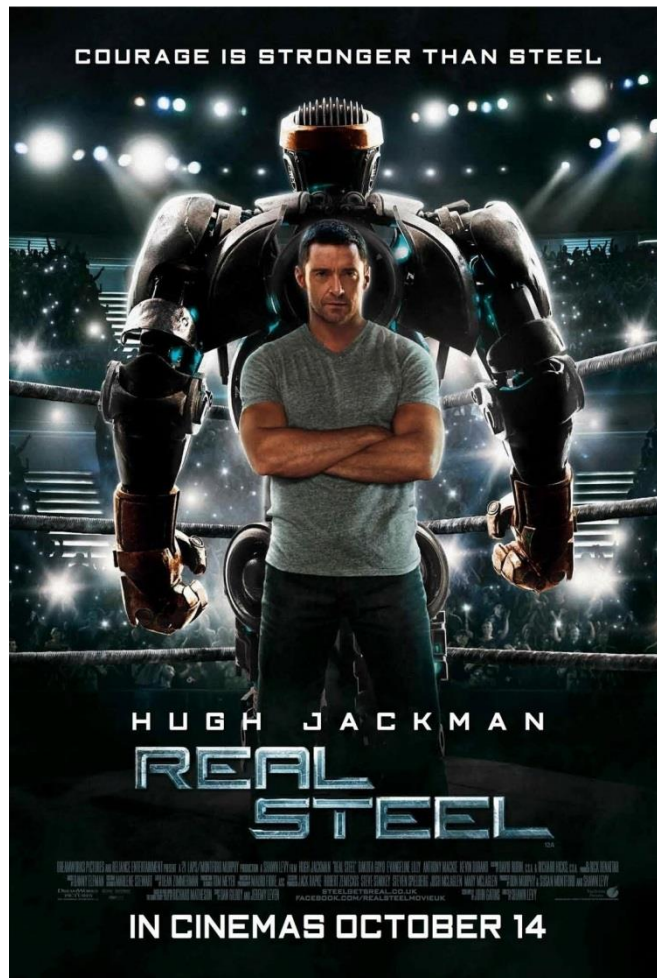


SECTION 2 — DESIGN STUDIES (continued)

Attempt **one question** from Q8, Q9, Q10, Q11 or Q12.

Read your selected question and the notes on the illustration carefully.

Image for Q8



Poster design for the movie 'Real Steel', 2012

8. Graphic designers often have to create visual impact and communicate a message. Comment on the *methods* used by this designer in this poster for the movie 'Real Steel'. In your answer refer to:

- *imagery*
- *lettering*
- *colour*

How effective is this poster? Give **two** reasons.

10 MARKS