

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.

Two of the main methods of promoting the campaign will be posters and stickers that can be awarded to children. You have been asked to create the visualisation diagram for the stickers.

(a) Identify **four** items that could be included on the visualisation diagram for the stickers.

[4 marks]

Four from:

- title (1)
- fonts (1) – include font style, font size etc...
- text if this clearly about content rather than annotations (1) – include any idea of details about the event etc... DO NOT accept simply text by itself
- images/pictures/photos/graphics/diagram (1)
- logo of campaign (1)
- colours (1)
- any response that deals with the context – e.g. a character, healthy veg (1)
- annotations

(b) Identify **two** likely audiences for the visualisation diagram for the stickers

[2 marks]

Two from:

- other designers (1)
- client/government/Fresh 'n' Fruity (1) – only credit once
- graphic designers/artists (1)

(c) Explain the purpose of creating a visualisation diagram for the stickers.

[2 marks]

2 marks – suitable point plus expansion

- e.g. to generate visual ideas (1) about how the stickers may look (1)
- e.g. to show the client (1) the colours and fonts that could be used (1)
- e.g. to provide the graphic artist (1) with the information they need to make the stickers (1)

(d) The visualisation diagram for the stickers will need to be e-mailed to other members of the production team. Describe **one** way that the diagram could be produced so it can be e-mailed.

[2 marks]

2 marks – needs suitable point plus expansion

Answer can either refer to creating a digital product:

- e.g. create the diagram in graphics software (1) and save it as a picture file (1)
- e.g. create the diagram in office software (1) and save it in a format that can be e-mailed (1)

Or can refer to a physical product which is then digitised:

- e.g. a photograph could be taken (1) using a digital camera (1) – MUST be digital – camera is NOT an acceptable response
- e.g. it could be scanned (1) using a scanner/photocopier/printer (1)