

Print Theory Questions



1 Mars produces Mars Bars plus a range of other products, examples of which are shown here. One is printed on plastic foil, another on a cardboard box, the third in a plastic tub. They wish to create some Social Media posts to promote these.

Describe three factors that a company may have to consider when maintaining consistency across digital and printed media. You must mention specific digital and printed media in your response.



[3]



2 A new construction company is starting and it has decided to use the logo shown. Explain, giving two reasons, why it is desirable for these companies to have logos with simple clear shapes and solid colour fills.

[2]

ii The logo includes the registered trade mark symbol shown. Explain why it is necessary for companies to protect their logo designs in this way.

[2]

3 A different construction company uses the logo shown on their printed material. Describe four issues associated with replicating this logo across printed and digital media.

[4]



Print Theory Questions



4 Identify the name of the following symbols and explain their purpose.

[4]



5 Explain what is meant by the phrase 'embed all fonts'

[2]



6 What is the purpose of a Pantone Matching System?

[2]

7 Name a suitable colour space for designing an App for use on a mobile phone.

[1]