



1) The graphic designer has chosen to use contrasting colours. Explain what is meant by “contrasting colours”.

(1)

2) How has the designer created unity in the page?

(1)

3) Where has the designer used alignment on the page?

(1)

4) For a special edition bottle, the designer has decided to swap orange so that the current colour scheme is more harmonising. Give an example of an appropriate colour.

(1)

5) Explain how the designer has created depth on the page.

(1)

6) What is the most dominant feature on the page, and how has the designer made this happen?

(2)



1) The graphic designer has chosen to use the contrasting colours blue and yellow for the main colour scheme. Give an example of another two contrasting colours that could of been used.

(1)

2) Give an example of alignment used within the promotional display.

(1)

3) After a meeting with the comedians publicists, the feedback was that they would like a more harmonising colour scheme. Suggest a tertiary colour that would harmonise with blue.

(1)

4) The graphic designer has used a sans serif typeface. Explain what is meant by “sans serif”.

(1)

5) How has the designer created depth on the page?

(1)



1) The Graphic designer wants to create a colour scheme that has Unity. Describe how they have created unity in this layout.

(1)

2) The designer has deliberately left the footballers arm hanging off the printable area. What is this desktop publishing technique called?

(1)

3) Why would you use the technique stated in Q2?

(1)

4) State the name of the DTP feature used on the “Forzaaaa italiaaaa” slogan.

(1)

5) The graphic designer wanted to use the precise colour of yellow as used in the teams badge. What tool would they use to get the same colour?

(1)

6) How has the designer created contrast in the display? Give two examples.

(2)

7) What DTP feature is used on the 2-0 scoreline?

(1)

LOGO



SLOGAN

Spring/Summer collection now online

MODEL



FLASH-BAR



BODY TEXT

Body Text that will contain information about ASOS's new spring/summer collection. This will be written later. Body Text that will contain information about ASOS's new spring/summer collection. This will be written later. Body Text that will contain information about ASOS's new spring/summer collection. This will be written later.

Online fashion retailer ASOS are planning their new promotional campaign for their spring/summer collection. The graphic elements for the layout are shown above and the final layout is shown on the next page.

Note: Do not refer to re-sizing in any of your answers and do not repeat your answers.

A picture of a model was used as the front of the campaign.

1) State the DTP edit used to prepare the photograph for the final layout.

(1)

A colour flash-bar was used in front of the model.

2) State the DTP edit used to prepare the flash-bar for use in the final layout.

(1)

3) State the name of the DTP edit applied to the Slogan in the final layout.

(1)

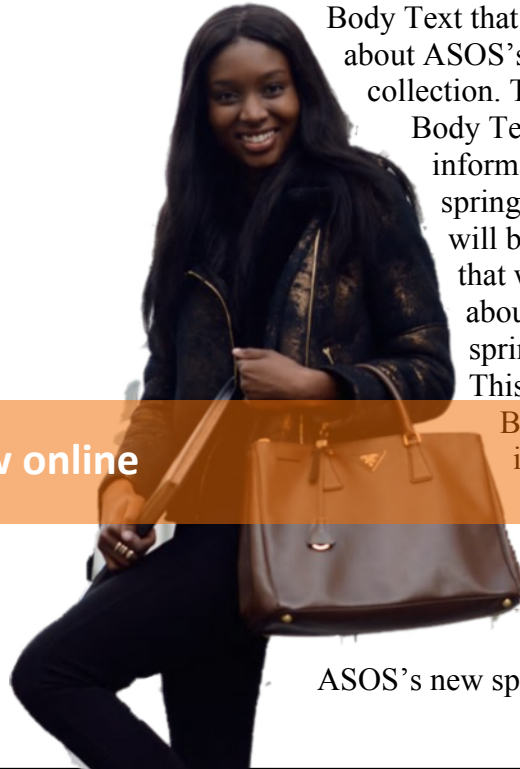
4) The body text was written in a Word Processor and then pasted into the layout for editing.

State the full name of the DTP edit used to present the body text in the final layout.

(1)

asos
discover fashion online

Spring/Summer collection now online



Body Text that will contain information about ASOS's new spring/summer collection. This will be written later.

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Body Text that will contain information about ASOS's new spring/summer collection. This will be written later. Body Text that will contain information about ASOS's new spring/summer collection. This will be written later.

Alignment has been used in the final promotional layout.

5) Give **TWO** examples of where alignment has been used by the graphic designer.

(2)

6) Describe how alignment improves the layout.

(1)

Unity and Depth have been created in the layout.

7) How has the designer created unity?

(1)




8) How has the designer created depth?

(1)

The designer has used a sans-serif typeface for the slogan.

9) Describe what is meant by "Sans-serif".

(1)

NAME	LOGO	FLASH-BAR
CAFsystems		
SLOGAN	<i>Tomorrows Technology, Today</i>	
BACKGROUND		
BODY TEXT	This body text will contain information about the renewable energy industry in Scotland. It will be researched later and typed up in a word processor. This body text will contain information about the renewable energy industry in Scotland. It will be researched later and typed up in a word processor. This body text will contain information about the renewable ener-	

Custom Agricultural Finesse systems are expanding their engineering expertise into renewable energies. They have hired a graphic designer to produce an advertising info-leaflet that will be dropped door-to-door in the local community. The components used are shown above, and the final layout is shown on the next page.

Note: Do not refer to re-sizing in any of your answers and do not repeat your answers.

A photograph was used for the background of the leaflet.

1) State the DTP edit used to prepare the photograph.

(1)

The flash-bar has been used in the final layout to make the text easier to read.

2) State the name of the DTP edit applied to the flash-bar.

(1)

3) Give an example of how the graphic designer has created Unity in the final layout.

(1)

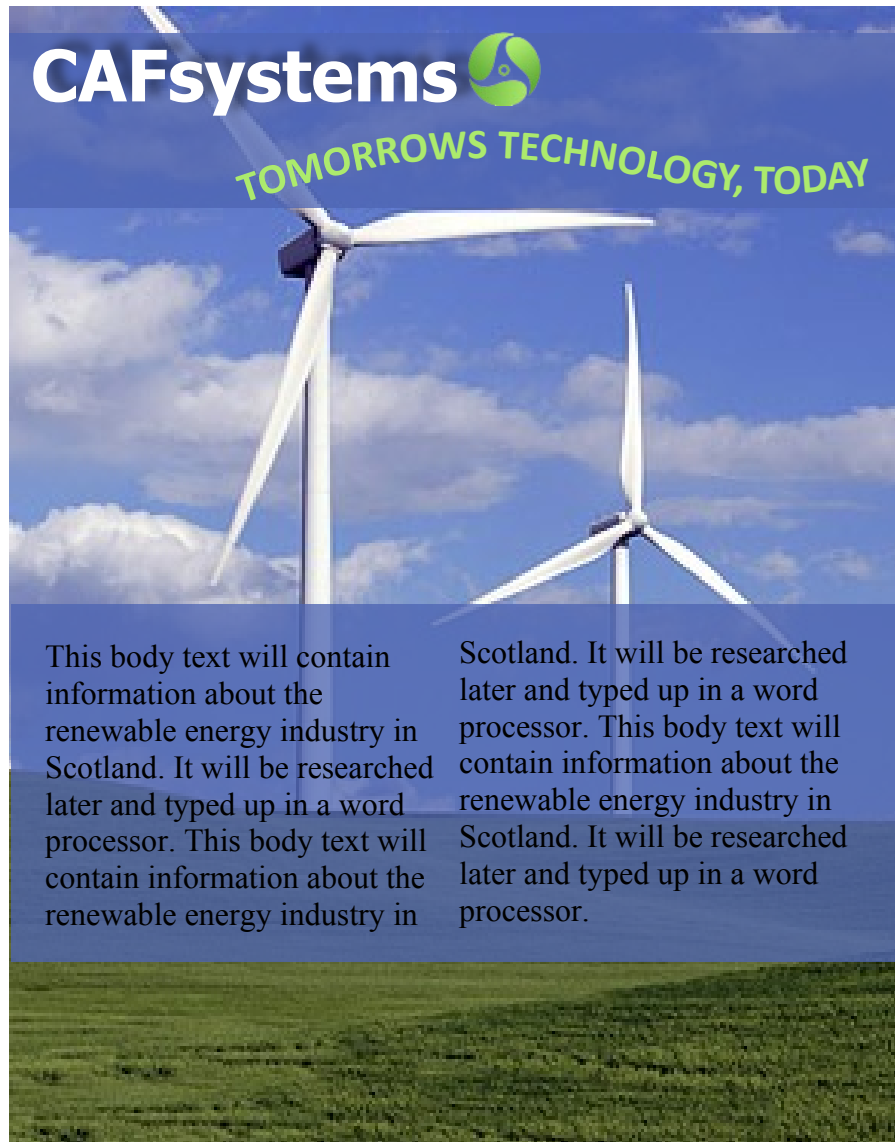
The slogan of the company is “Tomorrows Technology, Today”.

4i) State the DTP edit used on the slogan in the final layout.

(1)

ii) Describe one way in which this improves the final layout of the slogan.

(1)



5) State one of the DTP edits used to prepare the NAME of the company.

(1)

6) State the DTP edits used to prepare the LOGO of the company.

(1)

As a company who are working with renewable energy, CAFsystems have a drive on being environmentally friendly.

7) Give 3 examples of how the graphic designer can ensure that they reduce their impact on the environment?

(3)

NAME

FIFEEST Music Festival

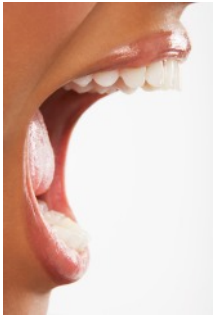
BACKGROUND



SLOGAN

Showcasing the best local talent in 2015

STOCK IMAGE 1



STOCK IMAGE 2



BODY TEXT

This body text will contain a list of the bands that will be playing. This will be word processed when the final line up is confirmed, and then added to the promotional poster.

FIFEEST 2015 is a small music festival set up to give a platform to local bands and artists. The organisers have hired a graphic designer to produce an advertisement that will raise awareness of the festival. The components of the display are shown above, and the final display is shown across.

Note: Do not refer to re-sizing in any of your answers and do not repeat your answers.

The background for the display is a tint of violet.

1) How do you create a tint of a colour?

(1)

Stock image 1 has had several DTP edits applied.

2) State the name of ONE DTP edit.

(1)

Stock image 2 has also had several DTP edits applied to it.

3) State a DTP edit used to prepare the photograph. **Do not repeat a previous answer.**

(1)

FifeFest are keen to be part be nominated for the “eco-festivals” award, and therefore need to be environmentally conscious.

4) State two ways in which the graphic designer can help meet their environmentally friendly needs through DTP?

(2)



In the final layout, Stock Image 2 overlaps the boundaries of the page deliberately.

5) Identify what the DTP term is for this technique, and why it would be used.

(2)

To reduce costs, the graphic designer has chosen to use stock pictures from the Internet rather than take their own.

6) Identify 2 problems they may encounter while taking pictures from the Internet.

(2)

Although using CAG in DTP is commonplace, there are some downsides to using a computer based system to design graphics.

7) Identify 2 disadvantages of a firm using a CAG system.

(2)

The slogan of the company is “showcasing the best local talent in 2015”.

8i) State the DTP edit used on the slogan in the final layout.

(1)

ii) Describe one way in which this improves the final layout of the slogan.

(1)



1) The designer has chosen to use a colour scheme based on the vintage picture. Explain why the designer may have chosen to use the red typeface on a blue background, rather than the other way around.

(1)

2) The graphic designer wanted to use the exact same colours as are in the vintage picture. State the name of the tool would they need to use to select the colour they want to copy?

(1)

3) The drive-thru movie company want to use a different tint of red for the advert. How is a tint created?

(1)

4) The designer only wanted to use a portion of the original drive through graphic. State the name of the tool they could of used to remove the rest of the image.

(1)

5) State the name of the effect that has been applied to the word BIG.

(1)

6) The graphic designer runs a small company and works mainly from home. Give two advantages of using CAG over than traditional manual methods.

(2)

7)Although it has its benefits, explain two disadvantages of a CAG system.

(2)