City Rocks Challenge is a new urban climbing sports event that is to be launched in the UK. Teams of athletes will compete to be fastest to complete courses around city centres. The courses will include climbing and scrambling on artificial climbing walls and on existing buildings and other obstacles. The aim of the event is to bring a new exciting sport to cities in the UK to help encourage people to take up climbing and scrambling as a sport. A sports drink company has already agreed to sponsor the competition.

You have been asked to develop some ideas for an advertising campaign to promote the new event.

(a) Other than annotations, Identify **three** items that could be included on a visualisation diagram for a promotional advert in a lifestyle magazine for the new City Rocks Challenge event.

[3 marks]

1. ………

2. ………

3. ………

(b) Explain **one** reason why annotations would be added to the visualisation diagram for the poster.

[2 marks]

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

[2 marks]

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(d) The visualisation diagram will be used by a freelance graphic artist so that they can produce the promotional advert.

Identify **one** other audience for the visualisation diagram.

[1 mark]

……

……

(e) The visualisation diagram will be produced as a digital document.

(i) Identify **two** items of hardware that could be used to create the digital visualisation diagram.

[2 marks]

1. ……

2. ……

Note: hardware is a physical item attached to a computer

(**ii**) Identify **one** type of software that could be used to create the digital visualisation diagram.

[1 mark]

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