01

WORKSHEET 01 · CREATORS & USERS

Who needs what?

designclass
design | engineering | technology

AH Graphic Communication
OVERPRINT · WS01

01

NAME _____ CLASS _____ DATE _____

GLOAMIN' is launching its 2027 festival with posters, a printed programme, a website, an app and a 15-second promo. Every item passes through several **creators** and **users**, and each of them needs something different from the graphics.

Learning intentions

- Understand the roles of the creators and users of commercial and visual media graphics
- Understand what each needs from a graphic, in a given context

Success criteria · I can…

- ☐ name the nine creators and users in the course specification
- ☐ describe the role of a creator in a given context
- ☐ explain a need by linking a feature of the graphic to an outcome

22 marks
about 50 minutes
Course notes ch. 01

TASK 1 Who needs what?

8 MARKS

For each creator or user, write **one** thing they need from the GLOAMIN' graphics and **why**. The client has been done for you.

CREATOR / USER	ROLE IN THE CAMPAIGN	WHAT THEY NEED, AND WHY	
Client	The GLOAMIN' festival trust: commissions, pays for and approves the graphics.	*Example:* Graphics that meet the brief, budget and deadline and protect the festival brand, **so that** ticket sales grow and sponsors stay confident.	–
Graphic designer	Creates the identity, poster and programme layouts.		1
Advertisers	Plan and place the campaign on billboards, social media and local press.		1
Sales & marketing	Use graphics for merchandise, ticket offers and social posts.		1
Print technician	Prepares files and prints the programme and posters.		1
Web designer	Builds the festival website and ticket pages.		1
Interactive media designer	Designs the festival app: map, timetable and tickets.		1
Animator	Creates the 15-second promo.		1
General public	Visitors, families and local residents who see and use the graphics.		1

TASK 2 The brief in action

8 MARKS

The programme will be printed by offset lithography. The promo will be shown on social media and on a large screen at the harbour.

a Describe the role of the print technician in producing the programme. 2

b Explain **two** needs the animator has before starting the promo. 2

c Explain, giving **two** reasons, why the needs of the general public must be considered when designing the festival app. 2

d Describe **two** ways the sales and marketing team could use the GLOAMIN' graphics to increase income. 2

TASK 3 Project audiences

2 MARKS

The specification adds four audiences for the project: **artists**, **creative industries**, **retailers**, and **cinematic, TV, electronic and interactive media**. Choose **one** that the GLOAMIN' campaign serves and explain its needs. 2

01

TASK 4 Upgrade the answer

2 MARKS

WEAK ANSWER · 0 MARKS

"The web designer designs the website and makes it look good."

Describe the role of the web designer in the GLOAMIN' campaign. **[2]** Rewrite the weak answer above so it would gain both marks. 2

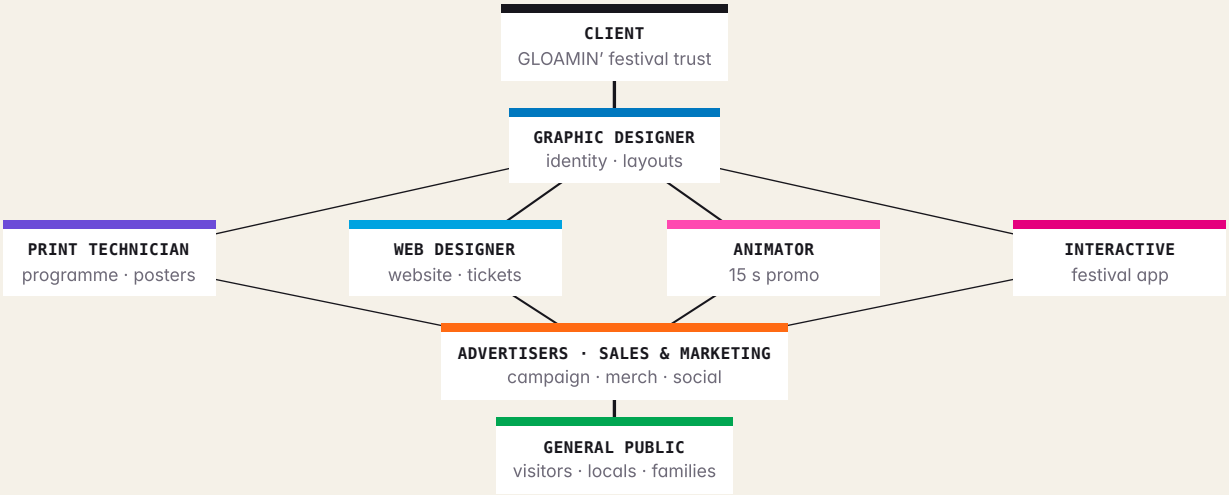
TASK 5 Exam practice

2 MARKS

Before the 20 000 programmes are printed, the client is sent a hard proof to approve. Explain, giving **two** reasons, why the client must sign off the proof. 2

The GLOAMIN' team

One brief, many creators and users. Use the map to check your answers.



Reflect

Which question was hardest, and what will you revise before the next lesson?

TOTAL

/ 22