks  
will cover 90%  
of the world.



9 out of  
10 people  
always keep their  
mobile device  
within arm's length.



Think  
Mobile

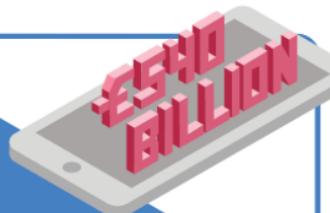
IBM



48% of  
consumers  
shop on their  
phones while  
on the go.



Mobile  
market: Approx  
£540 billion by 2018



#thinkmobile

## TASK 2

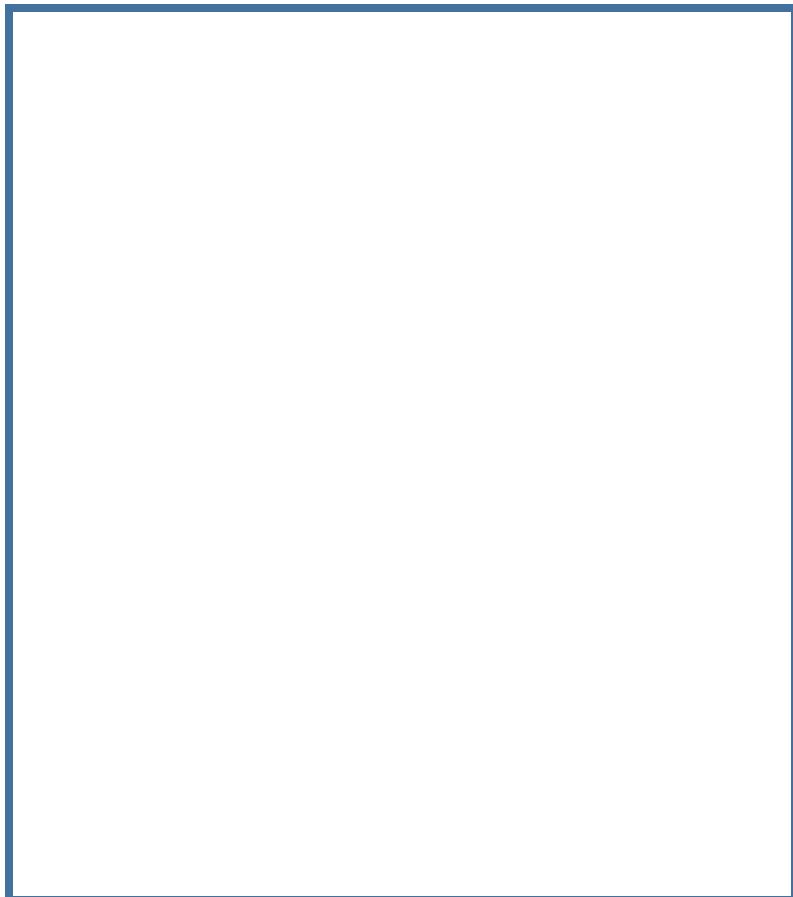
IBM – a software company – are developing apps for mobile phones. They have produced the infographic above to demonstrate some facts about the market.

- Describe how they have used unity in the layout and state whether the colours is primary or secondary
- Describe how they have created unity through *shape* in the layout
- Describe how they have used alignment in the layout
- State whether blue is used for an advancing effect or a receding effect

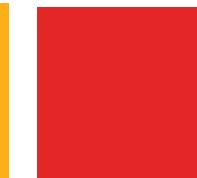
### OPTIONAL TASK 3

On the right hand side of this page are all the graphic components you need to design your own version of the advert. You don't need to use all of these elements, just enough to communicate the same things that the advert on slide 1 does.

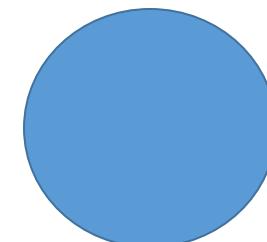
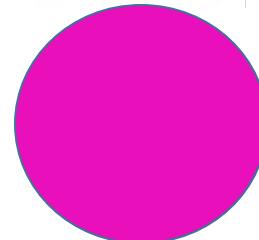
We know you might not be able to do this task if you don't have a PC but you could give it a go manually and sketch out an idea on paper. We'd love to see your results and get them up on our Twitter page! We'll be tagging First bus in the tweet to see what they think of them too!



Kids  
Go free



Enjoy  
more  
this  
summer



Our free unlimited all-day travel offer for children starts soon. You'll be able to do more, go more and experience more!