



# Printed Material Questions

An annual extreme sports event attracts visitors from around the world.

A design for a promotional flag advertising the event is shown to the right.

1. Describe how the designer has used 'silhouette', 'negative space' and 'balance' to give the flag maximum visual impact.

Silhouette \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Negative Space \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Balance \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [3]

2. Explain, giving **two** reasons why the designer chose to create the flag graphic using **vector graphics**.

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

*Turn over for Q 3.*



**Printed Material Questions**

Image 1



Image 2



The image of the biker started off as a photograph, shown in Image 1.

3. State the name of a suitable **Raster** file type for saving the photograph shown in image 1.

(i) \_\_\_\_\_

State the name of a suitable **Vector** file type for saving the finished biker image used on the flag, shown in image 2.

(ii) \_\_\_\_\_ [2]

Three methods were considered for producing the city scape image used in the flag.

- Method 1, creating a 3D model of the city scape and exporting the resulting image.
- Method 2, creating a sketch and then using a scanner to generate the image.
- Method 3, using a 'Shutterstock' image.

4. (i) Describe two advantages to the graphic designer of using method 1.

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(ii) Describe two advantages to the graphic designer of using method 1.

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(iii) Describe two advantages to the graphic designer of using method 1.

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**Printed Material Questions**

5. The designer received a digital proof from the printer for final checking.

(i) Explain, giving two reasons, why the following are critical to the quality of the printed flag.

(i) Registration marks

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[2]

(ii) Colour Calibration

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[2]

6. Explain, giving **three** reasons, why the company would protect the rights to the graphics produced for the event.

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[3]

7. T-shirts are available to buy at the event as part of a range of promotional merchandise. One of these is shown here.

(i) State the name of an appropriate printing process for the T-shirt design.

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[1]

(ii) Explain, giving **three** reasons, why this printing process is suitable.

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[3]

