

City Rocks Challenge is a new urban climbing sports event that is to be launched in the UK. Teams of athletes will compete to be fastest to complete courses around city centres. The courses will include climbing and scrambling on artificial climbing walls and on existing buildings and other obstacles. The aim of the event is to bring a new exciting sport to cities in the UK to help encourage people to take up climbing and scrambling as a sport. A sports drink company has already agreed to sponsor the competition.

You have been asked to develop some ideas for an advertising campaign to promote the new event.

(a) Other than annotations, Identify **three** items that could be included on a visualisation diagram for a promotional advert in a lifestyle magazine for the new City Rocks Challenge event.

[3 marks]

Three 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 event (1)
- colours (1)
- any response that deals with the context – e.g. map of cities (1)

DO NOT accept same answer twice (e.g. image of climber, image of runner etc...)

DO NOT accept annotations – read question

(b) Explain **one** reason why annotations would be added to the visualisation diagram for the poster.

[2 marks]

2 marks – needs one developed point

- e.g. to help the graphic designer (1) know exactly what to produce (1)
- e.g. to explain ideas clearly (1) to other developers/client (1)

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

[2 marks]

2 marks – suitable point plus expansion

- e.g. to generate visual ideas (1) about how the advert 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 designer (1) with the information they need to make the advert (1)

(d) The visualisation diagram will be used by a freelance graphic artist so that they can produce the promotional advert.

Identify **one** other audience for the visualisation diagram.

[1 mark]

One from:

- client
- other members of the design team

(e) The visualisation diagram will be produced as a digital document.

(i) Identify **two** items of hardware that could be used to create the digital visualisation diagram.

[2 marks]

Two from:

- monitor/screen
- mouse/trackpad
- keyboard
- graphics tablet
- touchscreen/tablet etc...

DO NOT accept computer – the answer requires a direct link to the creation of a visualisation diagram

Note: hardware is a physical item attached to a computer

(ii) Identify **one** type of software that could be used to create the digital visualisation diagram.

[1 mark]

One from:

- graphic software
- office software