



Mastering the Language of Visual Design

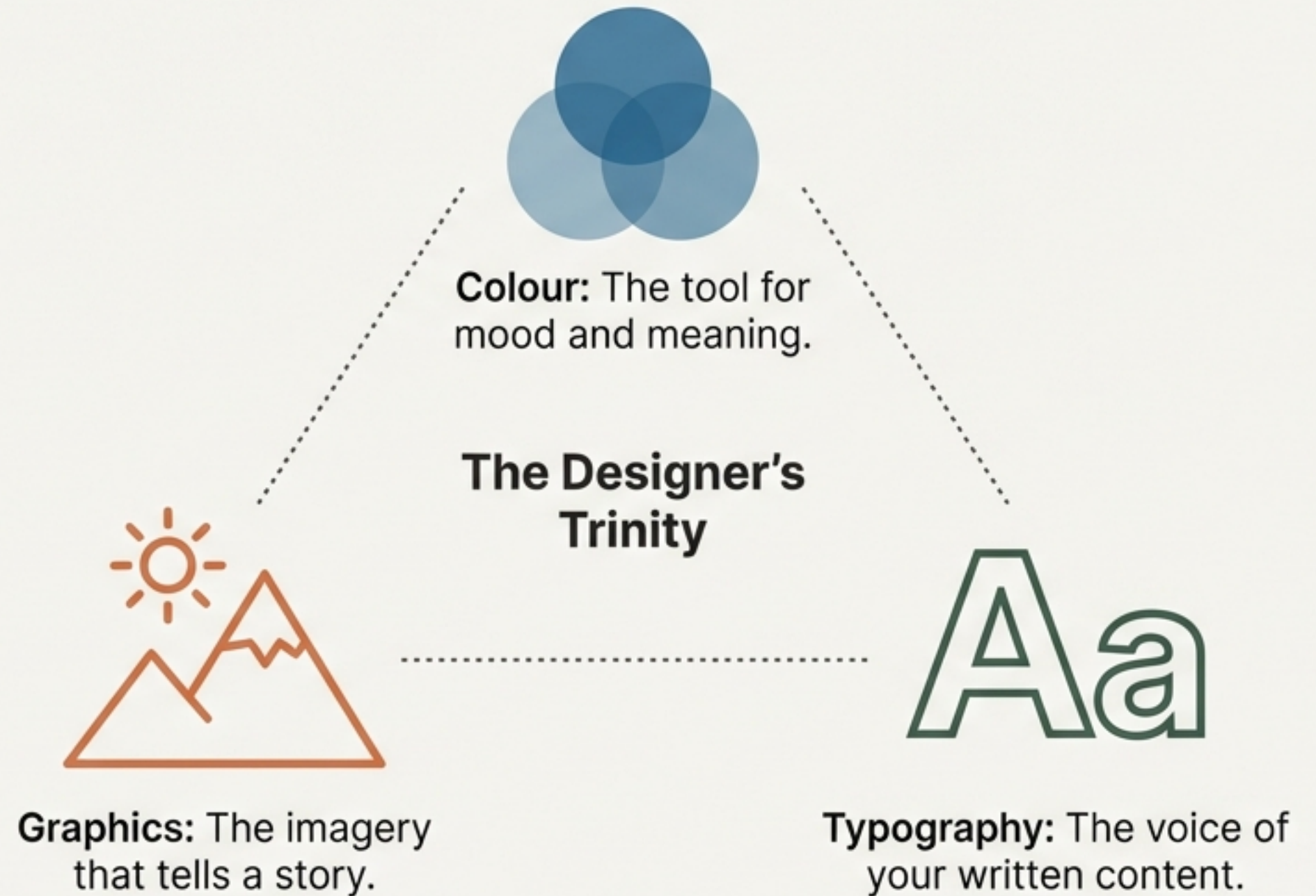
Your R093 Guide to Colour,
Graphics & Typography

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Your Design Speaks Before a Single Word is Read

Colour, graphics, and typography are the visual building blocks of any media product. Master them to control the message you send to your audience.

We will explore the three core pillars:



The Four Goals of Great Design

In your R093 assessment, every visual choice must be justified against these four key objectives. Use them as your guide for analysis.



Match the Brand Identity

Does it align with the product or organisation's existing look and feel?



Appeal to the Target Audience

Is it appropriate and engaging for the intended users?




Support the Purpose

Does it help the product persuade, inform, entertain, or educate?



Ensure Clarity & Accessibility

Is the content clear, readable, and usable for everyone?



Part I: Colour in Satoshi Medium

Communicating Mood, Meaning, and Brand

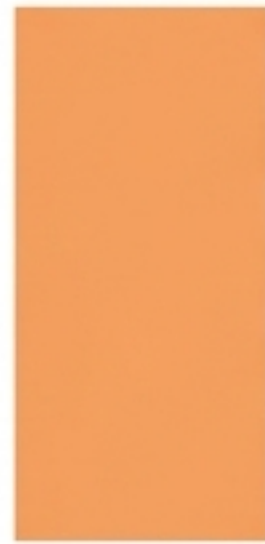
Colour is one of the fastest ways to create a mood, communicate an idea, or signal a genre. It is also vital for ensuring content is accessible to all users.

The Language of Colour

(Context is Everything)



Red:
Urgency,
danger,
excitement,
love,
energy



Orange:
Friendly,
fun,
creativity,
affordability



Yellow:
Happiness,
warmth,
attention-
grabbing



Green:
Nature,
health,
environment,
money



Blue: Trust,
technology,
calm,
professionalism



Purple:
Luxury,
creativity,
mystery



Black/White:
Contrast,
sophistication,
minimalism

Colour in Action: Contrast & Consistency

Contrast & Clarity

Satoshi Medium (#222222)

**This is
hard to
read.**

Poor Contrast
Inter (#222222)

**This is
easy to
read.**

High Contrast
Inter (#222222)

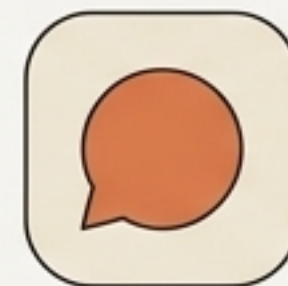
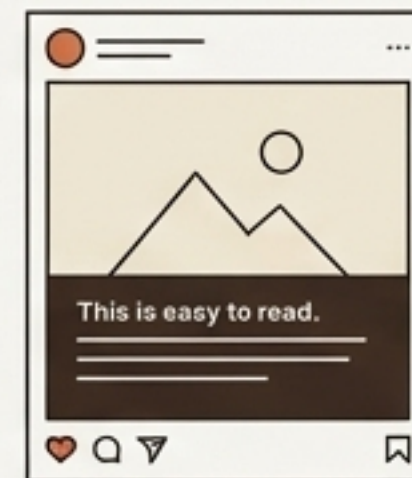
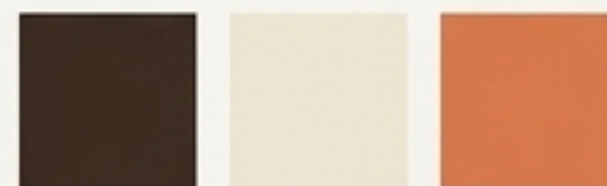


Branding

Satoshi Medium (#222222)

Builds Brand Recognition

Satoshi Medium (#222222)



Part II: Graphics

Choosing Images, Icons, and Logos with Purpose

Graphics are not just decoration. Photographs, illustrations, icons, and logos must be chosen carefully to suit the product, support the message, and be technically appropriate for the platform.



A Graphic for Every Goal



Photographs:

Use for realism. Show real people, places, and products.



Illustrations:

Stylised and versatile. Good for younger audiences or explainer content.



Logos & Icons:

Simple visuals to represent brands or guide users in an interface.

Key Considerations

- ✓ **Resolution:** High enough to avoid pixelation.
- ✓ **File Format:** PNG (for transparency), JPEG (for photos), SVG (for scalable logos/icons).
- ✓ **Suitability:** Match the tone (e.g., formal, playful) and ensure inclusive representation.

Part III: Typography

Giving Your Words a Voice

Typography is the art of arranging text to make it legible, readable, and appealing. Your choice of typeface (font) and layout directly impacts how your message is received and how professional your product appears.

Typography is the
Voice
of your content.

Choosing the Right Typeface

Serif

Serif 

- **Effect:** Traditional, formal, serious. Often used for print and long-form body text.

Sans Serif

Sans 

- **Effect:** Modern, clean, professional. Common for digital content, headings, and interfaces.

Display

Display

- **Effect:** Eye-catching and full of personality. Best for logos or main headings; avoid for body text.

Building Clarity with Hierarchy and Layout

Without Hierarchy

Satoshi Medium

Main Heading Subheading Body
text is the art of arranging text to
make it legible readable and appealing
Your choice of typeface and layout
directly impacts how your message
is received and how professional your
product appears.

Confusing and difficult to scan.

With Clear Hierarchy

Satoshi Medium

Main Heading

Subheading

Body text is the art of arranging text to make it
legible, readable, and appealing. Your choice of
typeface and layout directly impacts how your
message is received and how professional your
product appears.

Clear, readable, and professional.



Use size, weight, and spacing to guide the reader's eye. Stick to 2-3 fonts maximum for a clean look.

Part IV: Application

From Theory to Practice: Answering the Exam Questions



Understanding the elements is the first step. The next is using that knowledge to construct clear, justified answers that earn marks. Let's break down the techniques.

Deconstructing the Questions: 1-4 Marks

1 Mark



Question Example: Q: State one reason...

Technique: Give a simple, clear reason linked to readability or style (e.g., sans serif is clean on screens).

2 Marks



Question Example: Q: Explain one way...

Technique: Make a clear point, then explain the *effect* on the audience. (Point + Effect).

3 Marks



Question Example: Q: Describe how elements could be combined...

Technique: Mention one image choice + one font choice + explain how they work *together* to support the message.

4 Marks



Question Example: Q: Explain two ways that choices could fail...

Technique: For each point, describe the problem (e.g., low contrast) and explain *how* it impacts readability.

Mastering the 9-Mark Discussion Question

A charity needs a campaign for young adults. Discuss and justify choices for colour, graphics, and typography.



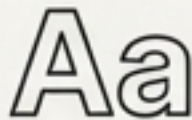
Paragraph 1: Colour

Choose a palette (e.g., orange for creativity, blue for trust). Explain why it suits the cause and audience. Ensure high contrast for accessibility.



Paragraph 2: Graphics

Recommend a style (e.g., authentic photos of young adults, not illustrations). Explain how this style builds connection.



Paragraph 3: Typography

Suggest a font pairing (e.g., bold sans-serif for headings, clean sans-serif for body). Explain how hierarchy creates clarity.



Final Paragraph: Conclusion

Summarise why this specific combination of colour, graphics, and typography will be most effective for the brand, audience, and purpose.

Your Designer's Trinity Checklist

You can now use the language of visual design with confidence.
Before your exam, check that you can:

- ☒ Explain how colour choices affect mood, meaning, and branding.
- ☒ Identify suitable graphics for different audiences and purposes.
- ☒ Choose typography that is readable and matches a product's tone.
- ☒ Justify your choices using the four key goals: Brand, Audience, Purpose, and Clarity.