

1. A logo is to be applied to a gift box using either foil blocking or embossing. Evaluate the suitability of these two processes in terms of:

- aesthetics
- cost
- environmental issues.

Level	Marks	Description
3	5-6 marks	A detailed evaluation of the suitability of both finishing techniques in relation to the gift box context. All three points are addressed.
2	3-4 marks	A clear evaluation of both finishing processes in relation to the gift box context referring to at least two of the points.
1	1-2 marks	A basic evaluation of the finishing processes with little or no reference to the gift box context. At least one of the points is referred to.
	0 marks	No response worthy of credit.

Indicative content:

Aesthetics:

- Foil blocking adds high quality appearance and contrast to the package.
- Embossing can have ink applied or be left as a 'blind embossing'.
- Embossing gives a subtle aesthetic only visible in certain lighting due to single colour package.
- Embossing gives a tactile effect to the packaging.
- Foil blocking is available in metallic and holographic finishes adding to the quality of the product.

Cost:

- Embossing uses a single material and manufacturing process as it can be done during die cutting, reducing costs.
- Foil blocking adds cost due to adding a second material and adhesive, but this can be offset by the increased retail cost of the product.

Environmental issues:

- Embossed packages can be easily recycled due to the single material use.
- Embossing can be performed on FSC certified papers, and cards.

This list is not exhaustive. Accept any other valid responses.

2.

5-6	An appropriate printing process is stated. Response demonstrates understanding of paper printing processes, giving 3 – 4 explained points, referencing quality, cost and economies of scale.
3-4	An appropriate printing process is stated. Response demonstrates some understanding of paper printing processes, giving 1 – 2 relevant explained points
1-2	An appropriate printing process is stated but there is reference to only one point to explain why this is suitable
0	Nothing worthy of credit

Indicative content:

- Digital printing (Also accept inkjet or laser colour)
 - High quality/consistent colour reproduction
 - Speed- required for mass production
 - Economies of scale- high initial set up cost vs number manufactured.
 - Increased flexibility of the process compared to other methods eg offset lithography
 - No specific tooling required
 - Fast set up
 - Colours can be adjusted
 - Ease of printing/modifying
 - Specialist equipment is not needed
 - Offset lithography is not a suitable process due to the small size of the print run
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- Award any other valid response

3a. Corrugated card is compliant and easy to cut and fold to a box shape using a die cutter.

3b. Use <http://www.technologystudent.com/despro2/devman2.htm> to help you mark this question.

4. Use http://www.technologystudent.com/despro_fish/flexographic1.html to help you mark this question.