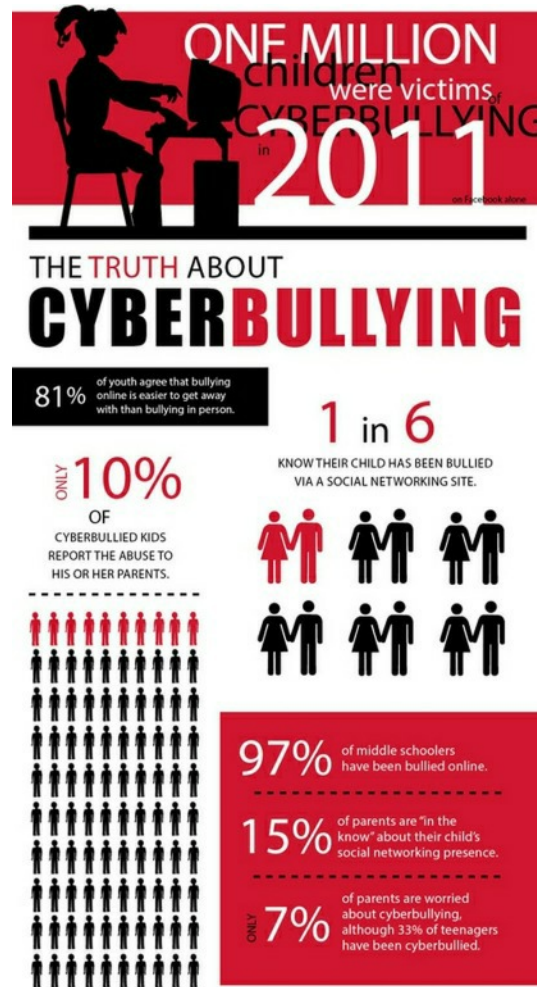


3. Infographics are a popular way of presenting statistical information.



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

3

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3. (continued)

The silhouette of the child at the top of the infographic was electronically captured and inserted into the DTP document.

(b) Describe how a hard copy image could be captured and inserted into a DTP document, making reference to file type.

2

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The graphic designer decided to make digital copies rather than hard copies of the infographic.

(c) Describe the advantages of this decision.

2

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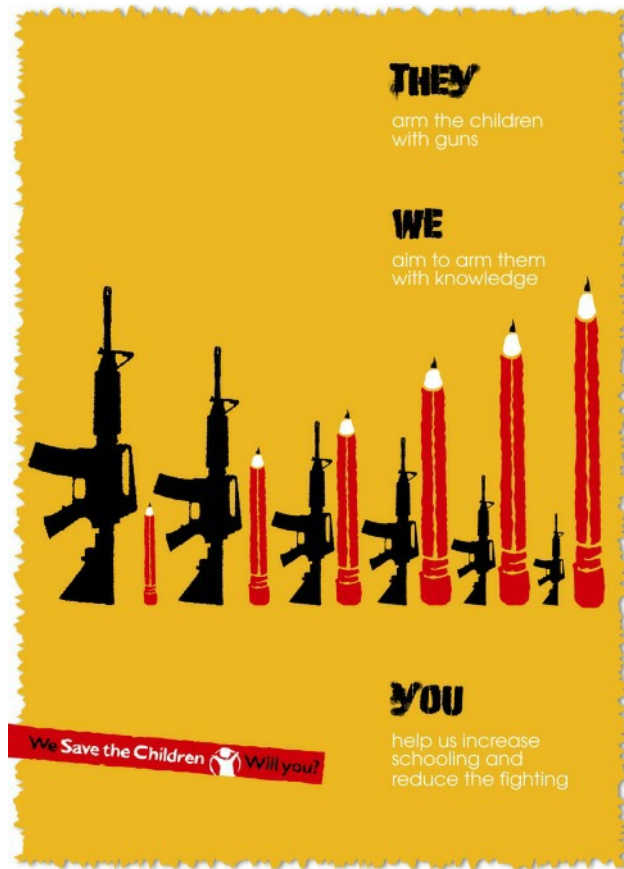
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6. Graphic design is often used to provoke an emotional response. “Save the Children” ran a campaign in 2006 using the graphic below.



Explain how the various elements of the graphic have been used to achieve maximum impact.

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