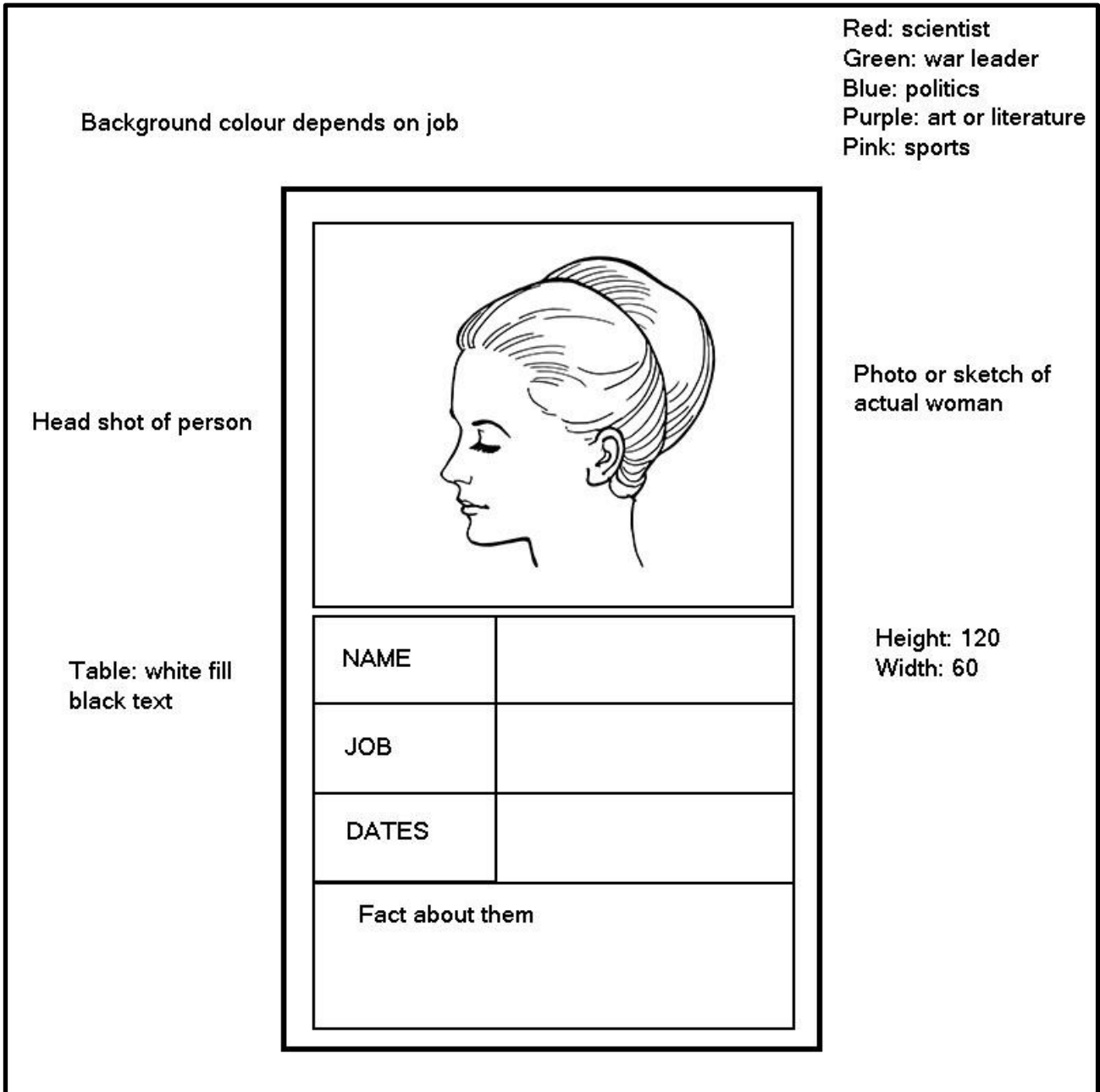


Norfolk museums service is producing a set of collectable cards to celebrate famous women who have lived or worked in Norfolk. School children will be able to collect the cards at different museums around the county. There will be several different cards showing women such as Edith Cavell, Dorothy Crowfoot Hodgkin, Boudicca and Delia Smith.

Figure 1 is a draft visualisation diagram of one of the cards. The visualisation diagram will be given to a freelance graphic designer to create the cards.

Figure 1



(a) Discuss the suitability of the visualisation diagram in **Figure 1** for the freelance graphic artist. You should include strengths, weaknesses and suggest possible improvements.

[12 marks]

- *The quality of written communication will be assessed in your answer to this question.*

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

The visualisation diagram will be given to a FREELANCE GRAPHIC ARTIST who will then create the final versions. It is the suitability of the diagram for this purpose which is the important aspect of the question – **are they given enough information to create the final cards?**

Marks	Answer	Answers may reference:
Level 3 (9-12 marks)	<p>Excellent understanding of the question with clear explanation of the suitability of the diagram for a graphic designers</p> <p>Both strengths and weaknesses included, with good balance between these</p> <p>Well thought through improvements suggested with some explanation in the context of the graphic designer as the audience</p> <p>QWC: good use of subject-specific vocab and few errors in spelling and punctuation</p>	<ul style="list-style-type: none"> • layout • whitespace • clarity for designer • lack of detail on what text to include • use of colours for designer • font types and styles • annotations • suitability for graphic designer • lack of sizes
Level 2 (5-8 marks)	<p>Good understanding of the question with strengths and weaknesses both included, although the answer may be unbalanced. These generally apply to the graphic designer as the audience</p> <p>Suggestions may be made for improvements, but may not be wholly suitable or explained</p> <p>At the top end of level 2 answers will clearly reference the product and use by the graphic designer</p> <p>QWC: May be some errors in spelling and punctuation</p>	
Level 1 (1-4 marks)	<p>Limited understanding of the use of a visualisation diagram</p> <p>Vague answers with some strengths or weaknesses but not both</p> <p>Answer presented as a list</p> <p>QWC: May be errors in spelling and punctuation</p>	<p>ALL lists are Level 1 max.</p> <p>To get beyond level 1 an answer must be written in sentences and paragraphs</p>