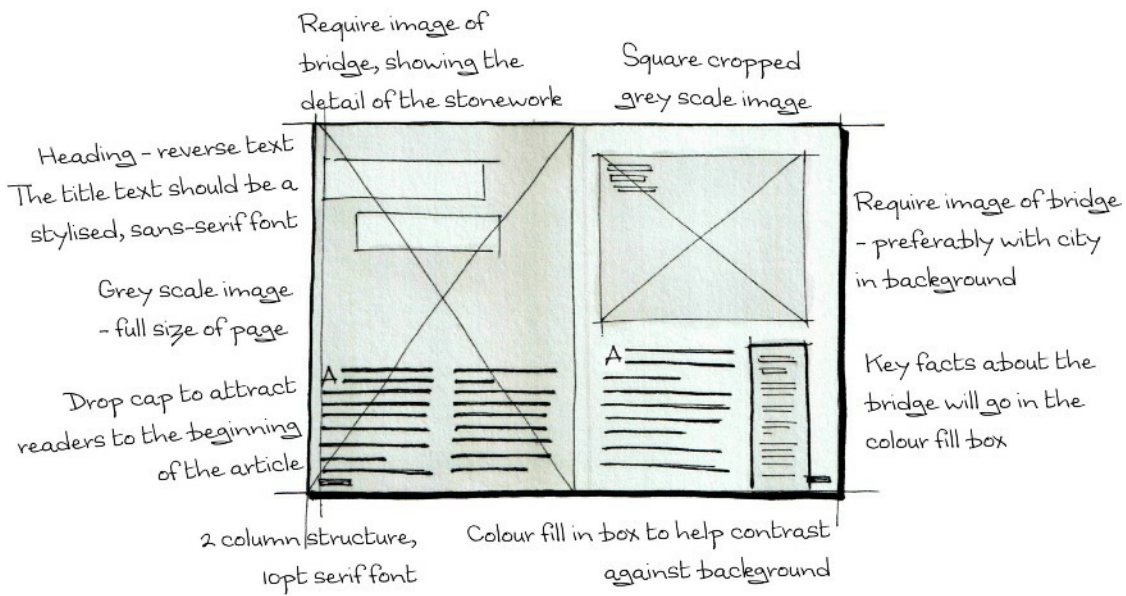


7.



A thumbnail graphic is shown above.

Thumbnails are used extensively by graphic designers to explore and develop ideas.

- (a) State two reasons why thumbnails are not appropriate to communicate ideas with a client.

2

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7. (continued)



The graphic designer decided to make use of stock photographs, such as that shown above, for the publication. These were purchased online.

(b) Describe one advantage and one disadvantage of using stock photographs.

2

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7. (continued)



“Drop caps” have been applied at the beginning of the body text on each page of the draft layout shown above.

(c) Describe a problem that the reader may experience with this approach. 1

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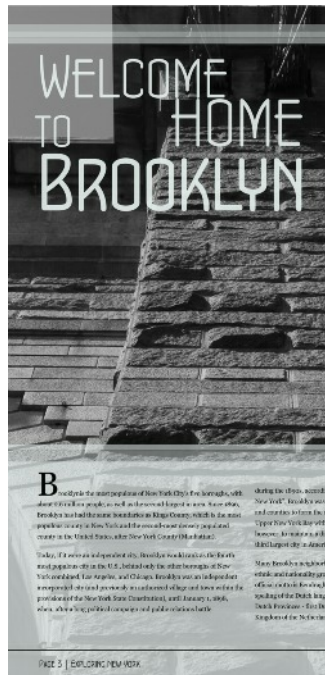
(d) Explain the issue the graphic designer could face when adding reverse text upon a grayscale image. 1

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7. (continued)



Part of the layout is shown above.

(e) Describe, with reference to the part layout, how the graphic designer has made use of the following terms.

(i) Justification 1

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(ii) Alignment 1

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(iii) Gutter 1

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(iv) Transparency 1

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