#### Irvine Royal Academy—Technical Department

#### **Advanced Higher Graphic Communication Homework**

**Printed Material Questions** 

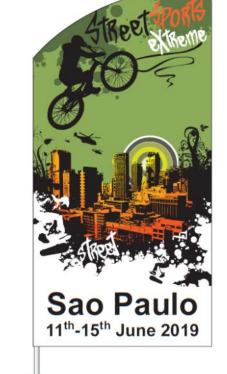
An annual extreme sports event attracts visitors from around the world.

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

ı.	Describe now the designer has used 'silnouette', 'negative space' and
	'balance' to give the flag maximum visual impact.
Silho	nuette

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

Balance \_\_\_\_\_



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

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#### 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 <b>Raster</b> file type for saving the photograph shown in image 1.	
(i)	
State the name of a suitable <b>Vector</b> file type for saving the fiished 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.	
<ul> <li>Method 1, creating a 3D model of the city scape and exporting the resulting image.</li> </ul>	
• 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.	
	[2]
(ii) Describe two advantages to the graphic designer of using method 1.	
	[2]
(iii) Describe two advantages to the graphic designer of using method 1.	
	[2]

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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	
	F0.
(ii) Colour Calibration	[2]
(ii) Colour Calibration	
	[2]
6. Explain, giving <b>three</b> reasons, why the company would protect the rights to the graphics produced for	
	[3]
7. T-shirts are available to buy at the event as part of a range of promotional merchandise. One of thes	e is shown
here.  (i) State the name of an appropriate printing process for the T-shirt design.	
(i) State the fiame of all appropriate printing process for the 1-shirt design.	
(ii) Explain, giving <b>three</b> reasons, why this printing process is suitable.	Marine .
(ii) Explainly giving an expression, why this printing process is suitable.	- Some

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[3]

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