03 Plan the programme

WORKSHEET 03 · DESKTOP PUBLISHING

designclass
design | engineering | technology

AH Graphic Communication
OVERPRINT · WS03

NAME _____ CLASS _____ DATE _____

The GLOAMIN' programme is an A5, **16-page**, saddle-stitched booklet (self-cover). Before any layout is built, the designer plans every page, every file and every technique.

Learning intentions

- Use planning strategies to organise multi-page and screen-based graphics
- Choose and justify DTP file types for print and digital uses

Success criteria · I can…

- ☐ produce a flat plan that controls content and pace
- ☐ explain why designers use thumbnails, wireframes and flat plans
- ☐ justify a file type with a reason specific to that type

27 marks
about 60 minutes
Course notes ch. 02–03

03

TASK 1 Flat plan

6 MARKS

a Write each item into the flat plan below. Pages sit side by side as the reader sees them; page 1 is the front cover. 4

Front cover | Back cover: tickets & partners | Welcome from the festival director | Contents | Lantern Parade route map, Market Square → Old Pier (needs a double-page spread) | Fri: Lantern Parade · Harbour Projections | Sat: workshops · Drone Light Show (Clifftop Field) · Silent Ceilidh | Sun: Sound Walk · relaxed screening · Closing Fire Garden | Lantern-making workshops | Getting here & access (shuttle to Clifftop Field) | Sponsors | Full-bleed photo spread: last year's festival | Volunteers & thanks

	1	2	3	4	5		
6	7	8	9	10	11		
12	13	14	15	16			

TASK 1 Flat plan (continued)

b Explain why a saddle-stitched booklet must have a page count that is a multiple of four. 1

c Explain why the centre spread (pages 8–9) is the best place for the route map. 1

TASK 2 Pace

2 MARKS

Describe **two** ways the designer can vary the **pace** of the programme so readers find information quickly and stay engaged. 2

TASK 3 Planning strategies

4 MARKS

a Explain, giving **two** reasons, why designers create **digital** thumbnails for the programme cover. 2

b Describe the purpose of a wireframe for the app's timetable screen. 1

c Describe the purpose of a mood board at the start of the project. 1

TASK 4 Raster and vector

4 MARKS

a Describe **two** ways a raster photograph of Dunnottar Castle could be converted into a vector graphic for the festival mark. 2

b Describe **two** features of a graphic that would be complex to reproduce using vector software. 2

TASK 5 Choose the file type

6 MARKS

Choose a suitable file type for each use and give a reason that is **specific to that file type**.

USE	FILE TYPE	REASON (FEATURE → EFFECT)	
Logo master file, kept fully editable for future campaigns			1
Photograph of the lantern parade for the website gallery			1
App icon that must sit over different coloured backgrounds			1
Logo cut in vinyl for the festival van			1
Final programme artwork sent to the printer			1
Logo on the website, sharp on every screen size			1

TASK 6 DTP techniques

2 MARKS

Explain, giving **two** reasons, why the designer sets up master pages and paragraph styles for the programme. 2

TASK 7 Thumbnails

3 MARKS

Sketch **three** different thumbnail layouts for the programme cover (A5 portrait). Annotate each to justify one design decision.

THUMBNAIL 1

ANNOTATION

THUMBNAIL 2

ANNOTATION

THUMBNAIL 3

ANNOTATION

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

TOTAL
/27