To be completed by the examiner	
Task	Mark
1	
2	
3	
4	
TOTAL MARK	

NCFE Level 1 Technical Award in Graphic Design (603/0844/8)

NCFE Level 2 Technical Award in Graphic Design (603/0845/X)

Past Paper

Assessment window: Monday 11 February 2019 – Friday 8 March 2019

Time allowed: 10 hours

Learner instructions

- Complete **all** tasks.
- Read the project brief and each task carefully.
- You **must** hand in all of your work to the invigilator between each external assessment session.
- All of the work you submit **must** be your own.
- All of the work you submit **must** be clearly labelled with:
  - your name
  - your learner number
  - your centre name
  - your centre number
  - the task number.

Learner information

- The marks available for each task are shown in brackets.
- The maximum mark for this paper is 90.
- You can use the Internet.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name _____

Centre name _____

Learner number | | Centre number | |

Learner signature _____

Instructions continue on the next page. Please turn over.

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Resources

You can refer to books, magazines, the Internet or other sources for research and inspiration.

You must give references in your work for any of the following:

- if you use any information from the Internet
- if you use any information from books, magazines or any other form of research
- if you use images that are not your own.

Evidence

There are two ways you can submit evidence:

- either in **physical** format, eg portfolio, hand drawn, hand written, sketchbook, etc
- or in **digital** format, eg digital presentation, screenshots, etc.

Follow the instructions on the front of the paper and label each piece of evidence in each task clearly with the task number.

At the end of the external assessment, there is a checklist. This helps you to make sure that you have included all the evidence needed.

Digital Evidence

If you submit your evidence in a digital format, you must make sure that you have transferred this to a storage media and that the files can be opened.

The preferred file format to use for this external assessment is pdf. Your invigilator can tell you about other acceptable file formats.

Save your evidence with the following file name:

- Surname_Initial_learner number
- eg Smith_J_123456789

Remember to save your work regularly during the external assessment.

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Do not turn over until the invigilator tells you to do so.

Project Brief

Dream Wax Records are a record label planning to release albums on 12-inch vinyl.

Dream Wax Records want to encourage new consumers to buy their music. They are aware of the growing market in vinyl recordings and want to take advantage of this. The target audiences are:

- the 40+ age group for rereleases, known as ‘old skool music’
- the 16–25 age group, known as ‘new skool music’.

The company values of Dream Wax Records are:

- longevity (to produce records that will last a long time)
- originality (to produce records that are original)
- memorability (to produce records that are memorable).

Dream Wax Records have recently invited a group of graphic designers to submit some design ideas for a new logo, which is to be used on the vinyl record sleeves. You are part of this group.

Dream Wax Records want a logo that communicates their company values. The logo **must** also combine imagery **and** typography.

You may choose to design a logo for **either** old skool music **or** new skool music.

You need to be able to provide your final graphic design, either digitally or physically, to Dream Wax Records. You need to give reasons for your choices and say how the graphic design meets the requirements of Dream Wax Records.

You have a total of 10 hours to complete the brief.

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Task 1 **[18 marks]**

Complete **all** parts of the task.

You should spend about **2 hours** on this task.

Dream Wax Records want to make sure that you consider all of the requirements of the brief.

They would like to see how you have interpreted the brief and want you to provide some initial graphic design ideas for **either** the old skool music logo **or** the new skool music logo.

1 Your response to the brief **must** include:

- your initial graphic design ideas
- how your ideas will meet the requirements of **either** the old skool music target audience **or** the new skool music target audience
- how your ideas will meet the company values of Dream Wax Records.

Evidence	You **must** provide: • your response to the brief • your initial graphic design ideas. You could use the following formats to give evidence of your initial graphic design ideas and response: • digital presentation • written report • audio/video description • annotated design ideas • typography options sketches • mind maps • design sheets • sketchbook.

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Please turn over for the next task.

Task 2 **[27 marks]**

Complete **all** parts of the task.

You should spend about **3 hours** on this task.

Dream Wax Records want you to use your initial ideas and develop them further.

2 You **must**:

- experiment with the graphic design components to develop your ideas further
- annotate your experiments stating how your ideas use the graphic design components
- show all your experiments, including your rejected ideas.

Evidence	You **must** provide: • your experiments and graphic design ideas. You could use the following formats to give evidence of your experimentation: • digital presentation • blog/vlog • design sheets • experiments • video with commentary • annotated screenshots.

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Task 3 **[36 marks]**

Complete **all** parts of the task.

You should spend about **4 hours** on this task.

You must produce your final completed logo to present to Dream Wax Records.

3 You **must**:

- use imagery and typography
- use the graphic design components
- use the ideas developed in Task 2.

Evidence	You **must** provide: • your final graphic design. You could use the following formats to give evidence of your final graphic design: • physical graphic design • digital graphic design.

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Please turn over for the next task.

Task 4 **[9 marks]**

Complete **all** parts of the task.

You should spend about **1 hour** on this task.

You must now evaluate your graphic design in relation to the brief.

4 Your evaluation **must** include:

- the choices you made
- how you used the graphic design components
- the skills that you have used
- the challenges that you have faced
- how the design meets the brief and communicates the company values of Dream Wax Records.

Evidence	You **must** provide: • your evaluation. You could use the following formats to give evidence of your evaluation: • annotated screenshots • written response • video with commentary.

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Evidence Checklist

Task Number	Evidence Type	Please tick (✓) one	
		Physical	Digital
Task 1	Your response to the brief		
	Your initial graphic design ideas		
Task 2	Your experiments and design ideas		
Task 3	Your final graphic design		
Task 4	Your evaluation		

This is the end of the external assessment.

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