

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) Gutter
- b) Reverse
- c) So no white edge shows after cutting (bleed)
- d) It looks clean and modern and is easy to read

4 Key terms

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

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 State the DTP technique used for each.

- Reverse
- Text wrap
- Drop shadow

7 Describe four features of the layout that DTP software helped to create. Refer to the layout.

- Colour fill: the strap and circles are filled in the same colour
- Layering the watch over the heading creates depth
- Bleed: the background runs off the edge of the page
- Cropping removes the background from the product photo
- Text wrap around the image
- Imported images placed accurately using guides

No marks for: "Speeds up production" (a general benefit, not a feature)