

Fresh 'n' Fruity is a new government backed campaign that aims to improve the eating habits of young people aged between 8 and 14. Fresh 'n' Fruity uses three main cartoon characters that are made from fruit and vegetables. The characters help to promote healthy eating messages, in particular eating fresh fruit and vegetables on a daily basis.

One of the main methods of promoting the campaign will be posters which can be put up in schools.

(a) Create a pre-production visualisation diagram for the poster for the Fresh 'n' Fruity campaign.

Marks will be awarded for:

- content
- layout
- fitness for purpose
- annotations to justify decisions

[10 marks]

