04 ClydeLink trams

HOMEWORK 04 · ENVIRONMENT & SOCIETY · GRAPHIC OWNERSHIP

designclass
design | engineering | technology

AH Graphic Communication
OVERPRINT · HW04

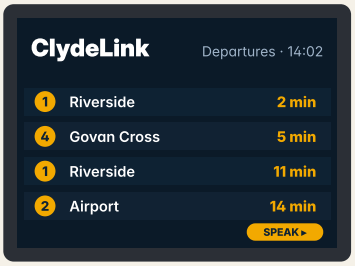
NAME _____ CLASS _____ DUE _____

20 marks about 40 minutes

Answer **all** questions. You may use sketches and annotations to support your answers. Write in the spaces provided.

1

ClydeLink, a new city tram network, is replacing printed timetables at its 60 tram stops with digital departure screens like the one shown. Each screen has a text-to-speech button and a high-contrast mode.



a Describe **two** advantages and **two** disadvantages for the environment of using digital screens instead of printed timetables. 4

b Printed timetable leaflets will still be available at the travel centre. Describe, giving **four** examples, how ClydeLink can reduce the environmental impact of the leaflets. 4
You must not make reference to types of ink or recycled paper in your response.

c Explain **two** positive impacts on society of the screens' text-to-speech button and high-contrast mode. 2

2 ClydeLink protects its name, logo and graphics.

a Explain, giving **three** reasons, why ClydeLink would protect the rights to its graphics. 3

b The tram seats use a fabric pattern designed specially for ClydeLink. Explain the difference between protecting the pattern by **copyright** and by a **registered design**. 2

c ClydeLink sells a paid digital map pack in its app. Explain, giving **two** reasons, why digital rights management is important for the company. 2

3 ClydeLink offers an online 3D tour of its new trams.

Describe **three** advantages for society of the online 3D tour. 3