

Fresh 'n' Fruity is a new government backed campaign that aims to improve the eating habits of young people aged between 8 and 14. Fresh 'n' Fruity uses three main cartoon characters that are made from fruit and vegetables. The characters help to promote healthy eating messages, in particular eating fresh fruit and vegetables on a daily basis.

Two of the main methods of promoting the campaign will be posters and stickers that can be awarded to children. You have been asked to create the visualisation diagram for the stickers.

(a) Identify **four** items that could be included on the visualisation diagram for the stickers.

[4 marks]

1.
2.
3.
4.

(b) Identify **two** likely audiences for the visualisation diagram for the stickers

[2 marks]

1.
2.

(c) Explain the purpose of creating a visualisation diagram for the stickers.

[2 marks]

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(d) The visualisation diagram for the stickers will need to be e-mailed to other members of the production team. Describe **one** way that the diagram could be produced so it can be e-mailed.

[2 marks]

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