06

WORKSHEET 06 · ENVIRONMENT & SOCIETY

Lighter footprint

designclass
design | engineering | technology

AH Graphic Communication
OVERPRINT · WS06

NAME | CLASS | DATE

GLOAMIN' wants to be the greenest festival on the north-east coast, and an inclusive one. Examiners reward ideas that are **specific to the graphic and its context**, not generic slogans.

Learning intentions

- Understand the environmental outcomes of graphics technologies
- Understand the impact of graphic communication on society

Success criteria · I can...

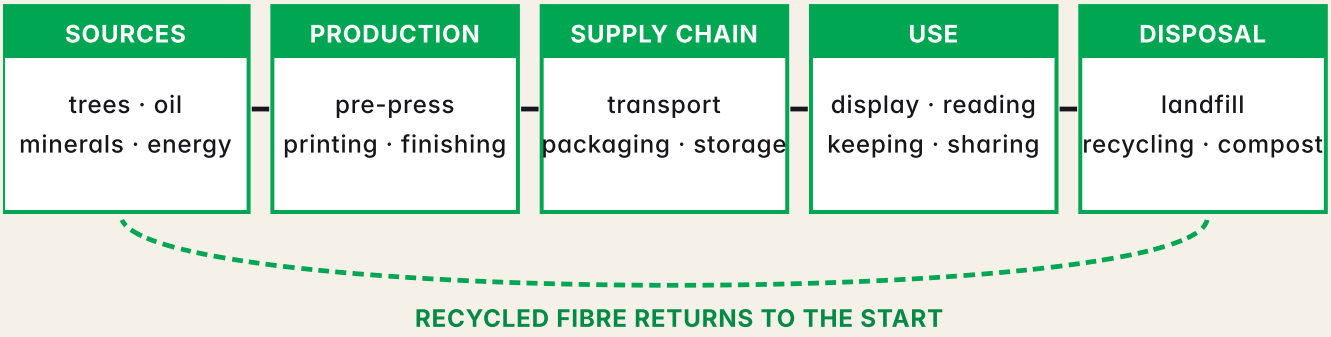
- ☐ suggest specific ways to reduce impact at each life-cycle stage
- ☐ weigh up print against digital for the environment
- ☐ explain positive and negative impacts on society

22 marks
about 55 minutes
Course notes ch. 06

TASK 1 Life cycle of the programme

5 MARKS

For each stage of the printed programme's life, describe **one** specific way to reduce its environmental impact. Use a different idea each time.



The life cycle of a printed graphic.

STAGE	HOW THE IMPACT COULD BE REDUCED	
Sources		1
Production		1
Supply chain		1
Use		1
Disposal		1

TASK 2 Exam practice: read the constraint

4 MARKS

Describe, giving **four** examples, how the festival can further reduce the environmental impact of its printed graphics. 4
You must not make reference to types of ink or recycled paper in your response.

TASK 3 Print or digital?

4 MARKS

Stonehaven council proposes replacing 40 printed festival posters with four digital display screens. Describe **two** advantages and **two** disadvantages for the environment of using the digital screens. 4

TASK 4 Solid ink

2 MARKS

The festival office is considering solid ink printers. Explain, giving **two** reasons, why solid ink printing will reduce the impact on the environment. 2

TASK 5 Graphics and society

7 MARKS

a Explain **two** positive impacts on society of adding captions and an audio description to the festival promo. 2

b Tickets will only be sold through the app. Describe **one** negative impact of this on society and **one** way the festival could reduce it. 2

c Visitors can take a VR tour of the Clifftop Field show site before booking. Describe **three** advantages for society of using VR tours like this. 3

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

TOTAL
/ 22