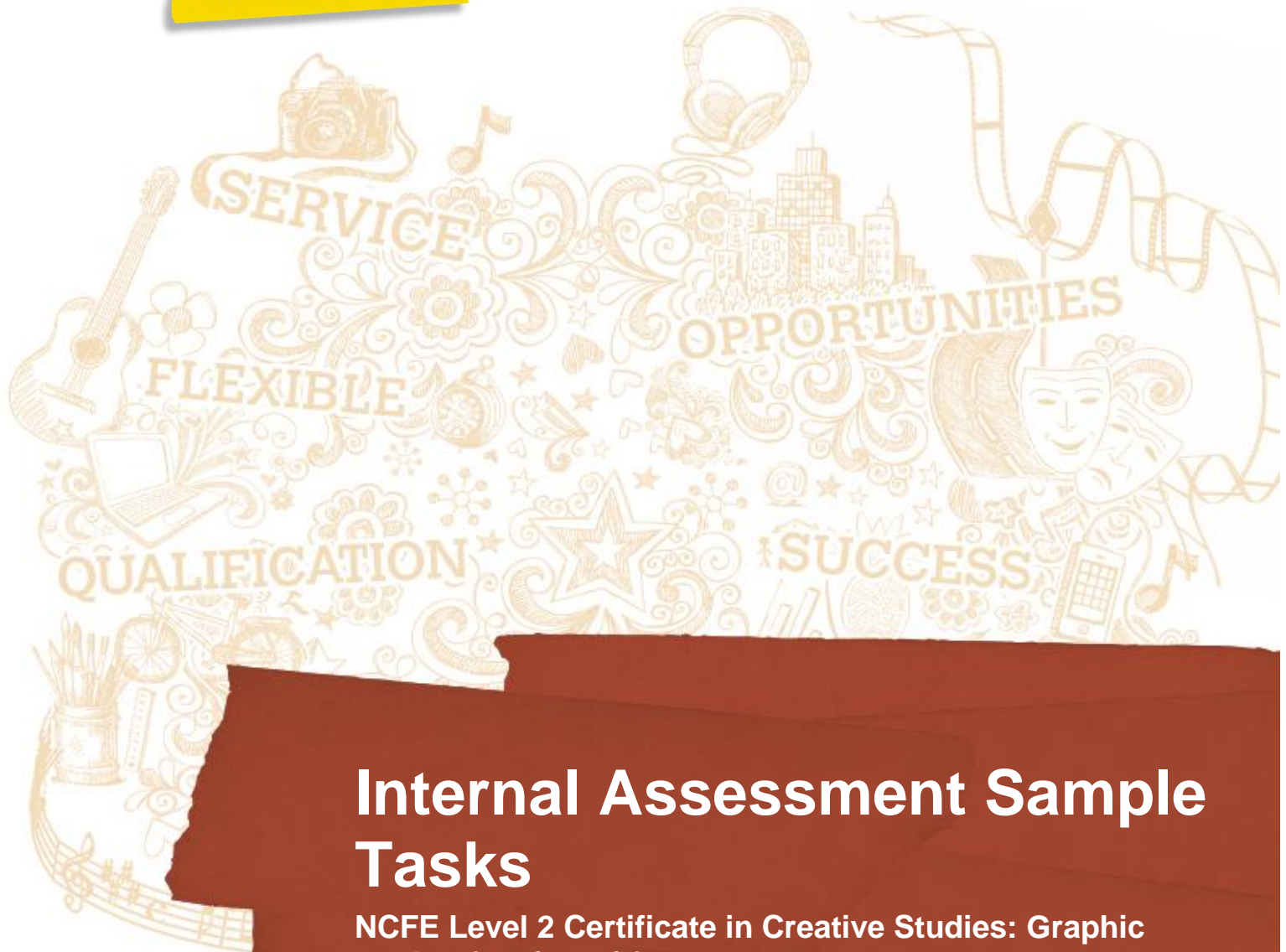


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Internal Assessment Sample Tasks

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

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NCFE has created a set of sample tasks for each unit which you can contextualise to suit the needs of your candidates to help build up a portfolio of evidence. The tasks have been created to cover all the learning outcomes and assessment criteria for each unit and provide opportunity for stretch and challenge.

To allow you the freedom to apply local or topical themes appropriate to your candidates, we've left the subject of the tasks open for you to design for each unit. You should plan the subject and apply the brief to the tasks in a way that suits your candidates and relates to local need.

Grading descriptors have been written for each assessment criterion within a unit. Assessors must be confident that as a minimum, all assessment criteria have been evidenced and met by the candidate. Assessors must make a judgement on the evidence produced by the candidate to determine the grading decision for the unit as a whole.

The grading descriptors for each unit can be found in Section 4 (page 23) of the Qualification Specification. Assessors should also refer to the grading criteria glossary of terms which can be found in Section 7 of the Qualification Specification. More information about internal assessment can be found in our Qualification Specification in Section 2 (page 12).

Authenticity

It's important to ensure that the work produced by each candidate is authentic and original – this can be recorded using the assessment declaration on the Candidate Front Sheet.

Teachers should:

- ◆ supervise work to monitor progress and also prevent plagiarism
- ◆ supply evidence of their supervision and authenticate all work submitted for assessment
- ◆ ensure that any evidence provided which hasn't been produced by the candidate is referenced and acknowledged.

Assessors must countersign the assessment declaration on the Candidate Front Sheet to authenticate the candidate's work.

Writing a brief

Your brief should give the candidate sufficient information for them to understand what the topic or theme is that they're working to. It'll help to cover the following points so that the candidate can develop their ideas:

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- ◆ an introduction about the company or organisation that you're basing the brief on (eg what it does and what market it's in)
- ◆ what the organisation wants to achieve from the brief (eg increased publicity, new branding)
- ◆ size of final commission if appropriate or how the commissioned work is to be used (eg logo on letterheads, music for an advert, public artwork)
- ◆ cost or budget (if appropriate)
- ◆ any of other information you feel would be useful.

Unit 01 Understand graphic processes, materials and techniques (J/504/0809)

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Internal assessment task

Introduction

Graphic designers are skilled in their understanding of a brief and in the use of materials. Their work is simultaneously practical and theoretical. How these approaches work together is what this unit is about. You'll work with materials, techniques and processes and work on the development of your skills. You'll also consider the use of typography. Your Teacher will provide you with a graphic design brief.

Task 1 (AC 1.1, 1.4)

Clearly show, using written and visual forms, that you have interpreted the requirements of the brief and understand its specification, details and function. You'll also show how you intend to incorporate typography in the development of your work and in your final outcome.

Task 2 (AC 1.6)

Carry out an initial health and safety risk assessment of your working environment.

Task 3 (AC 1.3)

Choose at least 3 potential outcomes which are relevant to the brief and to its function. Identify and explain the elements and terminology associated with each outcome.

Task 4 (AC 1.2)

Explore potential materials and select the most appropriate according to the specification of the brief for each outcome. Explore potential techniques and select the most appropriate according to the specification of the brief for each outcome. Explore potential characteristics and select the most appropriate according to the specification of the brief for each outcome. Explore potential processes and select the most appropriate according to the specification of the brief for each outcome. Explore potential equipment and select the most appropriate according to the specification of the brief for each outcome. Record your investigations and the reasons for your selections.

Task 5 (AC 1.4)

Produce ideas (at least 3) for the use of typography as part of your graphic design solution. Your typography ideas will at least include font, layout, shape, density, balance and colour.

Task 6 (AC 1.5)

Work on the graphic design solutions using the materials, techniques and processes you've chosen. Keep a record of your progress and show how your skills have improved.

Unit 01 Understand graphic processes, materials and techniques (J/504/0809) (cont'd)

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Internal assessment task (cont'd)

Task 7 (AC 1.7)

Carry out a health and safety risk assessment of the materials, processes, equipment and techniques that you use as your work progresses.

Types of evidence:

- ◆ research file
- ◆ sketchbook/notebook
- ◆ style sheets
- ◆ final outcomes produced in response to a graphic design brief.

Unit 02 Research sources of ideas in a graphic design context (A/504/0810)

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Internal assessment task

Introduction

Graphic designers communicate ideas through visual means. The quality and context of ideas is one of the reasons why graphic design is so exciting. This activity is about investigating and selecting ideas for graphic design. Your teacher will provide you with a graphic design brief. The brief will clearly identify a theme. This will be the focus of your work for the unit.

Task 1 (AC 1.5)

Carry out a health and safety risk assessment of your working environment before you begin work on the brief.

Task 2 (AC 1.1)

As you begin working on the brief you'll build your ideas, gathered from a range of primary and secondary sources. You'll need to show that you clearly understand the difference between primary and secondary sources and that your ideas are attributable to one or the other. Using visual and written forms, record your ideas according to a primary or secondary source. From the range of sources you've gathered, you'll judge which are the most relevant to the brief you're working on. Using visual and written forms, record your assessment of the relevance of the sources you've found.

Task 3 (AC 1.2)

Consider the secondary sources you've selected in Task 2. These may include graphic images, visual arts, professional market research, stock image banks, typeface libraries, commercial packaging and illustrations etc. Each of the sources you've chosen will have been created in particular circumstances. This is called the context. You need to find out about the context of the secondary sources you've chosen. Using visual and written forms, illustrate your findings.

Task 4 (AC 1.3)

You're required to look for and recognise influences in the sources you've selected from the graphic environment. These could include visual references, historical or contemporary references, cultural or fashion styles, working methods or the work of other designers. Using visual and written forms, describe the influences you've found.

Task 5 (AC 1.4)

Think about the work you've done so far with ideas and sources. You've looked at influences, contexts and relevance to the brief you're working on. You now need to select ideas which could be developed further. Using visual and written forms, describe the ideas for development, why they would be suitable and how they could be developed.

Unit 02 Research sources of ideas in a graphic design context (A/504/0810)

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Internal assessment task (cont'd)

Task 6 (AC 1.6)

Carry out a health and safety risk assessment of your working environment during your work on the brief.

Types of evidence:

- ◆ notebooks
- ◆ research files
- ◆ sketch books
- ◆ mood boards.

Unit 04 Plan, produce and present final graphic design work (J/504/0812)

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Internal assessment task

Introduction

Graphic designers can be required to take ideas through technical and visual processes and produce a 'one-off' final work themselves. The presentation of graphic work is an exciting aspect of the design process. The application of developed ideas and the quality of the final work is important when presenting to a client in a professional environment. Final work should be presented in a way which demonstrates an understanding of the context of the design outcome. A perceptive presentation can demonstrate a convincing connection between the work and its context. For this unit your Teacher will set you a brief. The focus of this unit is planning, producing and presenting final work.

Task 1 (AC 1.5)

Carry out a health and safety risk assessment of your working environment before you begin work on the brief.

Task 2 (AC 1.1)

Before you begin working on the brief you'll need to consider each aspect of producing and presenting your final work. You'll have design ideas and presentation ideas. You'll need to prepare and produce a schedule for the production of your final work. You need to show when you'll apply particular skills, materials and techniques. You must show that you clearly understand the order in which activities take place.

Task 3 (AC 1.2)

You'll have a number of ideas in response to the brief. These will have been gathered from a range of primary and secondary sources. You'll judge which are the most relevant to the brief you're working on and how you're going to apply them. Using visual and written forms, record the progress you make in applying your developed ideas to the production of your work.

Task 4 (AC 1.3, 1.4)

As you work on the production of your final outcome you'll use a range of materials, techniques, visual skills and technical skills. These combine to ensure that the quality of the final work is consistent with a professional presentation. Keep notes on your progress which show how you have effectively used visual and technical skills and how you effectively and competently use materials and techniques.

Task 5 (AC 1.5)

Carry out a health and safety risk assessment of the materials, processes, equipment and techniques that you use as your work progresses.

Unit 04 Plan, produce and present final graphic design work (J/504/0812)

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Internal assessment task (cont'd)

Task 6 (AC 1.6)

Think about the work you've done so far and how you're going to present it. You'll need to consider if your initial plan for presenting your work is appropriate for the way the outcome is developing. You now need to select a presentation method which is appropriate for the context of your work and ideas. Once you've confirmed the presentation method you intend to use, record this in your work schedule.

Task 7 (AC 1.7)

Evaluate your final work and the way you've presented it. The evaluation may be written, or a record of responses to oral questioning, and it should refer to the success or otherwise of the final work. It will include the use of materials and techniques, the use of sources of ideas, the development of ideas and the final design solution with reference to the design brief.

Types of evidence:

- ◆ records of planning and preparation
- ◆ records of progress, research files
- ◆ records of evaluation.
- ◆ presentation of final work.

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