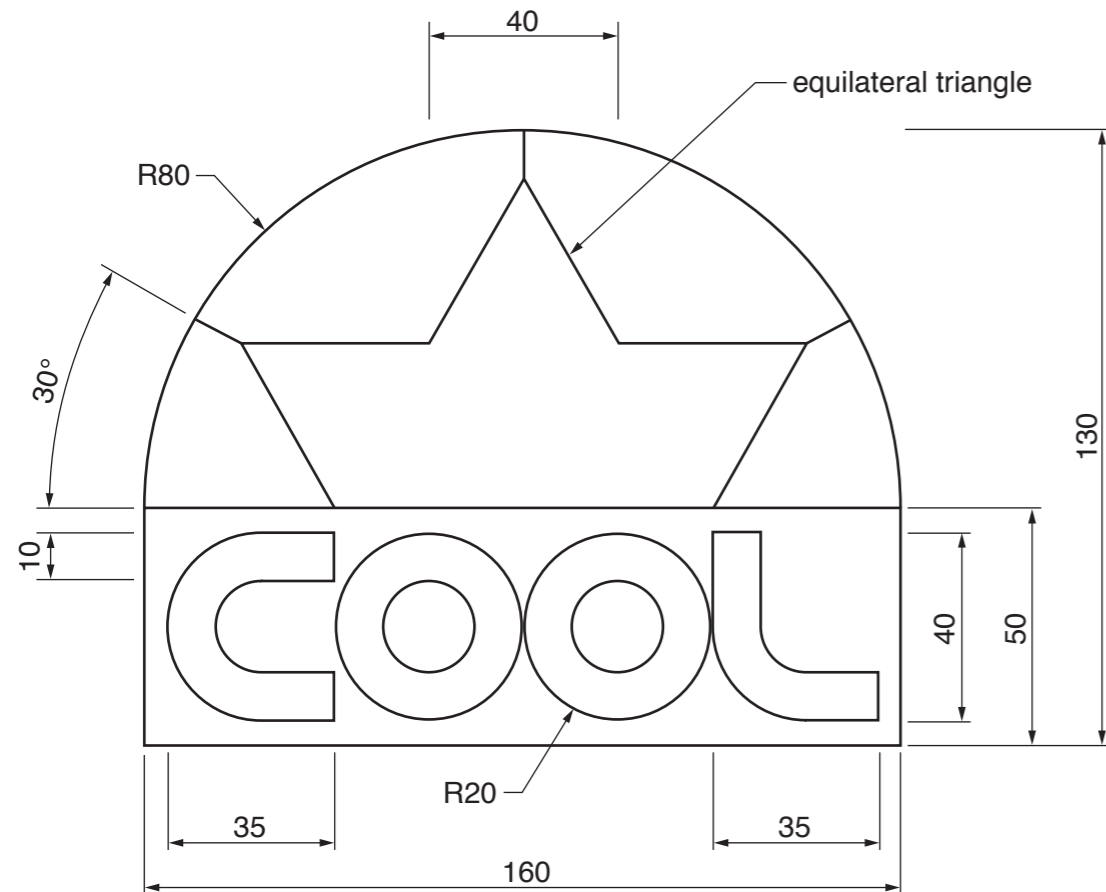


**Section A**

Answer **all** questions in this section.

A shower gel for teenagers is called 'COOL'.  
The logo design for the label is shown below.



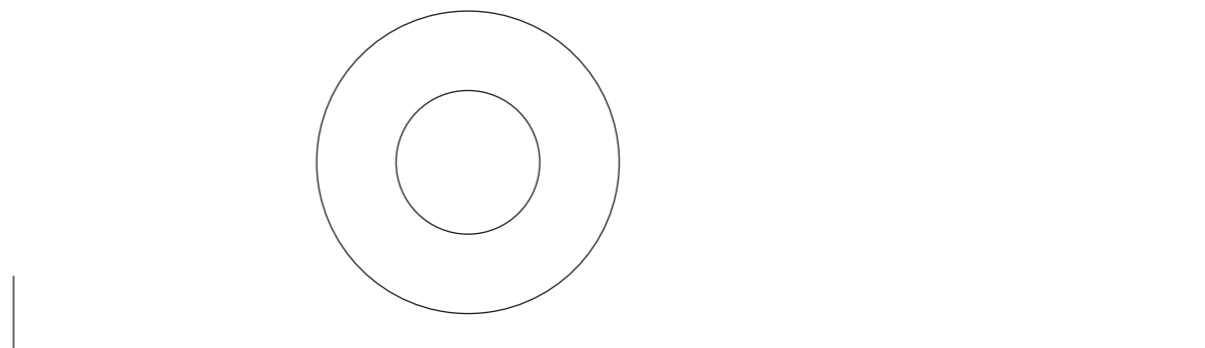
**A1** Complete the full-size view of the logo in the space provided to the right by drawing:

- (a) the logo outline [2]
- (b) the 'COOL' lettering [5]
- (c) the 3-pointed shape in the top semi-circle. [3]

**A2 (a)** The logo is positioned in the centre of a rectangular label.  
The label measures 200 × 170.  
Draw the outline of the label around the logo. [3]

(b) The logo is to be printed onto self-adhesive vinyl labels.  
(i) Name a suitable printing method for printing a batch of 10 000 labels.  
..... [1]

(ii) Give **one** benefit of using self-adhesive vinyl for the label compared to normal paper.  
..... [1]

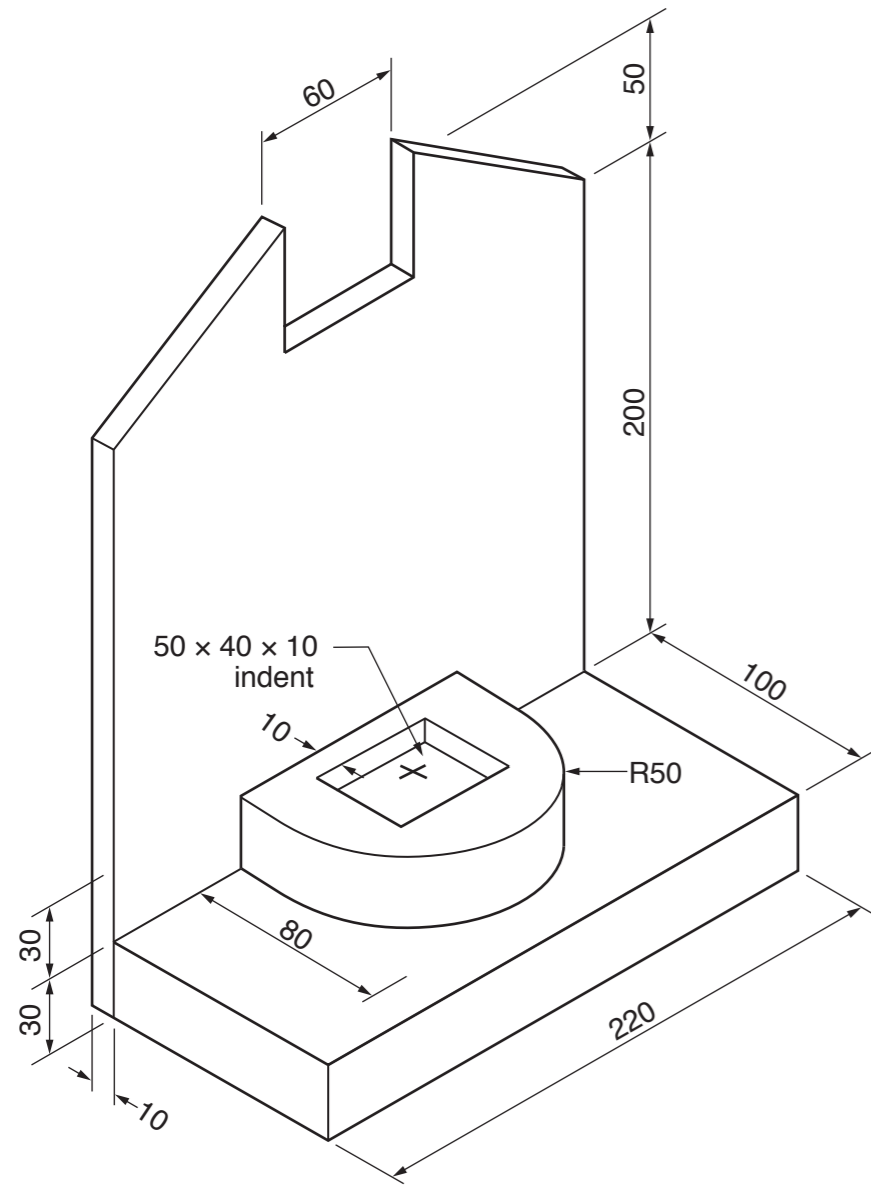


**0445/23** Oct/Nov 2018 **1 hour**  
© UCLES 2018 DC (KN/FC) 146160/3

Centre Number ..... Candidate Number ..... Candidate Surname ..... Other Names ..... **[Turn over]**

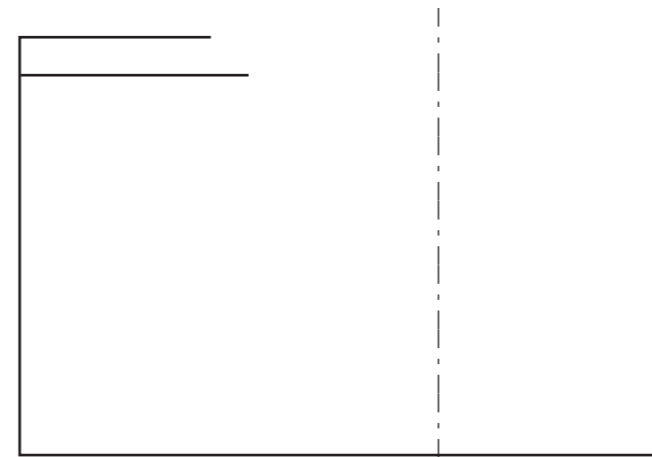
For Examiner's use

A3 A point of sale display for shower gel is shown below.

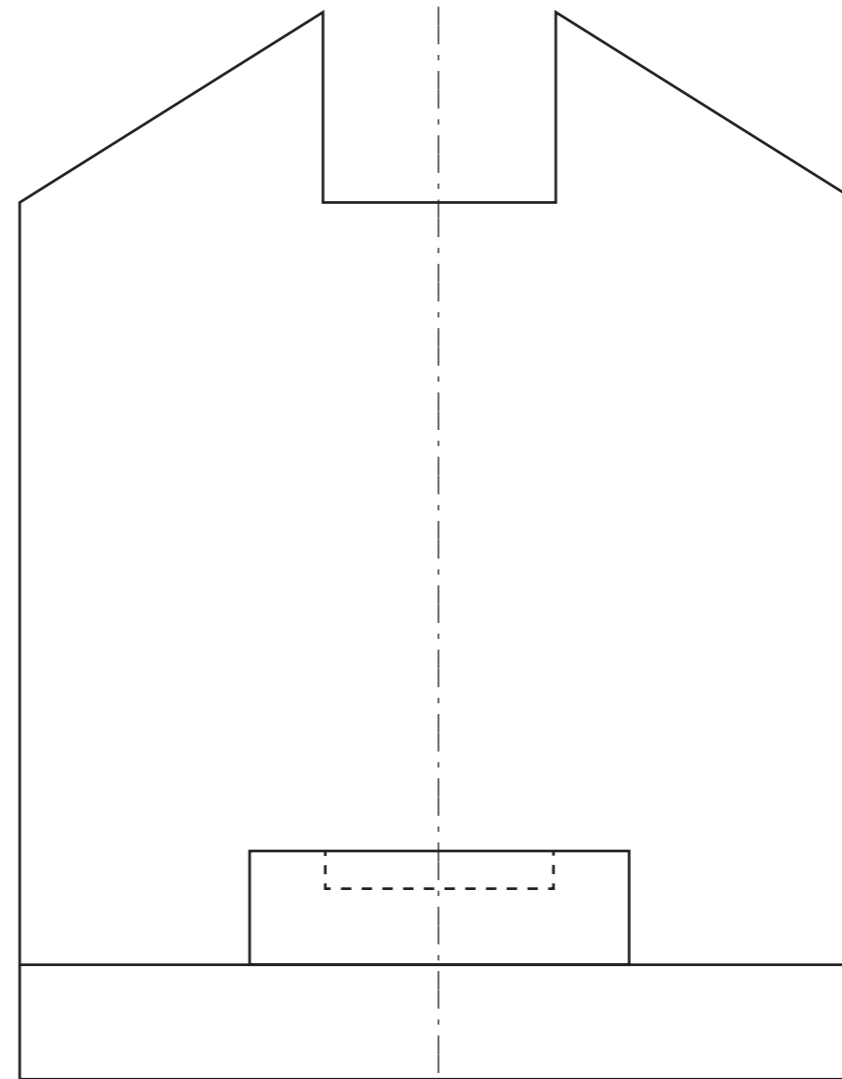
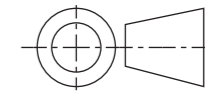


(a) Complete the orthographic views of the point of sale display to a scale of 1:2.

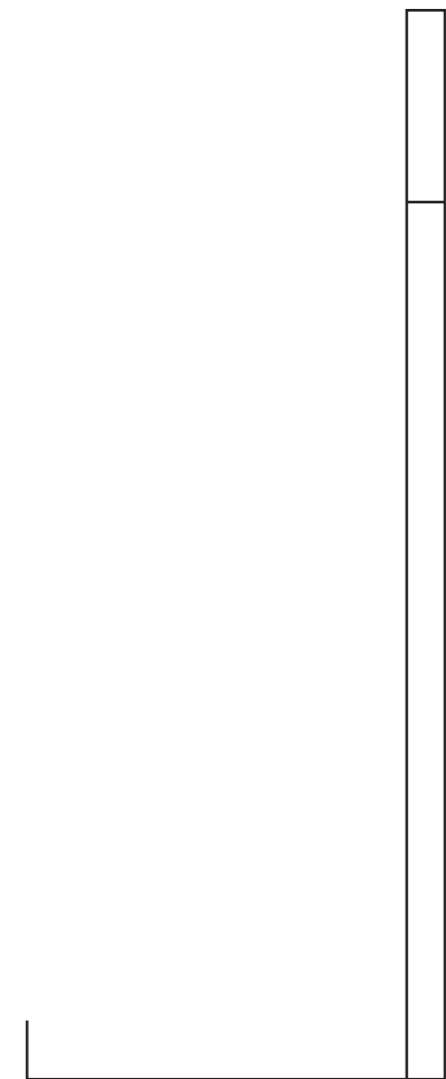
[10]



plan



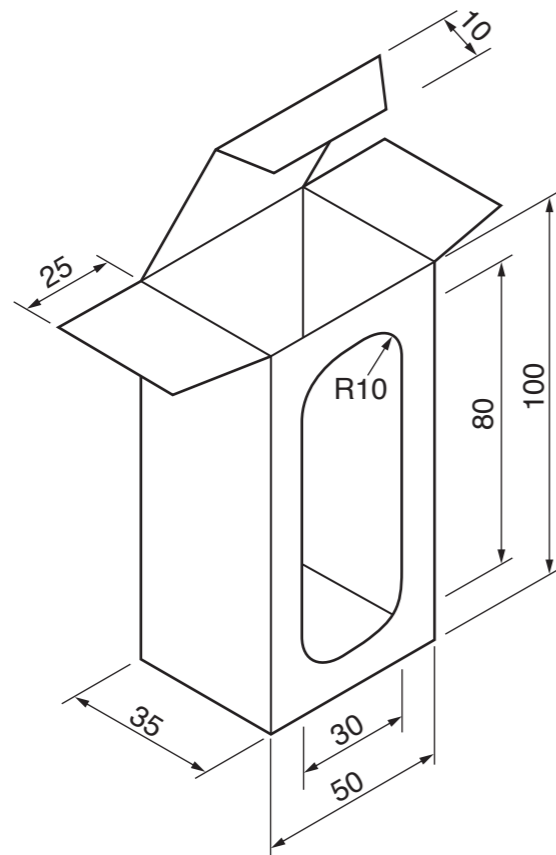
front view



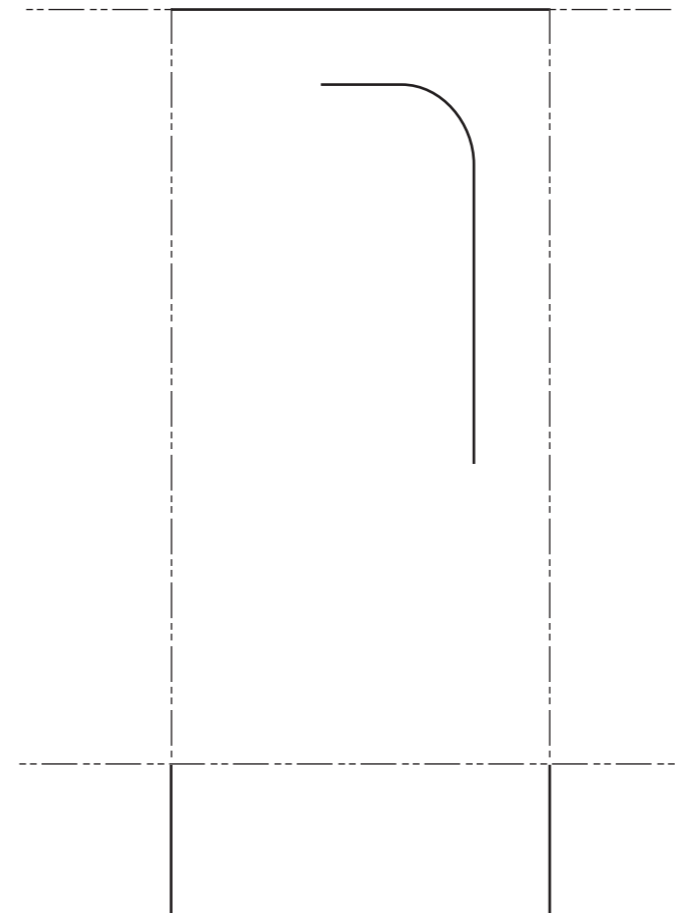
side view

**Section B**  
 Answer **either** question **B4** or **B5**.

**B4** A cardboard package for a shower gel bottle is shown below.



- (a) In the space to the right complete the one-piece development (net) of the package. [11]
- (b) Add to the development (net) sufficient glue tabs to join the sides together. [5]
- (c) Name a suitable adhesive for gluing the package together.  
 ..... [1]
- (d) The cardboard developments (nets) are to be cut using a die cutter.  
 State **one** advantage and **one** disadvantage of using a die cutter to cut the nets.  
 Advantage: ..... [1]  
 ..... [1]  
 Disadvantage: ..... [1]  
 ..... [1]
- (e) Name a suitable material for the clear plastic window in the package.  
 ..... [1]
- (f) The material for the window will be glued to the inside of the net.  
 State a suitable size for the window material to be cut out.  
 ..... [2]



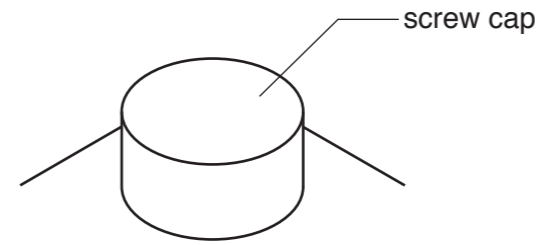
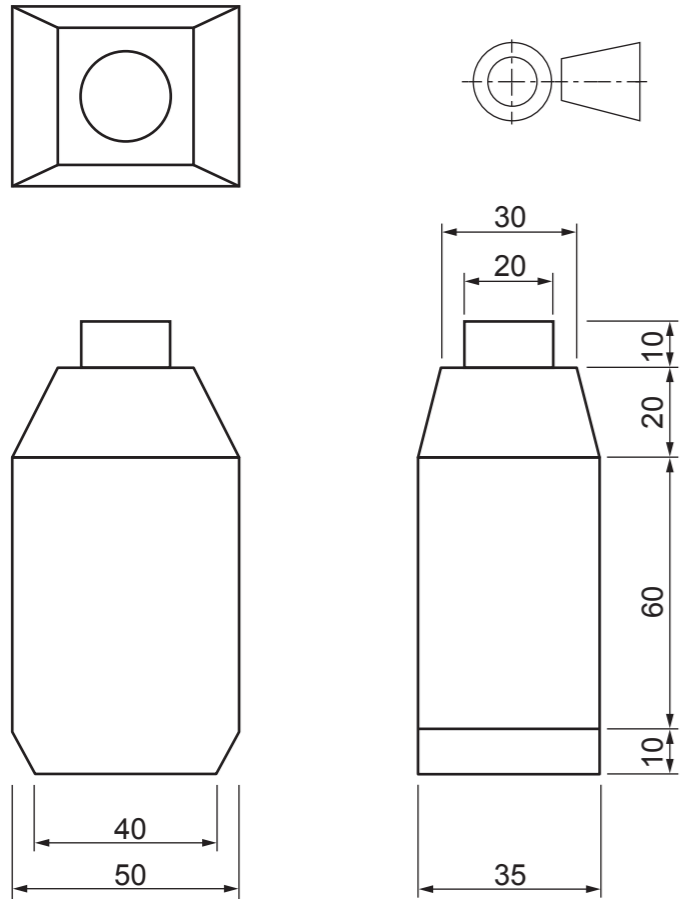
(g) In the space below draw a method of 'locking' the lid in place once the package is closed. [3]

	For Examiner's use

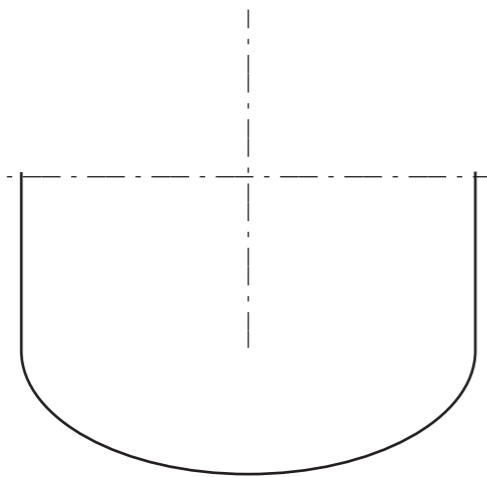
**0445/23** Oct/Nov 2018 **1 hour**  
© UCLES 2018 DC (KN/FC) 146160/3

Centre Number .....	Candidate Number .....	Candidate Surname .....	Other Names .....	<b>[Turn over]</b>
---------------------	------------------------	-------------------------	-------------------	--------------------

**B5** Orthographic views of the shower gel bottle are shown below.



- (a) In the space to the right, complete the isometric view of the bottle. [10]
- (b) Complete the 3:1 scale pictorial drawing of the screw cap below by adding the elliptical shape of the top face. [7]
- (c) Render the screw cap to look 3 Dimensional. [4]



(d) Describe the anthropometrical information the designer would consider when deciding on the size and shape of the lid.

.....

.....

.....[2]

(e) The symbols below will be printed onto the shower gel bottle. State the meaning of each symbol.



.....

.....

.....



.....

.....



.....[2]