



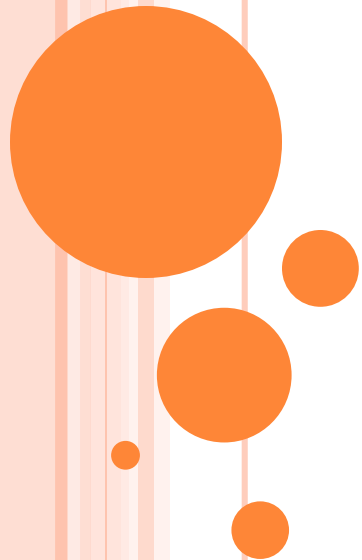
Graphic Communication
Turnbull High School

Name

Class

Revision

Desktop Publishing & Graphic Design



Task 1



1. State the target market you feel the graphic designer has aimed this cover/magazine at and **explain** your reasons. (2)
2. State an example of where **value** has been used and **explain** the impact it has had on the cover. (2)
3. Explain how **depth** has been created on the cover. (2)
4. Explain how the designer has used **unity** in the layout. (2)
5. Many magazines are digitally produced to be read on an electronic device , such as a tablet. **Describe** two advantages to this approach. (2)

Task 2



1. State the target market you feel the graphic designer has aimed this cover/magazine at and **explain** your reasons.

(2)

2. Explain the use of **proximity** in this magazine cover.

.....

(2)

3. Other than colour, **describe** where contrast has been used.

(2)

4. Explain where the designer has used **dominance** on the cover.

(2)

5. Describe the difference between **serif** and **san serif** fonts.
(You may use sketched to support your answer).

(2)

Task 3

A fashion magazine, aimed at 25–35 year old females, is producing an article on sunglasses. A graphic designer created a draft layout for the article shown below.

1. Describe the effects the graphic designer has created in the layout by using the following.

a) **White Space**

(2)

b) **Colour**

c) **Typeface**

2. Explain how the graphic designer has used **proportion in the layout**.

(4)



(2)

3. Describe how the designer has created **depth in the layout**.

.....

(2)

(2)

4. Describe how **line** has been used to enhance the layout.

(2)

5. The Ray-Ban logo was made available in a vector file format. Explain **two advantages of using a vector file format in the production of the layout**.



(2)

Task 3 (continued)

The final layout for the article is shown below.



6 The graphic designer has used different types of justification for the sub-heading and main body text of the layout. Explain why the graphic designer has chosen to do this for:

a) The sub-heading

(1)

b) The main body text

(1)

The final layout was produced in layers using DTP software.



7. Describe **three advantages to the graphic designer of using layers for this layout.**

(3)

Task 3 (continued)

The pre-press layout shown above contains crop and registration marks.

8. Explain why the yellow boxes bleed beyond the crop marks.

9. Describe the purpose of registration marks in printing.

10. Label the pre-press layout shown opposite to show the following :

- a) Crop marks
- b) Registration marks
- c) Gutter
- d) Text wrap
- e) Drop shadow

(1)

(2)

(5)



Task 4

Glasgow Riverside Museum opened in 2011. As with any other building built in this country the architecture firm was required to submit a number of different drawings to the local authority to gain planning permission. During this process the architects also produced a number of other graphics for different purposes.

1. Explain, with reference to the 3P's, the purpose of each of the graphics shown in Figures 1, 2 and 3.



Figure 1:

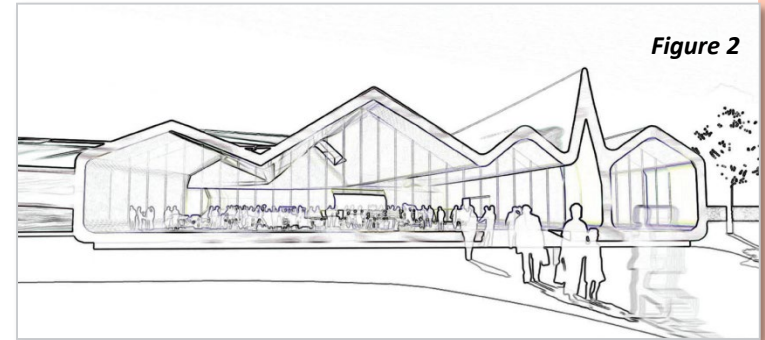


Figure 2:

Figure 3:



(3)

2. The image in Figure 1 is a bitmap image. State one advantage and one disadvantage of this type of image file.

Advantage:

Disadvantage:

(2)

Task 5

With the rise in popularity of tablets and smartphones, publishers now produce most of their publications in both hardcopy and digital versions.

1. **Describe** the **advantages** to the consumer that the digital format offers over the hardcopy.



(3)

2. **Describe** why companies advertising within the publication may prefer the digital format to the hardcopy format.

(3)

Some publishers are considering moving completely to a digital based distribution of their publications.

3. **Explain the disadvantages in the distribution of the digital version over** the hardcopy version.

(4)

Task 6

Something for All Seasons

Seabirds nesting, gannets diving, dolphins leaping, chicks hatching, seal pups snoozing – no two days are ever the same at the Scottish Seabird Centre!

Spring
The seabirds arrive on the islands and courtship begins. Gannets, guillemots, razorbills, terns, kittiwakes all arrive, with the puffins always last to appear! The first eggs are spotted in late March. Spring and summer is the best time to look out for dolphins and whales.

Summer
One of the highlights of the year, when the seabirds are rearing chicks. There are over 150,000 gannets on the Bass Rock and thousands of puffins on the islands. Check out our SOS Puffin campaign at www.seabird.org to save the puffins on the islands.

Autumn
The gannets are feeding chicks, many at the large white fluffy stage. In late autumn, the first winter visitors arrive along the shore and overhead the skies are filled with gulls.

Winter
As the last gannets leave, the grey seals arrive to give birth to their fluffy white pups. A wonderful winter spectacle. Lots of winter visitors, ducks and geese can be seen along the shore and overhead.

Opening Times
Open All Year – except Christmas Day
April – September
Monday – Sunday 10.00am – 4.00pm
February – March and October
Monday – Friday 10.00am – 3.00pm
Saturday – Sunday 10.00am – 3.00pm
November – January
Monday – Friday 10.00am – 4.00pm
Saturday – Sunday 10.00am – 3.00pm
Last admission to Discovery Centre and Café 30 minutes before closing.

Learn more and buy your tickets online at www.seabird.org

Easy to Get To!

BY TRAIN
The quickest and most environmentally friendly way to travel. Great value package includes return train ticket, plus a day pass for the Centre.
Tel: 08437 886021 or www.seabirdgroup.com/visit

BY BUS
Regular bus services operate from Edinburgh (service no 124/95) run by First Bus 0870 0202028, from Haddington (no 121) run by First Bus and from Dundee (no 130) run by Low Coaches 07588 805000.

BY CAR
Only 20 miles (30km) from the centre of Edinburgh and less than an hour from the English border, the Scottish Seabird Centre is approached from the A1, north and south. Parking will be refunded with your admission ticket.

Full disabled access, facilities and parking, children's facilities and baby changing. Guide dogs welcome.

The Scottish Seabird Centre
The Harbour, North Queensferry, Edinburgh EH10 6JG
Tel: 0800 882822 Fax: 07800 882822
E-mail: info@seabird.org
www.seabird.org

The Seabird Centre is an independent conservation and education charity dedicated to improving people's understanding and love for wildlife and the natural environment. Registered charity: SC202823

Get Closer!

PICK UP YOUR FREE PUFFIN!
See inside for details. Plus £1 OFF our great food.

At the award-winning Scottish Seabird Centre

← SIDE ONE

A Fantastic Day Out!

There's nowhere else like it in the world! A world leader in wildlife viewing and winner of more than 20 major awards...

A Journey of Discovery

www.seabird.org

From the Seabird Centre's stunning location, overlooking the sea, you'll experience a close encounter with nature to remember. An all weather attraction. Descend into the exciting Discovery Centre with amazing live Cameras, Wildlife Cinema, Kids' Zone, saltwater Aquarium, Environment Zone and Migration Flyway. Open all year, there is also a Gift Shop, Café with open decking, boat trips to the islands... plus a packed programme of events!

"The Seabird Centre is a wildlife world of its own!" (Dr David Greenwood)

Relax and Unwind

Enjoy delicious food and drink all day in our Linnard Café with open decking and panoramic views over the sea and beach. Home-baked and home-made specials. Food and drink served all day.

Retail Therapy

You're guaranteed to find something different in our alternative Gift Shop. Specialty gifts, local arts and crafts, wildlife and green souvenirs. Postcards and prints in our Gallery.

Fantastic Value!

Become a member and enjoy flexibility all year. Special events and offers, discount in our Shop and Café and boat trips. Join online at www.seabird.org or upgrade to membership on the day you visit and we'll refund your admission. As an education and conservation charity, we depend on our members to survive.

SIDE TWO →

9

Task 6 (Continued)

1. Use the 'Seabird Centre' leaflet on the previous page to answer the following questions.

Explain how the graphic designer has used the following design elements and principles to enhance the leaflet

a) Depth:

.....
.....
.....

b) Shape:

.....
.....
.....

c) Contrast:

.....
.....
.....

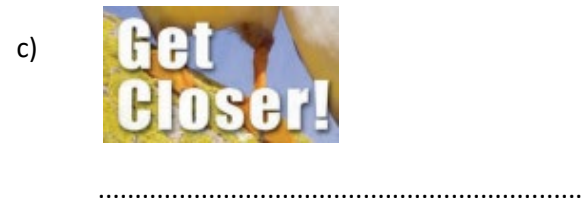
d) Unity:

.....
.....
..... (4)

2. State one example of where the effect **bleed** has been used in the publication

.....
..... (1)

3. State the name of the following desktop publishing edit used in the following examples:



4. Describe the difference between **serif** and **san serif** typefaces.

.....
.....
.....
.....
..... (2)

Task 7

A major publicity drive is being conducted by the Blood Transfusion Service to raise awareness of the importance of Giving Blood in Scotland. They plan to organise a range of 5K and 10K races across the country. Graphic Designers have been tasked to design and produce a range of graphic communications to promote the event.

The event “Blood Run” logo has been produced as a vector graphic, to be used in the online and printed advertising.



(a) Describe three advantages of vector images compared to raster images. The colours used within the promotional work must incorporate the colours used in the existing Give Blood logo.

(b) Explain how the Graphic Designers can ensure an exact colour match is achieved.



(3)

(c) Explain the purpose of :

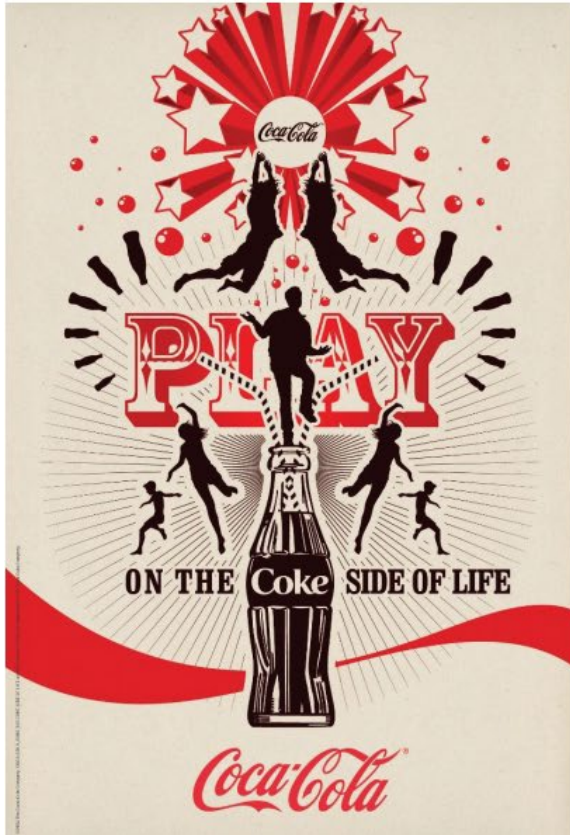
i) Registrations marks

(2)

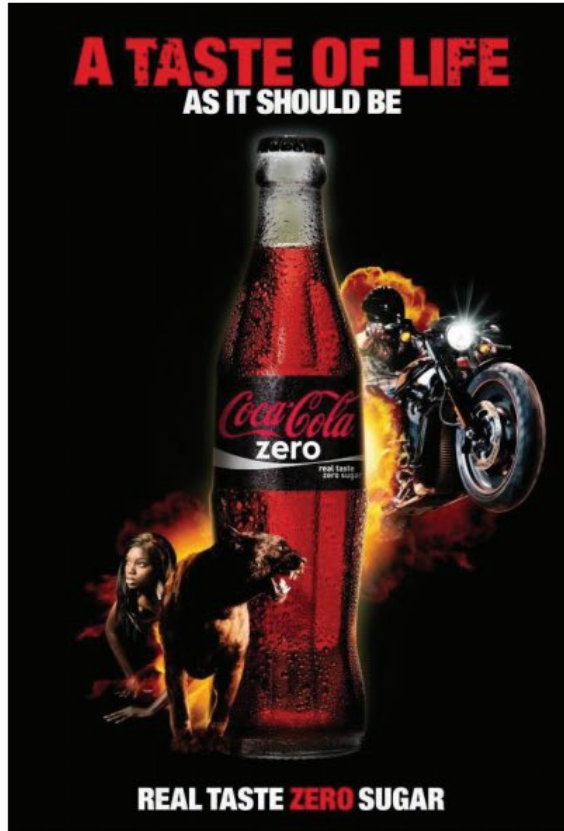
ii) Crop Marks

Task 8

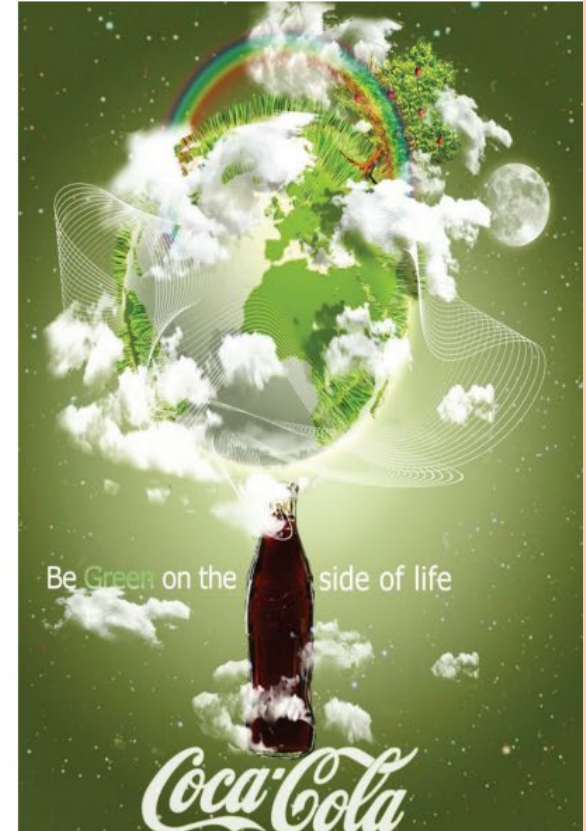
Design 1



Design 2



Design 3



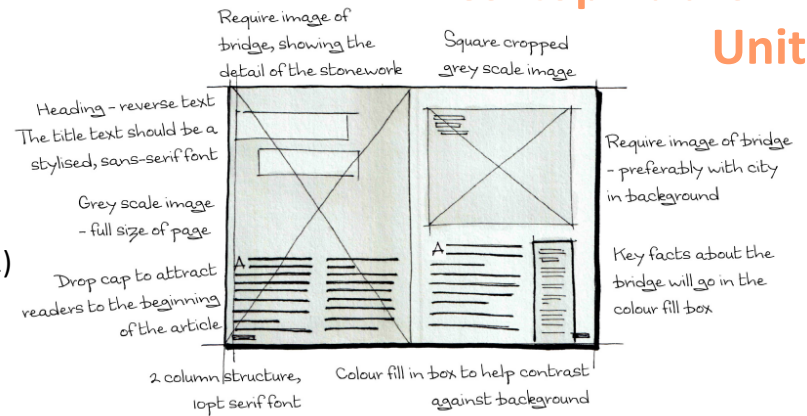
Compare the three designs above in terms of Colour, Value, Type face and Target Market.

Task 9

A thumbnail graphic is shown opposite.

- a. Thumbnails are used extensively by graphic designers to explore and develop ideas. **State two** reasons why thumbnails are not appropriate to communicate ideas with a client.

(2)



- b. “Drop caps” have been applied at the beginning of the body text on each page of the draft layout shown right. **Describe** a problem that the reader may experience with this approach. (1)

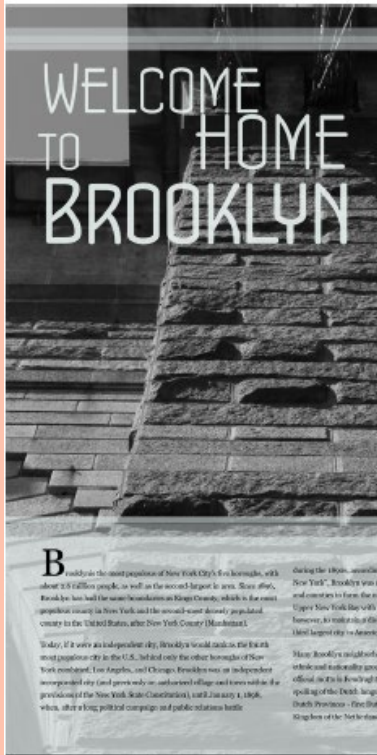


- c. **Explain** the issue the graphic designer could face when adding reverse text upon a greyscale image. (1)



- d. Part of the layout is shown to the left. **Describe**, with reference to the part layout, how the graphic designer has made use of the following terms.

- (i) Justification (1)
- (ii) Alignment (1)
- (iii) Gutter (1)
- (iv) Transparency (1)



Task 10

1. Info graphics are a popular way of presenting statistical information.



a. **Explain** how the design of the above info graphic has been influenced by choice of images, colour and typeface, in attempting to communicate the information. (3)

b. The silhouette of the child at the top of the info graphic was electronically captured and inserted into the DTP document. **Describe** how a hard copy image could be captured and inserted into a DTP document, making reference to file. (2)

c. The graphic designer decided to make digital copies rather than hard copies of the info graphic. **Describe** the advantages of this decision. (2)

Task 11

Revise the following edits and commands and summarise them in the space provided.

LEADING

KERNING

TRACKING

LEFT ALIGNED/JUSTIFIED

RIGHT ALIGNED/ JUSTIFIED

FULLY JUSTIFIED

Task 11 Continued

Revise the following edits and commands and summarise them in the space provided.

CENTRE ALIGNED/JUSTIFIED

DROP CAPITAL

PULL QUOTE

HANGING INDENT

RGB

PANTONE COLOURS

COLOUR MATCHING

CYMK

Task 11 Continued

Revise the following edits and commands and summarise them in the space provided.

WIDOWS

TYPOGRAPHY

ORPHANS

TEXT HIERARCHY

CROP MARKS

SPOT COLOURS

REGISTRATION MARKS

DENSIOMETER BAR