

External Assessment Instructions 1

NCFE Level 2 Certificate in Creative Studies:
Graphic Design (600/6907/7)

This is a sample instructions document

Please do not distribute this document to candidates; this is for centre use only. All Teachers and Invigilators must be familiar with the information in this document. This document should be kept secure at all times.

Introduction

This document should be used by centres to support the administration of the external assessment. It provides information which relates specifically to the NCFE Level 2 Certificate in Creative Studies: Graphic Design assessment. It should be read along with the Regulations for Conduct of External Assessment – V Certs. This document can be found on our website www.ncfe.org.uk or by contacting your Centre Support Assistant.

There is a separate External Assessment Instructions document per paper. It's important that you use the correct one.

Some external assessments include a preparatory period as well as a timed period. Both the preparatory period and the timed period are part of the external assessment. There are different levels of control that need to be applied to each and these are explained within this document.

The external assessment (both preparatory and timed period) must be independent from the teaching of the unit. Work completed during the teaching of the unit cannot be used in the external assessment. No stimulus materials used by the centre during the teaching of the unit can be used in the external assessment.

Candidates can use the internet during the assessment.

Candidates must complete all of the tasks independently. If any group work is undertaken during the preparatory period, such as using the internet together or preparing materials, the unique contribution of each candidate must be clearly attributable to that individual and securely authenticated.

The external assessment is set and marked by NCFE. This means centres must not alter the tasks in any way, nor should they assess, internally moderate or provide any feedback to the candidate during or following the external assessment.

The external assessment tasks and candidate evidence must not be photocopied or reproduced by the centre.

If you have any questions prior to administering the external assessment, please contact the External Quality Assurance team.

Time allowed

30 hours

There are 20 hours of preparation time. Candidates will work on Tasks 1, 2 and 3 during this time.

There are 10 hours of timed external assessment. This should be the time given to the candidates to complete the timed external assessment only and not include any preparation time. Candidates will work on Task 4 during this time.

All candidates must attempt all tasks. The tasks must not be altered in any way by the centre. Before each task you'll find reference to the assessment criteria addressed by that task. **Candidates must attempt all tasks in order to address all assessment criteria fully.**

Upon receipt of the external assessment, the centre must:

- make sure there are sufficient copies of the assessment for the number of candidates entered
 - make sure there are sufficient resources for the number of candidates entered (see specification). If candidates are using a computer/laptop/tablet to complete their external assessment, this must be the schools' own equipment and must be free from any material which will give the candidate an unfair advantage
 - provide a secure area where candidates can save their work during the timed external assessment. They must not have access to this area between the sessions
 - make sure that candidates are told to read the general instructions for candidates which appear on their assessment paper. A copy of these instructions is included in this document on page 12
 - distribute the papers to candidates in sufficient time to allow for 20 hours preparation prior to the timed assessment
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External assessment – preparation conditions

There are 20 hours of preparation external assessment time.

There are 3 set tasks within the external assessment which must be completed within the 20 hours preparation time.

The completion of the preparation tasks must be supervised by the Teacher and can be sat in the normal classroom environment. The tasks within the preparation period do not need to be invigilated. However, the preparation tasks must be treated independently from the teaching of the unit and candidates must complete all tasks independently. If any group work is undertaken during the preparatory period, such as using the internet together or preparing materials, the unique contribution of each candidate must be clearly attributable to that individual and securely authenticated.

Work completed during the teaching of the unit cannot be used in the external assessment. No stimulus materials used by the centre during the teaching of the unit can be used in the external assessment.

Centres can decide how the 20 hours of preparation external assessment time should be undertaken by candidates; however this time must **not** be increased, unless a reasonable adjustment request/special consideration has been applied to a particular candidate, in accordance with the Reasonable Adjustments and Special Considerations Policy which can be found on the NCFE website. Centres must keep their own records of the number of hours spent on the preparation period.

We advise that the following time is spent on each task, however this is only a guide and these timings are flexible within the available 20 hours:

- Task 1 12 hours
- Task 2 4 hours
- Task 3 4 hours

Centres may manage the 20 hours of preparation time as a series of sessions (eg 10 x 2-hour sessions). Centres must ensure that they have adequate supervision and management of the 20 hours and keep appropriate records.

Work produced in the preparation time must be stored securely and can only be accessed by the candidate or the Teacher for the period of the preparation time. The work produced in the preparation time can be taken into the timed external assessment to support the candidate in completing their timed external assessment tasks. Only the work completed to address the preparation tasks can be taken into the timed external assessment.

Candidates can use the schools intranet and internet for the preparation tasks to support their research and inform their final piece of work; however candidates cannot copy directly from the internet. Any information used from the internet must be acknowledged in their work. The final product must be the candidates own work.

The candidates must complete all tasks individually, if any group work is undertaken, such as using the internet together or preparing materials, the unique contribution of each candidate must be clearly attributable to that individual and securely authenticated.

Candidates must be supervised by the Teacher during this time. For example, during the preparation time:

- the Teacher can discuss the conditions in which the preparation tasks and timed external assessment tasks must be undertaken.
- the Teacher can discuss how the evidence should be laid out and if any electronic evidence is produced, the acceptable file types that can be used.
- Teachers should not label work on behalf of the candidate.
- the Teacher can help the candidates understand the brief and the associated tasks, however the candidate must decide how to approach the brief and associated tasks.
- the Teacher can discuss the grading descriptors to ensure the candidates understand what they're being graded against.
- the Teacher can help the candidate understand which Task relates to which Assessment Criterion.
- Teachers must not give any feedback about a candidate's individual work nor should the work be assessed or internally moderated.
- Teachers must supervise the development of work in order to monitor progress and to prevent plagiarism. If plagiarism occurs you must report it to NCFE immediately in accordance with the Malpractice and Maladministration Policy.
- preparation work must only be completed by the candidate in the classroom. Homework, such as research to support the preparation work may be set, but the preparation tasks as detailed in the external assessment must be completed in the classroom.

It's expected that the preparation work will make a significant contribution to the submitted work. Candidates **must** include their preparation work for assessment.

All work must be clearly labelled with the centre number, candidate name, candidate number and task number. If the candidate's evidence is in more than one form, all pieces must be labelled individually. Centres should not label the work on behalf of the candidate; this must be completed by the candidate. If an Examiner is unable to identify the evidence that relates to each Task, then the work may not be graded.

External Assessment – timed conditions

The tasks completed within the timed external assessment must be administered in accordance with the Regulations for the Conduct of External Assessments – V Certs.

The timed external assessment tasks must be treated independently from the teaching of the unit and candidates must complete all tasks independently.

Work completed during the teaching of the unit cannot be used in the external assessment. No stimulus materials used by the centre during the teaching of the unit can be used in the external assessment. Candidates must complete all of the tasks independently.

Candidates will have 10 hours under timed external assessment conditions to complete the required tasks.

Work produced in the preparation time can be taken into the timed external assessment to support the candidate in completing their timed external assessment tasks. Only the work completed to address the preparation tasks can be taken into the timed external assessment.

There is 1 set task within the external assessment which must be completed within the 10 hours under timed external assessment conditions.

Centres can decide how the 10 hours of timed external assessment should be undertaken by candidates; however this time must **not** be increased, unless a reasonable adjustment request/special consideration has been applied to a particular candidate, in accordance with the Reasonable Adjustments and Special Considerations Policy which can be found on the NCFE website. If a reasonable adjustment request/special consideration has been applied to a particular candidate this must be recorded on the Invigilator's Register.

Centres may manage the 10 hours of timed external assessment as a series of timed sessions (eg 5 x 2-hour sessions). Centres must ensure that they have adequate supervision and management of the 10 hours and keep appropriate records. An Invigilator must be present for the 10 hours. This must also be recorded on the Invigilator's Register.

However the 10 hours are managed, centres will be required to:

- administer the timed external assessment tasks in accordance with the Regulations for Conduct of External Assessment – V Certs
- provide suitably trained Invigilators, ensuring that they're familiar with the Regulations for the Conduct of External Assessment – V Certs
- ensure that work or evidence produced in the timed external assessment is stored securely and can only be accessed by the candidate or the Invigilator for the period of the timed external assessment
- ensure that the Invigilator's Register is completed at the end of the 10 hours timed external assessment period and any anomalies that occur during the timed external assessment period are recorded on the Invigilator's Register
- keep track of the number of hours spent on the timed external assessment and ensure the total is recorded on the Invigilator's Register

Candidates can have access to the schools intranet for the purpose of developing and hosting their final product (if applicable). The internet can also be used to test and launch the final product (if applicable). The product must be available to access externally by the Examiner. The final product must be the candidates own work.

All work must be clearly labelled with the centre number, candidate name, candidate number and task number. If the candidate's evidence is in more than one form, all pieces must be labelled individually.

Centres should not label the work on behalf of the candidate; this must be completed by the candidate. If an Examiner is unable to identify the work that relates to each Task, then the work may not be graded.

The work could include paper-based, digital and/or audio-visual work (as applicable).

All work submitted in an electronic version must be saved in an appropriate file format. The acceptable file formats are detailed on page 8.

The Candidate Front Sheet must be included with the candidate work.

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Guidance for centres on file formats

When candidates are submitting electronic work electronically it must be in a suitable electronic format.

If NCFE receive electronic evidence which is not on the list of accepted file formats, then we may not be able to examine the work. If this happens we will make the centre aware.

Work for the external assessment unit should be organised in a structured way so that the work can be accessed easily by the Examiner. The work can be stored on a separate storage medium per candidate; alternatively if only one storage medium is used for all candidates, the location of particular evidence must be made clear by naming each file and folder appropriately. If the work cannot be attributable to a particular candidate the Examiner will not be able to grade the work.

If NCFE is unable to grade the work then a Not Yet Achieved result will be given.

Audio files

Audio files should be stored on a CD, DVD or memory stick at near CD quality or better - eg. stereo, 16bit, 44.1kHz.

NCFE's preferred formats are Mp3, Wav and Aif/Aiff, but the following file formats are also acceptable:

Type
Flac
Wma
AAC
M4a

Video files

Video files should be tested so that they can be viewed on common cross-platform media playback applications. We'll be recommending that our Examiners view the video files on VLC player so candidates should ensure that the video can be viewed on this.

The following file formats are acceptable:

Type
Avi
Flv
Mov
Mp4
Mpg/Mpeg
Swf
Mkv
Wmv

Image files

The following file formats are acceptable:

Type
Bmp
Gif
Jpg/Jpeg
Png
Psd
Tga
tif/tiff
Wmf

Documents (inc spread sheets, text files, presentations etc)

When saving files created on a Mac, candidates must make sure the final file is saved as both a PC and a Mac version to allow the work to be examined. For example, if you're using 'Pages' on a Mac you must save your document as an 'MS Word' document.

NCFE's preferred format is Pdf, but the following file formats are also acceptable:

Type
Csv
Doc
Odg
Odp
Ods
Odt
Pps
Ppt
Rtf
Sxc
Sxd
Sxi
Sxw
Txt
Xls

Compressed files

The following file formats are acceptable:

Type
Rar compressed file
Zip compressed files

If NCFE receive electronic evidence which is not on the list of accepted file formats, then we may not be able to examine the work.

What happens next?

All completed candidate work and assessment material must be returned to NCFE within 1 working day of the last timed external assessment session. **Please remember to check that any electronic material is saved in an appropriate file format accepted by NCFE – see above.**

Once the work has been submitted to NCFE for marking, external standardisation will take place. The Examiners will grade a sample of the work in accordance with the grading descriptors that are detailed in the Qualification Specification to ensure that the grades are being applied consistently across all Examiners. The work of all of the candidates will be marked against the assessment criteria and the results will be released. The results will be released in accordance with the marking windows. A result of Not Yet Achieved, Pass, Merit or Distinction will be issued for each candidate.

If a candidate or centre disagrees with the outcome of the external assessment, the centre may appeal to NCFE on behalf of the candidate. The Appeals and Enquiries about Results Policy can be found on our website www.ncfe.org.uk.

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The following appears on the candidate's copy of the external assessment.

General instructions for candidates

- You **MUST** attempt all of the tasks to address all assessment criteria fully. You cannot achieve a Pass grade unless you meet the required standard in all the tasks.
 - Make sure you're familiar with the assessment criteria and grading descriptors for this unit. These are included at the back of this external assessment paper. If you're aiming for a Merit or Distinction it's particularly important that you're familiar with what these grades require, as you work through the tasks.
 - Read the tasks carefully and make sure that you understand:
 - what you need to do to complete the assessment
 - what you need to submit
 - how much time you need to allow for each task.
 - Talk to your Teacher about anything you are unsure of during the preparation period.
 - All of the work you submit must be your own.
 - Make sure that all of your work (including preparation work and timed external assessment work) is clearly identified with your name, your centre number, your candidate number and relevant task numbers.
 - The Invigilator will explain where you will save your work between each external assessment session.
 - Record all your responses, ideas, thoughts and developments in a suitable format, eg in a portfolio, drawing book, sketchbook, notebook or in a digital form.
 - Try out, test and record your ideas; don't rely on your first idea only, continually review your progress and re-evaluate your ideas.
 - You can use your school's intranet and the internet for the preparation tasks to support your research and inform your final piece of work; however you cannot copy directly from the internet. Any information used from the internet must be acknowledged in your work.
 - You can use your school's intranet for the timed external assessment tasks for the purpose of developing and hosting your final product. The internet can also be used to test and launch the final product (if applicable).
 - If you're using an external storage device to save your work, you should check that your work can be opened once you've onto it.
 - You're not allowed to use the internet during the external assessment.
 - Once you've completed your external assessment you must sign the candidate declaration on your Candidate Front Sheet, to declare that the work produced is your own, and submit it with your work.
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External assessment

You **MUST** attempt all Tasks in this external assessment.

Magazine double page layout

This activity is about designing **three** alternative double page layouts for a magazine.

You're required to understand and interpret a design brief. In doing so, you'll consider different visual techniques and language and show how your findings inform your ideas. Page layout design is the subject of the activity. You should focus on the design and not spend too much time on the content. **The subject content will not be assessed; it's the page layout design that's being assessed.**

Brief

Your client 'Freestyle Media' is a publishing company that produces a range of magazines.

You must choose **one** of the following types of magazine:

- sports magazine
- fashion magazine
- comic/graphic magazine
- music magazine

The target audience is 15 – 28 years old, therefore you should design the page layouts with your target audience in mind. Your layout designs must also reflect the type of magazine you have chosen.

Your client requires you to produce **three** different designs for a double page layout for an article in your chosen magazine. For example if you choose a Sport Magazine, you will produce three alternative double page layout designs to include a relevant sports article.

You'll produce the page layout but you don't need to include the whole article/text itself. You may use dummy text if you wish, although some of the words or letters from your article can be used in your design. You should focus on the design and not spend too much time on the content. The content is not being assessed; it's the design that's being assessed. You can also use your own photographs/illustrations. You may use stock images if you wish. The layout should be eye-catching, reflective of your target audience and engage the reader.

These are the tasks the candidates will be expected to complete.

These have been split up into what tasks should be completed within the preparation time and what tasks should be completed within the timed external assessment.

Centres must not alter the external assessment tasks in any way.

These are the tasks you need to do in your preparation time:

Task 1

You must ensure your work in Task 1 addresses assessment criterion: 1.1. You can refer to the assessment criteria within the grading descriptors at the end of this document.

This task is about experimenting with graphic techniques and visual language to communicate a range of ideas for your double page layout designs. Within this task you need to demonstrate your graphic design skills to produce a variety of alternative ideas in response to the brief.

You need to keep a record of your ideas and experimentation.

Identify the external factors which affect the development of your ideas, specifically the client's requirements (noted in the design brief on page 3).

You may find it helpful to seek feedback on your ideas from other people including your Teacher.

It's recommended that you spend around 12 hours on this Task.

Task 2

You must ensure your work in Task 2 addresses assessment criterion: 1.2. You can refer to the assessment criteria within the grading descriptors at the end of this document.

From Task 1 you'll have a number of initial ideas in response to the brief. You should now plan to develop these with reference to timescales and practical considerations.

Plan how you'll use the rest of your preparation time to develop your ideas and how you'll use your timed assessment to produce the three double page layout designs.

Record how your work progresses making continuous reference to the design brief. You should reflect on the strengths and weaknesses of your ideas, making notes to show why you've rejected some ideas and chosen to develop others.

It's recommended that you spend around 4 hours on this Task.

Task 3

You must ensure your work in Task 3 addresses assessment criterion: 1.3. You can refer to the assessment criteria within the grading descriptors at the end of this document.

This task is about selecting materials, techniques and equipment to be used in your timed assessment in Task 4 to produce your three double page layout designs.

Record how you select appropriate graphic materials, techniques and equipment in response to the brief, noting why they are appropriate.

You must clearly show how your selections refer to the design brief by creating visual and written records.

It's recommended that you spend around 4 hours on this Task.

This is the task you need to do in your timed external assessment.

Task 4

You must ensure your work in Task 4 addresses assessment criterion: 1.4. You can refer to the assessment criteria within the grading descriptors at the end of this document.

Now you've selected your ideas to take forward, you'll develop three double page layout designs. You'll show your developments via three design sheets.

You must show how you've responded to the external factors of the design brief as identified in Task 1. These will include the client's requirements and any feedback you've received.

You don't need to present your ideas as finished pieces of work in this external assessment; this task is about showing how you have developed your ideas.

It's important that you demonstrate your graphic design skills as creatively as you can via the design sheets.

It's recommended that you spend up to 10 hours on this Task.

What you need to hand in after your external assessment

At the end of the timed external assessment you'll hand in:

Preparation work – Tasks 1, 2 and 3

- a record of your ideas and experiments as detailed in Task 1 (including identified external factors and any feedback you've received). This should be a visual and written record.
- your planning and progress records/notes, as detailed in Task 2. This should be a visual and written record.
- a record of your selections of materials, techniques and equipment and how these relate to the design brief, as detailed in Task 3. This should be a visual and written record.

Timed external assessment work – Task 4

- design sheets showing graphic solutions in relation to the design brief and its specification as detailed in Task 4. Your three alternative double page layout designs should be clearly labelled.

All work that you submit electronically must be in a suitable file format, **which can be accessed by the Examiner.**

All the work you submit for the external assessment must be clearly identified with your name, your centre number, your candidate number and the task number to ensure the Examiner is able to grade it.

Make sure you've included and signed the candidate declaration on the Candidate Front Sheet.

Grading descriptors

The grading descriptors are detailed below. If you're aiming for a Merit or Distinction it's particularly important that you're familiar with what these grades require, as you work through the tasks

Assessment criteria	Pass	Merit	Distinction
1.1 Apply a range of visual techniques and visual language to communicate a variety of alternative ideas and graphic design solutions in relation to the design brief	<p>candidates apply a range of visual language and techniques to communicate ideas and solutions appropriate to the design brief</p>	<p>candidates investigate a range of visual language and visual techniques clearly to communicate ideas and graphic design solutions in relation to the design brief</p>	<p>a range of visual techniques and visual language is skilfully and convincingly applied</p> <p>candidates use techniques and visual language to fluently communicate ideas and graphic design solutions in relation to the design brief</p>
1.2 Demonstrate planning and recording progress towards meeting the outcomes of the design brief	<p>candidates plan work and make connections between activities over time</p> <p>records of progress which are appropriate to the design brief are produced</p> <p>records show sufficient awareness of strengths and weaknesses in order to make steady progress</p>	<p>candidates reflect on, analyse and demonstrate critical understanding of progress towards meeting the outcomes of the design brief</p>	<p>planning shows creativity, initiative and originality</p>

Grading descriptors (cont'd)

Assessment criteria	Pass	Merit	Distinction
1.3 Select graphic materials, techniques and equipment to meet the design brief and its specifications	candidates select graphic materials, techniques and equipment which are appropriate for the design brief and its specification	candidates demonstrate the properties of the selected materials, techniques and equipment and understand their potential to meet the design brief and its specifications	candidates use selections to convincingly and fluently achieve solutions to the design brief and its specifications
1.4 Develop ideas and solutions in response to external factors	candidates develop ideas and solutions in response to external factors	candidates clearly understand the implications of external factors and develop ideas and solutions accordingly	candidates embrace external factors with creativity and originality

This is the end of the assessment.

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