

Design Purposes Activity

Context: Where a design is found. Examples include: Brochure, Poster, Billboard, Website, Social Media Post, Magazine Ad, Business Card, Sticker, Zine, Sign, Logo

Purpose: Desired response or impact on audience. Common purposes include: Advertise, Depict, Guide, Identify, Inform, Promote, Decorate, Teach

Instructions: For each design below, identify the context and purpose in the boxes below.

Design	Context	Purpose
	Example: The context of this graphic design is a poster applied to the side of a bus shelter.	Example: The purpose of this graphic design is an advertisement. It is aiming to get the audience to purchase a new kind of Coke a Cola which it claims is healthier due to natural ingredients.





 WHEN I CARRY THE WEIGHT OF A NATION. SWEAT IT OUT <i>Sam Kerr</i> Sam Kerr Australian Footballer POWERADE ION4 POWERADE		
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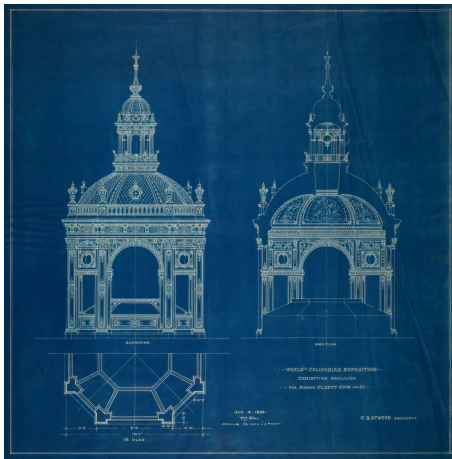
I AM NOT A RUG

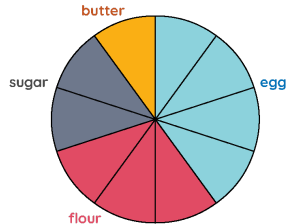
As few as 3,200 wild tigers remain. Poaching for their skins, bones and other parts is the greatest immediate threat to their survival.

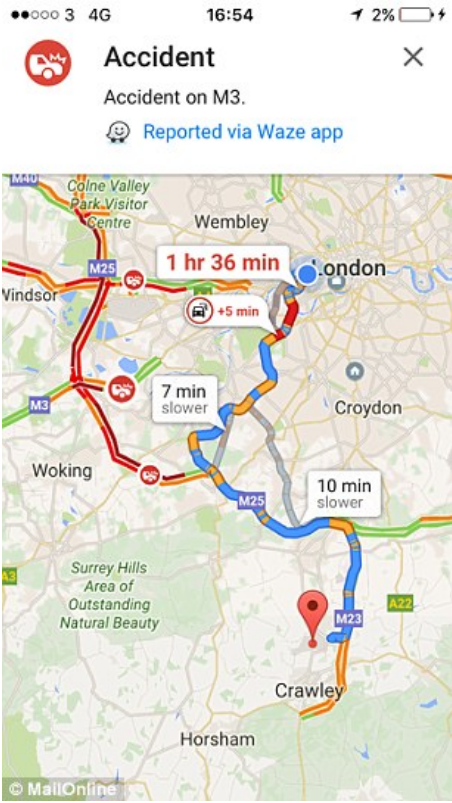
Find out what you can do to stop wildlife crime.



worldwildlife.org/wildlifecrime



BUTTER CAKE  <table><caption>Butter Cake Ingredients</caption><tr><th>Ingredient</th><th>Color</th></tr><tr><td>butter</td><td>orange</td></tr><tr><td>egg</td><td>light blue</td></tr><tr><td>flour</td><td>pink</td></tr><tr><td>sugar</td><td>grey</td></tr></table>	Ingredient	Color	butter	orange	egg	light blue	flour	pink	sugar	grey		
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