



## External Assessment

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

Develop ideas and graphic solutions

Paper number: **Sample Paper**

Assessment window: 06 February - 28 April 2017

Complete your details below:

Centre name		Centre number	
Learner name		Learner number	
<b>Learner declaration:</b> 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.  <b>Learner signature:</b> _____ <b>Date:</b> _____			

#### Time allowed - 30 hours

The External Assessment is in two parts: **Part A** and **Part 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 each Task carefully and check:
  - what you need to do to complete the assessment
  - what evidence you need to submit
  - 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 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.
- All the work you submit for the External Assessment **must** be:
  - your own work
  - clearly identified with your name, your centre name and number, your learner number and the Task number so that the Examiner is able to grade it.
- All work for this External Assessment **must** be completed at your centre 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.
- In Part B you may use all of the material you have produced during Part A.
- You **can** use the internet in this assessment. Any information used from the internet **must** be acknowledged in your work.

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

## External Assessment Brief

### Afternoon Tea

A new café chain called **Afternoon Tea** is opening in three different locations. These are:

- a mainline train station
- a theme park
- shopping mall in a large city centre.

The owners want the café to be relaxed and comfortable, a place where everyone can feel welcome.

The owners of the café have commissioned you to create a graphic design that can be used as part of the interior and exterior of their café.

You **must** produce a graphic design which will contain the café name, **Afternoon Tea**.

You **must** show how your graphic design will look in these **three** contexts:

- on an interior wall
- on the exterior of a window pane
- on an a-board that will be used to display special offers outside the café.

## Part A

These Tasks **must** be done under **supervised conditions**.

Make sure that you **separate** Tasks 1, 2 and 3 and **label each Task clearly**.

These are the tasks you need to do in **Part A**:

### Task 1

*You **must** ensure your work in Task 1 addresses assessment criterion: 1.1. You can refer to the assessment criterion at the end of the Task.*

Use a range of graphic design techniques and visual language which communicate possible ideas for the design brief.

These could include experimentation with:

- wet or dry media
- digital design
- colour, tone, shape, line and texture
- collage
- printmaking
- fonts and typographical layouts.

Your ideas should be in response to:

- the location you have chosen
- the emphasis of the café name **Afternoon Tea**
- existing examples of how interior graphic design is used in cafés
- existing examples of how exterior graphic design is used in cafés
- other examples of the creative use of typography.

The ideas that you submit for this Task **must** be your own. You may use existing examples as inspiration, but design ideas **must** be clearly identified as your own.

Your evidence for Task 1 could be mind maps, notes, technical notes, annotated sketch pad pages, blog entries, samples etc.

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

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

Assessment criteria	Pass	Merit	Distinction
<b>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</b>	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	<p>A range of visual techniques and visual language is skilfully and convincingly applied</p> <p>Learners use techniques and visual language to fluently communicate ideas and graphic design solutions in relation to the design brief</p>

## Task 2

You **must** ensure your work in Task 2 addresses assessment criterion: 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 will come across
  - resource requirements.

You may also want to think about:

- how you could overcome the concerns or difficulties you may experience.

You are required to submit **two** separate pieces of evidence for this Task:

- a **record** that demonstrates your progress so far in response to the requirement of the design brief
- a **plan** of what you need to do before creating your final design.

Your evidence for Task 2 could be mind maps, written statements, annotated sketch pad pages, blog entries, tables, spreadsheets etc.

If this evidence is electronic it must be printed out and securely attached to this External Assessment paper.

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

Assessment criteria	Pass	Merit	Distinction
<b>1.2 Demonstrate planning and recording progress towards meeting the outcomes of the design brief</b>	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.

In this Task you will demonstrate how you have selected appropriate materials, techniques and equipment that you will use to create your final design. There are **three** parts to this Task. You **must** complete all three parts.

- 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 design.
- c) State clearly why these selections are appropriate for the design brief.

Your evidence for Task 3 could be annotated sketch pad pages, blog entries, samples etc.

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

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

Assessment criteria	Pass	Merit	Distinction
<b>1.3 Select graphic materials, techniques and equipment to meet the design brief and its specifications</b>	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



## Part B

This Task **must** be done under **invigilated conditions**. You may use your work from Part A when completing this Task.

**This is the Task you need to do in Part B:**

### 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 **graphic designs**. Your designs **must** show:

- the café name, **Afternoon Tea**
- how your graphic design will look on an interior wall
- how your graphic design will look on an exterior glass window
- how your graphic design will look on an a-board.

You will be assessed on the graphic design and how it will look in the three different contexts.

Your evidence for Task 4 could be annotated sketch pad pages, blog entries, final design boards, a presentation etc.

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

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

Assessment criteria	Pass	Merit	Distinction
<b>1.4 Develop ideas and solutions in response to external factors</b>	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		Physical or digital records of your own work with a range of visual techniques communicating your own ideas and experimentations.	
		A record of alternative ideas in response to the design brief.	
Task 2	a)	An annotated record of the work done in Task 1.	
		A description of the strengths and weaknesses of your ideas.	
		A clear indication of your selected / rejected ideas.	
	b)	A plan of how you will create your final design in Task 3.	
Task 3	a)	Records of experiments with materials, techniques and equipment.	
	b)	Evidence of your selected materials.	
		Evidence of your selected techniques.	
		Evidence of your selected equipment.	
	c)	A description of why your selections are appropriate.	
		A description of how you have met the design brief with your chosen design.	
Task 4		A graphic design in response to the brief.	
		An example of how your graphic design will look on an interior wall.	
		An example of how your graphic design will look on an exterior glass window.	
		An example of how your graphic design will look on an a-board.	

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

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

Make sure that you've signed the learner declaration on the front page of this External Assessment paper.

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

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

**This is the end of the external assessment.**