

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]

Question is level marked. The diagram is looked at as a whole and the best fit is taken using the grid below.

Artistic ability is NOT marked – it is fine to use shapes or blocks to show content/layout

Annotations are important to add marks

Level	Answer	Key points
Level 3 (8-10 marks)	<p>Suitable layout used, probably including whitespace</p> <p>Font/colour scheme is shown in addition to key content</p> <p>Diagram is suitable for the purpose</p>	<p>Uses annotations to justify</p> <p>Sensible design in this context</p>
Level 2 (5-7 marks)	<p>Layout is mostly suitable for the purpose</p> <p>Identifies key elements of content – such as titles, images etc... but lacks details about fonts/colours etc...</p> <p>Diagram is partly suitable for the purpose</p>	<p>Uses labels to identify with some justification at the top end</p> <p>Sensible design, although may miss some of the context</p>
Level 1 (1-4 marks)	<p>Layout is simple and limited for the purpose</p> <p>Some content may be added which is suitable for the purpose, but will be lacking in detail</p> <p>Diagram weak in terms of the purpose required</p>	<p>Uses some labels</p> <p>Design is patchy</p>
0 marks	No work worthy of credit	