

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) Create a pre-production visualisation diagram for a full-page advert which could be included in a lifestyle magazine aimed at people aged 18 to 35.

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	