

1. A poster promoting "Digitoc", a man's watch, is shown on the facing page. The text and images used in the poster are laid out in their original form at the top of the page. The final poster layout, bottom of the page, promotes the watch. The original graphics and text were edited in a DTP package before being placed in the final layout.

a) State the name of the DTP editing feature applied to each of the original items to get them ready for use in the final layout.

Do not include "scaling or resizing" in your answer.

Ensure you do not use the same term twice.

(i) The Digitoc product name—state one DTP edit.

1

Edit _____

(ii) The flash bar—state one DTP edit.

1

Edit _____

(iii) Slogan—state one DTP edit.

1

Edit _____

(iv) The "Watch" product picture—state one DTP edit.

1

Edit _____

(v) Photograph of the model—state one DTP edit.

1

Edit _____

b) State one way the final layout of the slogan improves the promotional poster.

1

When setting up the layout the designer used the following DTP features:
Grid and Snap to grid.

c) State two ways in which these features benefit the graphic designer.

2

1. (continued)

Text and images for final layout

Flashbar



Box



Photograph of model



Slogan—

For
the
man
about
town

Product name

Digitoc



Product

Skyline silhouette



Final layout

