Activity 17.1

Strategic design

A designer is a strategic thinker whose job is to find the most exciting and effective way to package information. Study this spread and write a brief paragraph to answer the questions about each component of the designer’s strategy:

1. **Dominance:** What is the dominant element? Is it effective? Why/Why not?

2. **Eyeflow:** Discuss how the reader’s eye travels across this spread. What role does the dominant photo serve in directing eyeflow?

3. **Contrast:** How has contrast been achieved on this spread? What techniques are used to create contrast?

4. **Hierarchy:** Discuss how order and importance are established through size and placement of content elements on this spread.

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