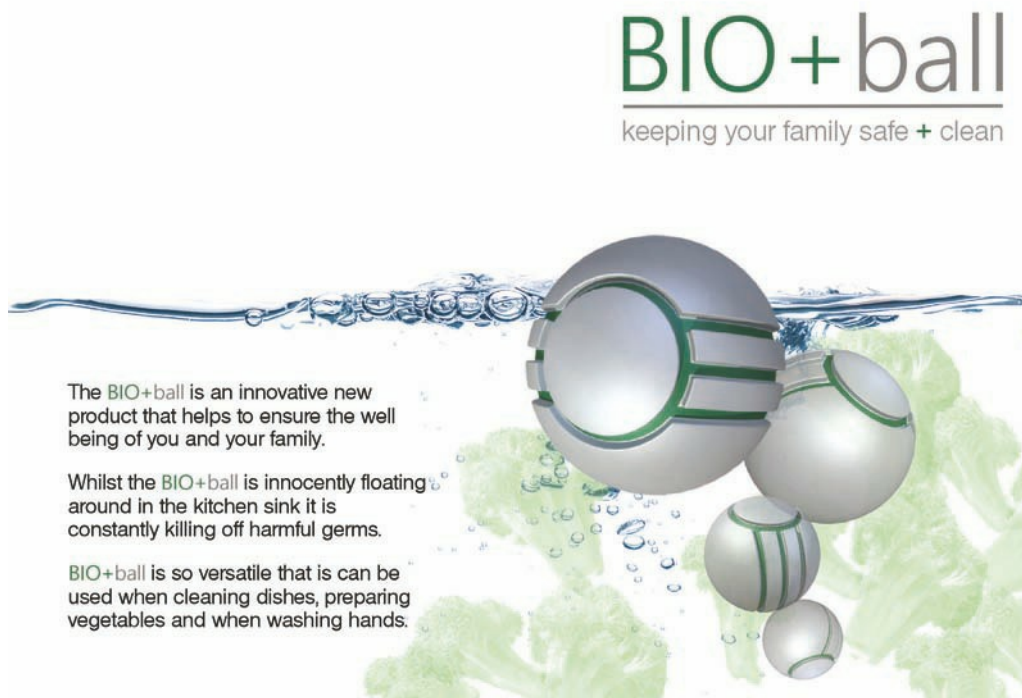


3. The promotional layout below is used to attract consumers to a new product.

# BIO+ball

keeping your family safe + clean



The BIO+ball is an innovative new product that helps to ensure the well being of you and your family.

Whilst the BIO+ball is innocently floating around in the kitchen sink it is constantly killing off harmful germs.

BIO+ball is so versatile that it can be used when cleaning dishes, preparing vegetables and when washing hands.

Explain how the graphic designer has used typeface, colour and choice of images to attract consumers.

4

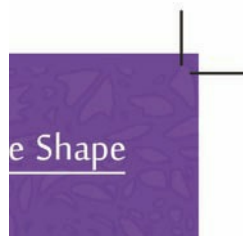
7. Use “The Colour and the Shape” articles (layout A and layout B) from the **Question 7 supplement** provided to answer this question.

A graphic designer has created a magazine double-page spread for a home furnishing publication as shown in layout A. After development, the graphic designer enhanced the layout and produced a pre-press copy, layout B.

- (a) Explain **two** reasons for using **headers** and **footers** in a multi-page document. 2

- (b) Examine the feature shown below.

- (i) State the name of this feature which is in each corner of layout B. 1

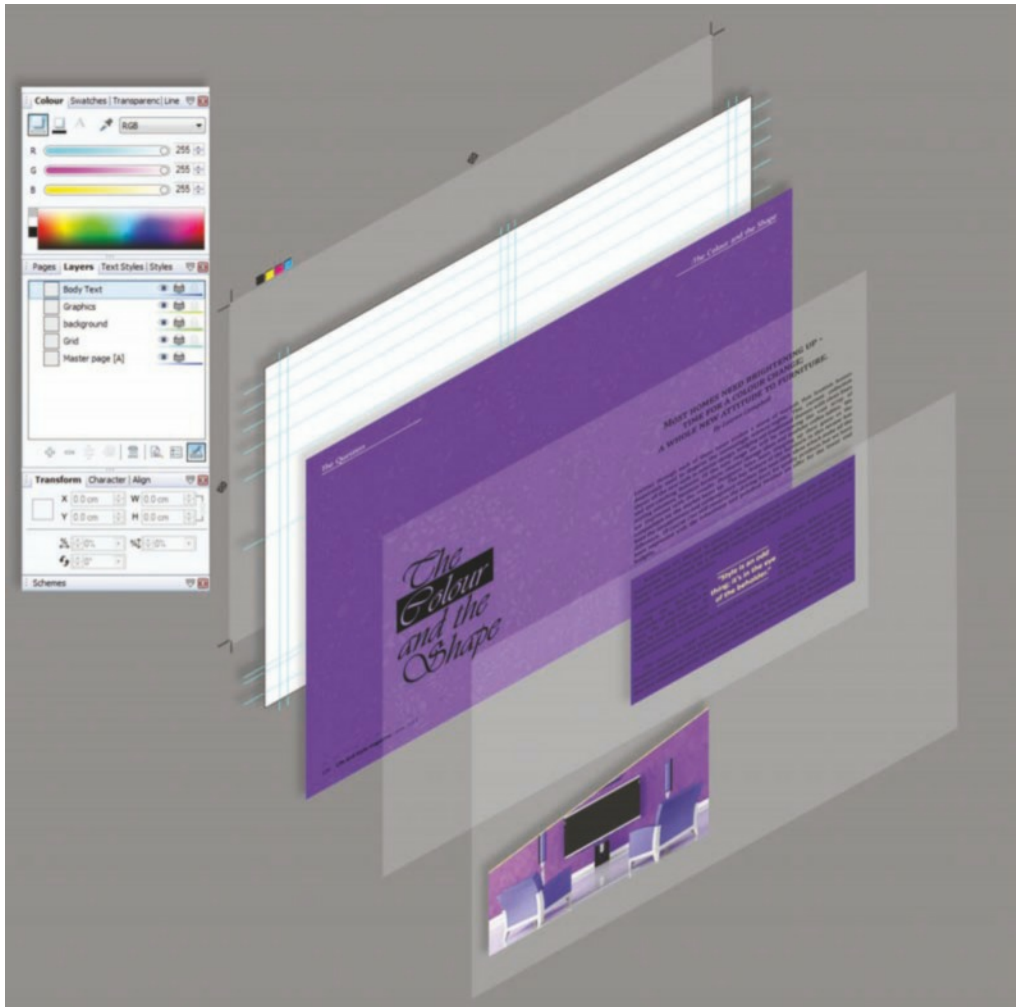


- (ii) Explain the purpose of this feature. 1

- (iii) Explain why the graphic designer used bleed in layout B. 1

## 7. (continued)

Examine the layering tree shown below.



- (c) Describe layering as it is used in layout B in terms of the function and the benefits of layering for the graphic designer.

2

**7. (continued)**

Examine **both** layout A and layout B.

Three DTP improvements have been made from layout A to layout B.

(d) Identify what these improvements are and explain their impact.

(i) Layout improvement 1 is:

and the impact is:

**2**

(ii) Layout improvement 2 is:

and the impact is:

**2**

(iii) Layout improvement 3 is:

and the impact is:

**2**