



## TASK 1

First Bus are increasing the discount for kids travelling on buses across Ayrshire this summer. They have come 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

- Dominance
- Unity
- Harmony
- Contrast
- 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.

made  
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

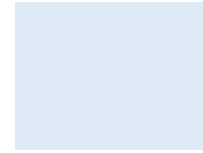
### OPTIONAL TASK 3

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.

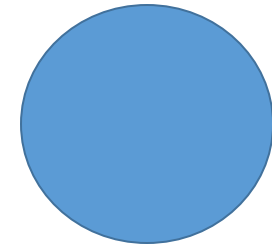
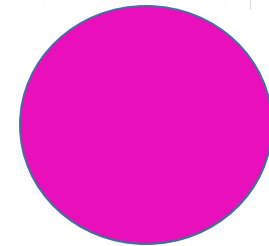
We know you might not be able to do this task if you don't have a PC but you could give it a go manually and sketch out an idea on paper. We'd love to see your results and get them up on our Twitter page! We'll be tagging First bus in the tweet to see what they think of them too!



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!