

# Project Brief Questions

Read the information about the project carefully.

1. Who is the client?

[1 mark]

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2. What do they want made?

[1 mark]

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3. What specific requirements are there for the product?

[6 marks]

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4. What does 300ppi mean?

[2 marks]

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5. Why does one version of the recipe card need to be produced at 300ppi?

[2 marks]

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6. Why does the other version of the recipe card need to be produced at 72ppi?

[2 marks]

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7. Complete the table below to show the difference between 300ppi and 72ppi

Quality	PPI	Why this ppi?
Commercial print quality		
Web quality		

8. Why does the other version only need to be 400 pixels wide?

[1 mark]

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9. Who is the audience for the recipe cards?

[1 mark]

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10. What are the audience's needs?

[4 marks]

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