

NCFE Level 1 Technical Award in Graphic Design (603/0844/8)
NCFE Level 2 Technical Award in Graphic Design (603/0845/X)

Mark scheme and marking guidelines

SAMPLE PAPER

Assessment brief

You are in your first job in a graphic design studio, working as a graphic designer.

You have been asked to produce graphic design work for a chain of sweet shops called **The BonBon Parlour**.

Your graphic design work needs to demonstrate the values of your client, The BonBon Parlour.

These are: **young, fun, yum!**

The target audience for the graphic design is children 5–13 years old.

Your brief is to produce **ONE** of the following design options for your client, The BonBon Parlour.

- a design for floor graphics **OR**
- a packaging design **OR**
- a poster design to be used on a bus shelter.

You have a total of 10 hours to complete the brief.

AO1	Identify graphic design possibilities					
Task 1 18 marks 20%	1-3	4-6	7-9	10-12	13-15	16-18
<ul style="list-style-type: none"> Identify what the client has asked you to do. State which is your chosen option. You should consider: <ul style="list-style-type: none"> the final outcome what the client wants you to communicate the target audience for the graphic design. Generate some first ideas. 	<p>Inconsistent link(s) between the requirements of the brief and first ideas.</p> <p>May be inaccurate and not meet all of the requirements.</p>	<p>Consistent link(s) between the requirements of the brief and basic first ideas.</p> <p>May be inaccurate and not meet all of the requirements.</p>	<p>Satisfactory link(s) between the requirements of the brief and first ideas.</p> <p>May be inaccurate and not meet all of the requirements.</p>	<p>Good links between the requirements of the brief and considered first ideas.</p> <p>Will be accurate and meet most of the requirements.</p>	<p>Very good links between the requirements of the brief and considered and effective first ideas.</p> <p>Will be accurate and relevant and meet most of the requirements.</p>	<p>Excellent links between the requirements of the brief and effective and insightful first ideas.</p> <p>Will be accurate and relevant and meet all of the requirements.</p>

AO2	Explore ideas and experiment with graphic design components					
Task 2 27 marks 30%	1-5	6-10	11-15	16-20	21-25	26-27
<p>Explore and experiment with graphic design components to refine your ideas.</p> <p>As your ideas develop, you need to consider:</p> <ul style="list-style-type: none"> • how the graphic design components will work with your chosen option • how you will make sure that your graphic design will communicate the values of your client (young, fun, yum!). <p>Graphic design components:</p> <ul style="list-style-type: none"> • colour • tone • line • composition • typography • use of imagery. 	<p>Inconsistent exploration and experimentation with some graphic design components, which lacks direction and consistent connections to the requirements of the brief.</p> <p>Ideas can lack direction and clarity.</p>	<p>Consistent exploration and experimentation with some graphic design components, which lacks direction and limited connections to the requirements of the brief.</p> <p>Ideas show some evidence of development and refinement.</p>	<p>Satisfactory exploration and experimentation with some graphic design components evident, which shows process and development with some connections to meet the requirements of the brief.</p> <p>Ideas show evidence of satisfactory development and refinement.</p>	<p>Good exploration and experimentation with all 6 graphic design components, which shows skill, direction and connection to the requirements of the brief.</p> <p>Ideas show evidence of good development and refinement.</p>	<p>Very good exploration and experimentation with all 6 graphic design components, which shows skill, direction with relevant connection to the requirements of the brief.</p> <p>Ideas show evidence of very good development and refinement.</p>	<p>Excellent exploration and experimentation with all 6 graphic design components, which consistently reference the requirements of the brief.</p> <p>Ideas show evidence of excellent development and refinement.</p>

AO3	Produce a completed graphic design(s)					
Task 3 36 marks 40%	1-6	7-12	13-18	19-24	25-30	31-36
<p>You must now produce a completed graphic design which meets your client's brief.</p> <p>Technical skills Use of materials and application of processes, including:</p> <ul style="list-style-type: none"> physical - proficient control of investigation and command of materials/processes digital - proficient control of digital manipulation and command of digital tools. 	<p>Completed design shows little understanding of the requirements of the brief.</p> <p>Basic use of graphic components but minimal skill evident.</p>	<p>Completed design shows consistent but limited understanding of the requirements of the brief.</p> <p>Some use of graphic components but limited skill evident.</p>	<p>Completed design shows a satisfactory understanding of the requirements of the brief.</p> <p>Satisfactory use of graphic components some skills evident.</p>	<p>Completed design shows good evidence of meeting the requirements of the brief.</p> <p>Good use of graphic components and good level of skill evident.</p>	<p>Completed design shows very good evidence of meeting the requirements of the brief.</p> <p>Very good use of graphic components and very good level of skill evident.</p>	<p>Completed design shows excellent evidence of meeting the requirements of the brief.</p> <p>Graphic design components are combined exceptionally well to create a design which is successful in all aspects. Excellent level of skill evident.</p>

AO4	Evaluate graphic design decisions					
Task 4 9 marks 10%	1	2	3	4-5	6-7	8-9
<p>Your manager wants you to provide an explanation of your choices for the client.</p> <p>Produce a review of your graphic design work. In your review, you need to consider:</p> <ul style="list-style-type: none"> • your choice of graphic design components • how you used graphic design components • any changes that you made from your first ideas, and your reasons for these changes • how well your graphic design meets the requirements of the brief • how your graphic design communicates the values of your client (young, fun yum!). 	<p>General conclusions about the use of graphic design components.</p> <p>Response to the challenges presented by the brief is not consistently identified.</p>	<p>Some simple conclusions about the use of graphic design components.</p> <p>Response to the challenges presented by the brief is consistently identified.</p>	<p>Some simple conclusions about the appropriate use of graphic design components.</p> <p>Satisfactory recognition of the link between the challenges presented by the brief and how they were resolved in the final design.</p>	<p>Detailed conclusions about the appropriate use of graphic design components. This may not be consistently linked to the work produced.</p> <p>Good description of processes used to resolve challenges presented by the brief in the final design.</p>	<p>Very good conclusions about the appropriate use of graphic design components. Justifications for selections are linked to the work produced.</p> <p>Very good description of processes used to resolve challenges presented by the brief in the final design.</p>	<p>Excellent conclusions about the final design including technical skills, appropriate graphic design components and justifications of selections clearly linked to the chosen design option.</p> <p>Excellent description of processes used to resolve challenges presented by the brief in the final design.</p>

Notes to examiners

Please note: the mark scheme can be additionally populated with specific examples related to the scenario as part of paper training and assessment development.

The learner should refine and fully develop one of their ideas from Task 1 to a final design.

A final design is required. The learner will be assessed on graphic design. The learner is not required to produce or mock up a graphic product.
