

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.

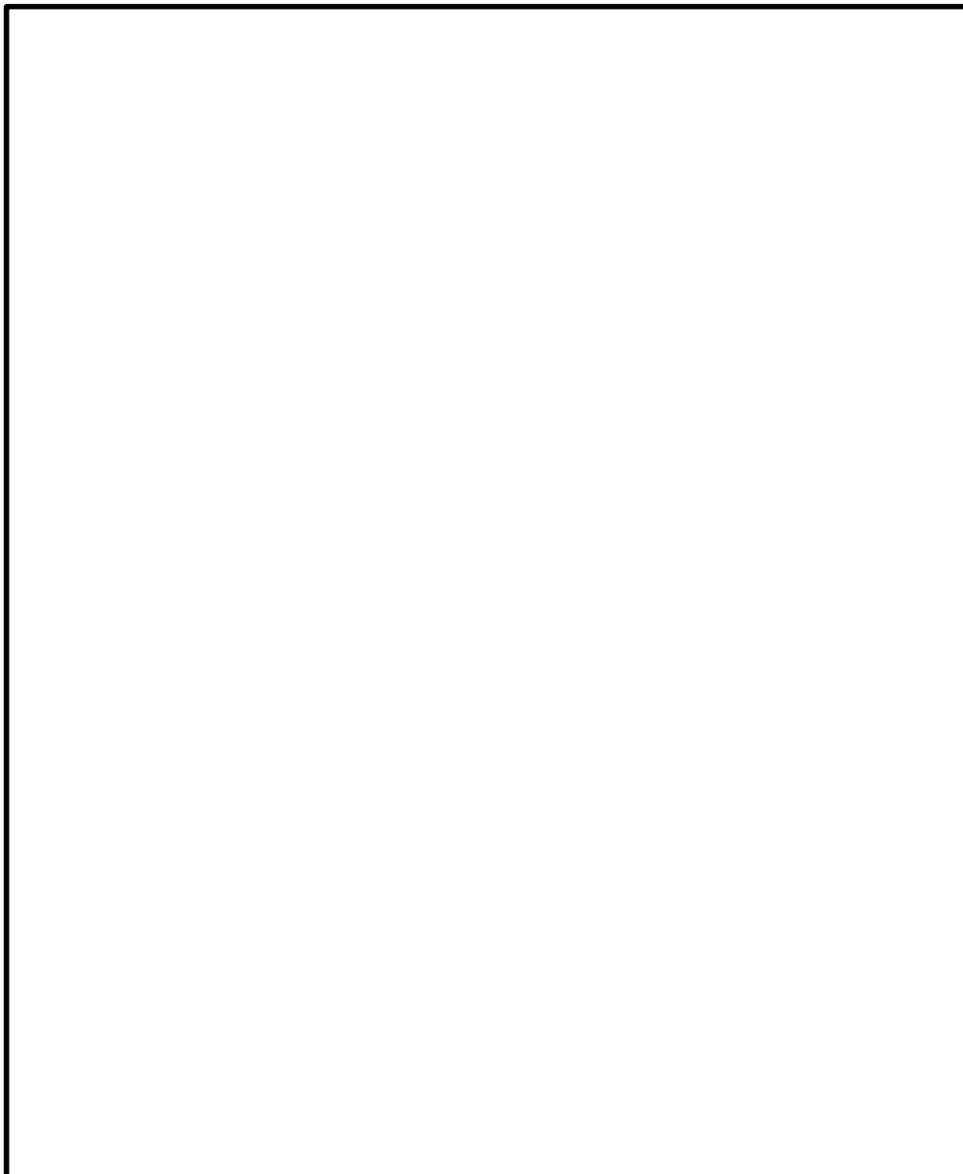
You have been asked to develop some ideas for an advertising campaign to promote the new event.

(a) Create a pre-production visualisation diagram for a full-page advert which could be included in a lifestyle magazine aimed at people aged 18 to 35.

Marks will be awarded for:

- content
- layout
- fitness for purpose
- annotations to justify decisions

[10 marks]

A large empty rectangular box with a black border, intended for the student to draw a pre-production visualisation diagram for a full-page advertisement. The box is currently blank.