



External Assessment

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

Develop ideas and graphic solutions

Paper number: Sample

Assessment window: Sample Paper (This is not a live paper)

Complete your details below:

Centre name		Centre number	
Learner name		Learner number	
Learner declaration: I confirm that the work contained in this External Assessment is all my own work. I have not copied work from anyone else. I have not copied work directly from handouts/internet/textbooks or any other publication. If I have used a quote, then I have referenced this appropriately. My full name above is my registered name with NCFE.			
Learner signature:	Sample	Date:	Sample

Time allowed – 30 hours

Examiner use only

The External Assessment is in two parts: **Part A** and **Part B**.

Part A – supervised conditions – 20 hours

- You will 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

AC	Grade
1.1	
1.2	
1.3	
1.4	

Part B – invigilated conditions – 10 hours

- You will work on Task 4 during this time.
- We advise that the following time is spent on Task 4.
However, this is only a guide.

Task 4	10 hours
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Instructions for Learners

- Read each **Task** carefully and check:
 - what you need to do to complete the assessment
 - how much time you need to allow for each Task.
- 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 use the assessment criteria and grading descriptors for this External Assessment; these are found at the end of each task.
- All the work you submit for the External Assessment **must** be clearly identified with:
 - your name and learner number
 - centre name and centre number
 - Task number.
- Make sure that you separate all Tasks 1, 2, 3 and 4 and label each Task clearly.
- All work for this External Assessment **must** be completed within the supervised and invigilated timed sessions.
- All of your work **must** be handed in to your supervisor or invigilator between each timed session.
- You **must** use the checklist at the end of this document to check all your work has been completed.

Resources

- You may use any specialist equipment required.
- You **can** use the internet in this assessment. Any information used from the internet **must** be acknowledged in your work.

Evidence

- No electronic submissions will be allowed for this external assessment. All learner work **must** be printed out and attached securely to the external assessment paper.

Evidence Types

- Your evidence for **Task 1–3** could include, for example:
 - mind maps
 - notes
 - technical notes
 - annotated sketches/pad pages
 - blog entries
 - samples
 - written statements
 - spreadsheets
 - tables
 - written report.
- Your evidence for **Task 4** could include, for example:
 - final design boards
 - presentation.

DO NOT TURN OVER UNTIL YOU ARE INSTRUCTED TO DO SO BY THE SUPERVISOR OR INVIGILATOR

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Design Brief

Gifts Direct

Gifts Direct is an exciting new online stationary company. To accompany their Internet launch they are introducing some new products. Their products will be available in the following design themes:

- vintage travel
- black and white
- nautical.

Gifts Direct have commissioned you to develop a graphic design for **ONE** of these themes.

To meet the external factors you **must** demonstrate how your graphic design:

- will appear as a repeat pattern for wrapping paper
- will appear on a gift tag
- will look on a square gift bag.

There are some constraints you must work within:

- you **must not** use photographs within your illustrations
- your design **must** incorporate the title **Gifts Direct**.

Using one of the themes above for your work, you are required to undertake Tasks 1–4 to develop your ideas and create your final graphic design.

Task 1

It is recommended that you spend around **12 hours** on this Task.

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

- a) Experiment with a range of graphic design techniques and visual language:
- wet or dry media
 - digital design
 - colour, tone, shape, line and texture
 - collage
 - printmaking
 - fonts and typographical layouts.
- b) Use a range of graphic design techniques and visual language to communicate **at least 3** ideas that must meet the design brief.

Your 3 ideas **must** be in response to one of the following themes:

- vintage travel
- black and white
- nautical.

The ideas that you submit for this Task **must** be your own, but you may use existing examples as inspiration, such as:

- existing examples of stationary products
- other examples of the creative use of typography.

Assessment criterion	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** use your work from Task 1 to complete both **a)** and **b)**.

It is recommended that you spend around **4 hours** on this Task.

You **must** ensure your work in Task 2 addresses assessment criterion: 1.2. You can refer to the assessment criterion on the next page.

- a)** Produce a **record** of your progress so far. You **must**:
- show the creative opportunities that the brief presents
 - annotate your ideas in Task 1 to show which ideas will best meet the design brief. You **must** give reasons for your choice
 - explain why you have rejected some ideas and chosen to develop others.
- b)** Produce a **plan**. Your plan **must** show:
- the activities you will do to meet the design brief in the time available
 - the order in which you intend to do these activities
 - the difficulties you think you might come across
 - how you could overcome any concerns or difficulties you may experience
 - the resource requirements.
- c)** As you work through the tasks, you **must** revisit and update your plan to record:
- the progress you are making
 - any development notes
 - any difficulties you have come across

Assessment criterion	Pass	Merit	Distinction
1.2 Demonstrate planning and recording progress towards meeting the outcomes of the design brief	<p>Learners 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>Learners 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>

Task 3

You **must** continue to use your work from Task 1 to complete **a), b) and c)**.

It is recommended that you spend around **4 hours** on this Task.

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

- a) Using your ideas from Task 1, complete some further experimentation with a range of graphic materials, techniques and equipment to demonstrate their properties.
- b) Based on your experimentation select the most appropriate graphic materials, techniques and equipment, suitable for your designs.
- c) State clearly why your selections are appropriate in meeting the design brief.

Assessment criterion	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.

Task 4

It is recommended that you spend around **10 hours** on this Task.

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

Using your ideas, select and develop your final **graphic design**. Your design **must** show you have worked within the following constraints:

- you **must** not use photographs within your illustrations
- your design **must** incorporate the title **Gifts Direct**.

You **must** demonstrate how your design will meet external factors and how it will:

- appear as a repeat pattern for wrapping paper
- appear on a gift tag
- look on a square gift bag.

Assessment criterion	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 will hand in the following work to your Invigilator:

External Assessment Checklist		
		Tick
Task 1	a) Evidence of your own experimental work with a range of graphic design techniques and visual language.	
	b) A record of at least 3 ideas to communicate the design brief.	
Task 2	a) A record of your progress so far.	
	b) A plan of what you need to do to create your final design.	
	c) Evidence that you have revisited your plan.	
Task 3	a) Records of experiments with materials, techniques and equipment.	
	b) Evidence of your selected materials.	
	b) Evidence of your selected techniques.	
	b) Evidence of your selected equipment.	
	c) A statement of why your selections help you to meet the specifications of the design brief.	
Task 4	Your graphic design in responds to the design brief and external factor, showing how it will look on wrapping paper as a repeat pattern.	
	Your graphic design responds to the design brief and external factor, showing how it will look on a gift tag.	
	Your graphic design responds to the design brief and external factor, showing how it will look on a square gift bag.	

All the work you submit for the External Assessment **must** be clearly identified with your:

- full name
- centre number
- learner number
- Task number so that the Examiner is able to grade it.

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

Submitting your evidence

All electronic evidence **must** be printed out and securely attached to this External Assessment paper.

This is the end of the External Assessment.