

External Assessment

NCFE Level 2 Certificate in Creative Studies:
Graphic Design

(600/6907/7)

Develop ideas and graphic solutions

Paper number: P000272

Assessment window: 1 September 2015 – 20
November 2015

Time allowed

30 hours

The External Assessment is in 2 parts; A and B.

Part A - 20 hours

- You'll work on tasks 1, 2 and 3 during this time.
- 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

Part B - 10 hours

- You'll work on task 4 during this time.
- We advise that the following time is spent on task 4, *however this is only a guide and you may not require the full 10 hours:*

Task 4	10 hours
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Instructions for learners

- Read the paper carefully and make sure you understand all of the instructions before you start work.
- Complete your personal details on your Front Cover Sheet.
- 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.
- You can use the work developed during part A when producing your final outcome for part B.
- Make sure all the equipment and materials that you might need are available before you start any tasks.
- You might like to use the checklist at the end of this document to check all your work has been completed.
- All the work you submit for the external assessment must be clearly identified with your name, your centre number, your learner number and the task number so that the Examiner is able to grade it.
- All of the work you submit must be your own.

Guidance for learners

- Make sure you're familiar with the assessment criteria and grading descriptors for this unit. These are included along with the tasks in 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.
- The Invigilator will explain where you will save your work between each external assessment session.

Resources

- You may use all of the material given within the external assessment paper.
- You may use any specialist equipment to produce your work.
- In the timed assessment you may use all of the material you have produced during the preparation time.
- You can use your school's intranet and the internet in this assessment. Any information used from the internet must be acknowledged in your work.
- You may require the following resources when working through the tasks:
 - **Task 1** – Paper, Sketch Pads, Graphics Tablets, Drawing Tools, Painting Tools, Access to a PC, Access to Image Editing Software
 - **Task 2** – Paper, Sketch Pads, Drawing Tools, Access to a PC, Access to Word Processing Software, Graph Paper
 - **Task 3** – Paper, Sketch Pads, Graphics Tablets, Drawing Tools, Painting Tools, Access to a PC, Access to Image Editing Software
 - **Task 4** – Paper, Sketch Pads, Graphics Tablets, Drawing Tools, Painting Tools, Access to a PC, Access to Image Editing Software

External assessment

Design brief

Your client, **Ochre**, is a confectionery company. They produce sweets, chocolates, biscuits and cakes.

They've asked you to design their new logo.

The company's requirements are:

- the company name **Ochre** must be included in the logo design.
- you must show how the logo will look on a business card.
- you must show how the logo will look on the side of a van.

This assessment is solely about designing a logo in response to the design brief. At the end of this assessment you will produce a digital or paper based design. You are not required to produce an actual business card or model of a van.

These are the tasks you need to do in part A:

Make sure that you separate tasks 1 and 2, and label each task clearly.

Task 1

You must ensure your work in Task 1 addresses assessment criterion: 1.1. You can refer to the assessment criteria below the task.

Use a range of graphic design techniques and visual language to develop possible ideas to meet the design brief. These could include:

- experiments with wet or dry media
- digital design
- experiments with colour, tone, shape, line and texture
- work with photographs
- collage or printmaking
- graphic design techniques
- experiments with different fonts and typographical layouts

Your ideas could relate to:

- the name Ochre and its associations
- past and present examples of company logos
- the logos of other confectionery companies

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

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	learners apply a range of visual language and techniques to communicate ideas and solutions appropriate to the design brief	learners investigate a range of visual language and visual techniques clearly to communicate ideas and graphic design solutions in relation to the design brief	a range of visual techniques and visual language is skilfully and convincingly applied learners use techniques and visual language to fluently communicate ideas and graphic design solutions in relation to the design brief

Task 2

You must ensure your work in Task 2 addresses assessment criteria: 1.2. You can refer to the assessment criteria below the task.

- a) Produce a **record of your progress** so far. It must show:
- which ideas will best meet the design brief.
 - why you've rejected some ideas and chosen to develop others.
- b) Produce a **plan** showing:
- the activities you need to do to meet the design brief in the time available.
 - the order in which you intend to do these activities.
 - the creative opportunities that the brief presents
 - the difficulties you think you would come across
 - resource requirements
- You may also want to think about:
- how you could overcome the concerns or difficulties you may experience

Your evidence for Task 2 could be on paper or in digital form.

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

Assessment criteria	Pass	Merit	Distinction
1.2 Demonstrate planning and recording progress towards meeting the outcomes of the design brief	learners plan work and make connections between activities over time records of progress which are appropriate to the design brief are produced records show sufficient awareness of strengths and weaknesses in order to make steady progress	learners reflect on, analyse and demonstrate critical understanding of progress towards meeting the outcomes of the design brief	planning shows creativity, initiative and originality

Task 3

You must ensure your work in Task 3 addresses assessment criterion: 1.3. You can refer to the assessment criteria below the task.

- a) Experiment with a range of potential graphic materials, techniques and equipment to demonstrate their properties.
- b) Select the most appropriate graphic materials, techniques and equipment for your logo design for **Ochre**.
- c) You must clearly state why these selections are appropriate for the design brief.

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

Assessment criteria	Pass	Merit	Distinction
1.3 Select graphic materials, techniques and equipment to meet the design brief and its specifications	learners select graphic materials, techniques and equipment which are appropriate for the design brief and its specification	learners demonstrate the properties of the selected materials, techniques and equipment and understand their potential to meet the design brief and its specifications	learners use selections to convincingly and fluently achieve solutions to the design brief and its specifications

These are the tasks you need to do in part B:

These tasks must be done under invigilated conditions. You may use your work from part A when completing these tasks.

Make sure that you separate and label each task clearly.

Task 4

You must ensure your work in Task 4 addresses assessment criterion: 1.4. You can refer to the assessment criteria below the task.

Using your ideas, develop your logo designs.

Remember that your logo must include the word **Ochre** and you must show how the logo will look on a business card and on the side of a van.

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

Assessment criteria	Pass	Merit	Distinction
1.4 Develop ideas and solutions in response to external factors	learners develop ideas and solutions in response to external factors	learners clearly understand the implications of external factors and develop ideas and solutions accordingly	learners embrace external factors with creativity and originality

What you need to hand in after your external assessment

At the end of the external assessment you'll hand in the following work to your Invigilator:

External Assessment Checklist		
		Tick
Task 1	<ul style="list-style-type: none">Physical or digital records of your own work with a range of visual techniques communicating your own ideas.Physical or digital records of your own work with a range visual language communicating your own ideas.A record of alternative ideas in response to the design brief.	
Task 2	<ul style="list-style-type: none">An annotated record of the work done in Task 1.A description of the strengths and weaknesses of the ideas.A clearly indication of your selected ideas.A work plan for Task 3.A work plan for Task 4.	
Task 3	<ul style="list-style-type: none">Records of experiments with materials, techniques and equipment.A clearly indication of your selected materials, techniques and equipment that you intend to use to meet the design brief.A description of why these selections are appropriate.You may want to also describe the creative potential of these materials , techniques or equipment and how you intend to use them.	
Task 4	<ul style="list-style-type: none">A developed idea in response to Ochre brief for a van side.A developed idea in response to Ochre brief for a business card.	

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

Make sure you've included and signed the learner declaration on your Learner Front Sheet.

You **must** make sure that the tasks are clearly separated and that each individual task is correctly numbered.

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

You may submit your responses digitally or in hard copy. If you submit digital work you must ensure it has been transferred appropriately to the storage media and the files can be opened.

This is the end of the assessment