

(a) Choose 6 images from Figure 1 to create a mood board for the promotional booklet product.

You do not need to draw the images. You must show which images you have chosen in the boxes provided and justify your choices.

Marks will be awarded for:

- fitness for purpose
- annotations to justify your choices

[8 marks]

There are 4 marks for fitness for purpose and 4 marks for justifying choices

Fitness for purpose:

4	all 6 images appropriate (likely to be images 2, 3, 6, 8, 9, 10 – but justification may suggest others are appropriate)
3	4 or more images appropriate
2	2 or more images appropriate
1	1 image appropriate

Images 1 and 4 are never appropriate. Images 5, 7, 11 or 12 might be appropriate with the right justification

Justification:

4	All 6 well justified
3	4 or more justified
2	2 or more justified
1	Weak justification or simple labels

Annotations must justify – provide reasons