

Name _____

Class _____

Date _____

By the end of this worksheet I can...

- ☐ explain the role of preliminary, production and promotional graphics, linked to a product
- ☐ compare manual and computer-aided graphic techniques

I DO**Worked example** Read how a full-mark answer is built

A company is designing a garden cabin. Figure 1 is a rendered image of the cabin beside a lake. Figure 2 is a dimensioned floor plan. Figure 3 is a set of annotated freehand sketches.

1 Describe the purpose of each figure. Your answer must refer to the cabin. (3 marks)**Full-mark answer** each ✓ is one mark

Figure 1 is a promotional graphic: it advertises the cabin to customers by showing how it looks beside the lake ✓. Figure 2 is a production graphic: it gives the builder the sizes and positions of the walls, doors and windows so the cabin can be built ✓. Figure 3 is a preliminary graphic: the sketches communicate the designer's early ideas for the cabin's style and size to the client ✓.

Why marks are not awarded

"Figure 1 is promotional, Figure 2 is production and Figure 3 is preliminary."

0 marks: the types are named but nothing is linked to the cabin.

WE DO**Guided practice** Use the starters and word bank to help you**2 Describe two advantages of producing preliminary sketches manually rather than on a computer.** (2 marks)**Sentence starters**

One ... is ..., which means ...
Another ... is ..., so ...

Word bank

produce · anywhere · sketched · software ·
explored · client · equipment · needed

Tip: 2 marks = 2 separate, developed points.

YOU DO**On your own** No notes. Check your answers afterwards.**3 Quick check: tick one box for each.**

- a) Which is a benefit of manual sketching over CAD?
☐ It is quick and needs no equipment ☐ It can be sent straight to a 3D printer ☐ It is more accurate ☐ It is easier to edit
- b) Thumbnails and annotated freehand sketches are...
☐ Promotional graphics ☐ Production graphics ☐ Preliminary graphics ☐ Assembly drawings
- c) A fully dimensioned orthographic drawing for a manufacturer is a...
☐ Preliminary graphic ☐ Production graphic ☐ Promotional graphic ☐ Thumbnail
- d) A rendered image of a new car on a billboard is a...
☐ Production graphic ☐ Preliminary graphic ☐ Sectional view ☐ Promotional graphic

4 Key terms: write the letter of the matching description next to each term.

- | | | |
|------------------------|-------|---|
| 1. Preliminary graphic | _____ | A A graphic that advertises or sells: posters, leaflets, packaging, web pages, renders. |
| 2. Production graphic | _____ | B Quick sketches and thumbnails used to generate and explore ideas, for the designer and client. |
| 3. Promotional graphic | _____ | C Accurate, dimensioned drawing to standards so the item can be manufactured or built. |

5 Describe the advantage of manual sketching. (2 marks)

6 Describe the advantage of CAD graphics. (2 marks)

Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each “I can” statement above. Which one still needs work?
