

External Assessment Practice Paper 1

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

This is NOT a live paper

Time allowed: 30 hours

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30 hours

There are 20 hours of preparation time. You'll work on Tasks 1, 2 and 3 during this time.

There are 10 hours of timed external assessment. You'll work on Task 4 during this time.

PRACTICE

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 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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