

Topic Area 2 – Factors influencing product design

2.1 How style, content and layout are linked to purpose

Content	Notes on breadth and depth required
Purpose: • advertise/promote • educate • entertain • inform • influence Style, content and layout: • colour • conventions of genre • formal/informal language • positioning of elements • style of audio representation • style of visual representation • tone of language	To include: • Know the different purposes of media products • How style, content and layout are adapted to meet each purpose