

Answers and marking guidance

Award one mark per correct, developed point unless stated. Other valid answers should be credited.

2 Explain why a sans serif font suits the poster.

- It looks modern and clean, matching the sporty brand
- It is easy to read at a distance
- It appeals to the young target audience

3 Quick check

- a) So no white edge shows after cutting (bleed)
- b) Full cropping
- c) Registration mark
- d) Gutter

4 Key terms

- 1 - D
- 2 - F
- 3 - B
- 4 - C
- 5 - E
- 6 - A

5 Explain the relationship between A4 and A3 paper sizes.

- A3 is double the size of A4 (or A4 is half A3), with the same proportions

No marks for: "Bigger" or "smaller"

6 Describe how cropping has been used.

- Square cropping on the headlight photo focuses on the detail and fits the space
- Full cropping removes the car's background so text can wrap around it or a new background added

No marks for: "Crop to shape"

7 Explain the purpose of drop caps and of placeholder text.

- Drop cap: leads the reader's eye to the start of the body text
- Placeholder text: lets the designer plan the layout before the final text is ready, showing how much space text needs