



Non-Exam Assessment (NEA)

NCFE Level 1/2 Technical Award in Graphic Design (603/7011/7)

Centre version

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v1.0

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Introduction

The non-exam assessment (NEA) is a formal synoptic assessment that requires learners to independently apply an appropriate selection of knowledge, understanding, skills and techniques, developed through the full course of study, in response to a real-world situation, to enable them to demonstrate an integrated connection and coherence between the different elements of the qualification.

The NEA will contribute **60%** towards the overall qualification grade; therefore, it is important that the learner produces work to the highest standard that they can. The learner must not start the NEA until they have been taught the full course, to ensure that they are in the best position to complete the NEA successfully.

What is synoptic assessment?

Synoptic assessment is an important part of a high-quality vocational qualification because it shows that learners have achieved a holistic understanding of the sector. It also shows that they can make effective connections between different aspects of the subject content and across the breadth of the assessment objectives (AOs) in an integrated way. The Department for Education (DfE) has consulted with awarding organisations and agreed the following definition for synoptic assessment:

‘A form of assessment which requires a candidate to demonstrate that they can identify and use effectively in an integrated way an appropriate selection of skills, techniques, concepts, theories, and knowledge from across the whole vocational area, which are relevant to a key task.’

Synoptic assessment enables learners to show that they can transfer knowledge and skills learnt in one context to resolve problems raised in another. To support the development of a synoptic approach, the qualification encourages learners to make links between elements of the course and to demonstrate how they have integrated and applied their increasing knowledge and skills.

As learners progress through the course, they will use and build upon knowledge and skills learnt across units. The NEA will test the learners’ ability to respond to a real-world situation.

Information for learners

The NEA will be assessed holistically using a levels of response marking grid and against five integrated AOs. These AOs and their weightings are shown below.

Assessment objectives (AOs)
AO1: Recall knowledge and show understanding The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding. 16 marks (13.33%)
AO2: Apply knowledge and understanding The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations. 24 marks (20%)
AO3: Analyse and evaluate knowledge and understanding The emphasis here is for learners to develop analytical thinking skills to make reasoned judgements and reach conclusions. 8 marks (6.67%)
AO4: Demonstrate and apply relevant technical skills, techniques and processes The emphasis here is for learners to demonstrate the essential skills relevant to the vocational sector by applying the appropriate processes, tools and techniques. 44 marks (36.67%)
AO5: Analyse and evaluate the demonstration of relevant technical skills, techniques and processes The emphasis here is for learners to analyse and evaluate the essential technical skills, processes, tools and techniques relevant to the vocational sector. 28 marks (23.33%)

Mark scheme

The purpose of this mark scheme is to give you:

- examples and criteria of the types of response expected from a learner
- information on how individual marks are to be awarded
- the allocated AOs and total marks for each question.

Marking guidelines

General guidelines

You must apply the following marking guidelines to all marking undertaken. This is to ensure fairness to all learners, who must receive the same treatment. You must mark the first learner in exactly the same way as you mark the last.

- The mark scheme must be referred to throughout the marking period and applied consistently. Do not change your approach to marking once you have been standardised.
- Reward learners positively, giving credit for what they have shown, rather than what they might have omitted.
- Utilise the whole mark range and always award full marks when the response merits them.
- Be prepared to award zero marks if the learner's response has no creditworthy material.
- Do not credit irrelevant material that does not answer the question, no matter how impressive the response might be.
- If you are in any doubt about the application of the mark scheme, you must consult with your internal quality assurer.

Guidelines for using extended-response marking grids

Extended-response marking grids have been designed to assess learners' work holistically. They consist of band-based descriptors and indicative content.

Band-based descriptors

Each band is made up of several descriptors from across the AO range – AO1 to AO5, which when combined provide the quality of response that a learner needs to demonstrate. Each band-based descriptor is worth varying marks.

The grids are broken down into bands, with each band having an associated descriptor indicating the performance at that band. You should determine the band before determining the mark.

Indicative content reflects content-related points that a learner may make but is not an exhaustive list, nor is it a model answer. Learners may make all, some or none of the points included in the indicative content, as its purpose is to guide the relevance and expectation of the responses. Learners must be credited for any other appropriate response.

Application of extended-response marking grids

When determining a band, you should use a bottom-up approach. If the response meets all the descriptors in the lowest band, you should move to the next one, and so on, until the response matches the band descriptor. Remember to look at the overall quality of the response and reward learners positively, rather than focusing on small omissions. If the response covers aspects at different bands, you should use a best-fit approach at this stage and use the available marks within the band to credit the response appropriately.

When determining a mark, your decision should be based on the quality of the response in relation to the descriptors.

Documentation

Declaration of authenticity

The learner and assessor **must** complete the form at the end of the assessment and before any marking takes place. The assessor **must** check the number of tasks submitted by the learner is accurate.

The completed form **must** be retained within the centre and is not to be sent to the moderator or NCFE unless specifically requested.

Learner name:	
Tasks submitted:	
Learner declaration:	
I certify that the work submitted for this NEA is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.	
Learner signature:	
Date:	

Assessor name:	
Assessor declaration:	
I certify that the work submitted is the learner's own. The learner has clearly referenced any sources used in the work. I confirm that all work was conducted under conditions designed to assure the authenticity of the learner's work.	
Assessor signature:	
Date:	

Note: once completed, the declaration of authenticity **must** be stored securely within the centre, in line with NCFE Regulations for the Conduct of NEA – Non-Exam Assessment. A copy of this declaration form **must** be made available to NCFE upon request.

GDPR consent

Section A: this section must be completed by the learner

- NCFE may select your work for use at teacher training or standardisation events. Your work will be anonymised by removing your name. All materials will be reviewed regularly and will be removed if no longer required.
- NCFE may select your work at some point in the future for use in teaching and learning resources published on the NCFE website. Your work would be anonymised by removing your name. All materials will be reviewed regularly and will be removed if no longer required.
- You understand that this agreement may be terminated at any time through written request.
- For further details about how we process your data, please refer to the [legal information section on the NCFE website](#).

Please tick the option that applies, and sign and date the boxes below:

		Tick one only
I consent to my work being used in the manner detailed in section A		
I do not consent to my work being used in the manner detailed in section A		
Learner signature:		
Date:		

Section B: this section must be completed by any participants who feature in the work

Over 13 years old

- I am over 13 and I give my permission for my video and / or photographic image to be used as detailed in section A (above).

Under 13 years old

- I give my permission for my child's video and / or photographic image to be used as detailed in section A (above).

Name of participant (printed)	Participant / Parent / Carer signature	Date

If any of the participants have declined permission, please tick here: ☐

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Learner instructions

- Read the project brief carefully before you start the work.
- You **must** clearly identify and label all of the work you produce during the supervised time.
- You **must** hand in all of your work to the supervisor at the end of each timed session.

Learner information

- This NEA will assess your knowledge and understanding from across the qualification.
- The maximum mark for this NEA is **120**.
- The maximum completion time for this NEA is **17 hours 30 minutes** (plus **2 hours** preparation and research time).
- All of the work you submit **must** be your own.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name

Centre name

Centre number

Learner number

Learner signature

Preparation and research task

Maximum time: 2 hours

In addition to the allocated assessment time for this NEA, you are permitted to spend a maximum of **2 hours** to undertake research and develop a research pack that you can refer to during the formal NEA assessment time. During this 2-hour period, you may access all learning materials, the internet and other published materials.

You should use this time to create your own research pack, and it is this pack alone that you may use during the allocated time given to the NEA. This is the only support material that is permitted during the completion of NEA tasks (unless otherwise stated within each of the task instructions).

All research and data used in your final NEA **must** be referenced appropriately. As a minimum this **must** include the following:

- the use of quotation marks to clearly identify any passages not of your own words
- date accessed (websites only)
- name of source / author.

Evidence requirements: research pack of no more than four sides of A4, font size 12 (if word processed), to be returned to your assessor at the end of each task / session and submitted with the completed NEA.

Formal non-exam assessment (NEA)

Maximum completion time

You have been provided with a total of **17 hours 30 minutes** to complete this NEA (plus **2 hours** for preparation and research).

You may use some or all of the time provided for each task.

You are allowed to use any remaining time allocated to one task to rework previous tasks up to the maximum time allowed.

You are not allowed to exceed the total number of hours.

You should not start your NEA until you have been taught the full course of study. This will ensure that you are in the best position to complete the NEA successfully.

Project brief

As a graphic designer, you have been tasked by the design company you work for to create an innovative design solution for rebranding and relaunching Cycle Repair and Rescue, who are a client of the company you work for.

Established just over 1 year ago, Cycle Repair and Rescue is a small business. It provides a service dedicated to restoring the joy of cycling, through expert repairs and reliable restorations. Their current logo features a clip art image of a bicycle and company name.

Cycle Repair and Rescue receives many of their customers through word-of-mouth recommendations, so their target audience includes a diverse range of cyclists.

Their business is ready to expand to a larger market; however, much of their success has come from a 'personable' and 'down to earth' approach. They would like the same qualities to be transferred with the company's new visual identity, whilst still portraying a modern and current feel.

Cycle Repair and Rescue would like you to produce a portfolio of work based on **one** of the following:

- a printable A4 flyer or A3 poster to promote Cycle Repair and Rescue and include their new rebranded logo
- a full-page A4 colour advert that will feature in a monthly cycling magazine to promote Cycle Repair and Rescue and include their new rebranded logo
- a new homepage for their website to promote Cycle Repair and Rescue and include their new rebranded logo.

Client requirements:

The final graphic design solution **must**:

- reflect the brand identity, aims and values of Cycle Repair and Rescue
- use your own local town or city as inspiration
- include the tagline – Revive your ride!
- use visual language appropriate for the target audience.

You may submit your proposed ideas in a printed or digital portfolio.

Project instructions:

You **must** include evidence of the following in your portfolio:

- developed ideas informed by your research
- plans for a final graphic design solution appropriate to the needs of the client brief
- production plan of chosen graphic design solution
- final graphic design solution
- portfolio presented in an appropriate format
- evaluation of your final graphic design solution.

Assessment tasks and mark schemes

Task 1

Initial design ideas	
Maximum time	3 hours
Content areas assessed	1. Components of graphic design 2. Work of graphic designers 3. Requirements of a graphic design brief
Assessment objectives (AOs)	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
You are required to: • carry out research to inform your initial design ideas • generate initial ideas to meet the brief. This must include: • resourcing your graphic design ideas in line with the client's requirements in the brief • exploring other designers' work to draw inspiration for your design • creating initial design ideas • justifying how your initial ideas meet the requirements of the brief. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • written report with diagrams and / or illustrations • journal / diary • sketch pad • research sheets • blog / vlog • videos / screencasts • visuals with audio commentary. You must also submit your internet browsing history of sites used to support your response to the task.

Task 1: initial design ideas

Band	Mark	Descriptor
4	10 to 12	AO3 – excellent analysis and evaluation of how the initial designs meet the requirements of the brief, that is highly detailed and highly relevant, showing analytical thinking skills, with highly reasoned judgements and decisions. Learner has offered well considered approaches in order to meet the brief. AO2 – excellent application of knowledge and understanding of components of graphic design in creating initial designs that meet the requirements of the brief. Learner has produced highly comprehensive, clear and highly detailed initial ideas that are highly relevant to the brief. AO1 – excellent recall of knowledge and understanding of graphic design components that is comprehensive and highly detailed.
3	7 to 9	AO3 – good analysis and evaluation of how the initial designs meet the requirements of the brief that is mostly detailed and mostly relevant, showing analytical thinking skills, with mostly reasoned judgements and decisions. Learner has offered considered approaches in order to meet the brief. AO2 – good application of knowledge and understanding of components of graphic design in creating initial designs that meet the requirements of the brief. Learner has produced mostly detailed initial ideas that are mostly relevant to the brief. AO1 – good recall of knowledge and understanding of graphic design components that is mostly detailed.
2	4 to 6	AO3 – reasonable analysis and evaluation of how the initial designs meet the requirements of the brief that has some detail and some relevance, with some reasoned judgements and decisions. Learner has offered some considered approaches in order to meet the brief. AO2 – reasonable application of knowledge and understanding of components of graphic design in creating initial designs that meet the requirements of the brief. Learner has produced some detailed initial ideas that have some relevance to the brief. AO1 – reasonable recall of knowledge and understanding of graphic design components that has some detail.

Band	Mark	Descriptor
1	1 to 3	AO3 – limited analysis and evaluation of how the initial ideas meet the requirements of the brief that has limited detail and minimal relevance, with limited judgements and decisions. Learner has offered limited consideration of the approaches in order to meet the brief that will be underdeveloped. AO2 – limited application of knowledge and understanding of the components of graphic designs in creating initial ideas to meet to the requirements of the brief. Learner has produced limited detailed initial ideas that have minimal relevance to the brief. AO1 – limited recall of knowledge and understanding of graphic design components that has limited detail.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO1 – learners will recall knowledge and show understanding of the component parts of graphic designs that may include the following:

Recall knowledge and show understanding of components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design
- graphic design principles.

AO2 – learners will apply knowledge and understanding of the components of graphic design in creating initial ideas to meet the requirements of the brief that may include the following:

Apply knowledge and understanding of components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design
- graphic design principles.

Apply knowledge and understanding of component requirements of a graphic design brief:

- the client's design requirements: purpose

- research and analysis: design trends, target market, competitor research
- copyright considerations: images – use of stock images, licensing; text – content, typography
- target audience: primary, secondary, demographic
- contextual factors: personal, social, cultural, economic, political.

Apply knowledge and understanding of types of graphic design work:

- visual identity
- marketing and advertising
- websites.

AO3 – learners will analyse and evaluate knowledge and understanding of how their initial designs meet the requirements of brief that may include the following:

Analyse and evaluate components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design
- graphic design principles.

Analyse and evaluate types of graphic design work:

- visual identity: logos, brand identity and style guides
- marketing and advertising: leaflets and flyers, magazine and newspaper advertisements, posters, banners, billboards.

Analyse and evaluate requirements of a brief that the components meet:

- the client's design requirements: purpose
- research and analysis: design trends, target market, competitor research
- copyright considerations: images – use of stock images, licensing; text – content, typography
- target audience: primary, secondary, demographic
- contextual factors: personal, social, cultural, economic, political.

Task 2

Development: develop ideas	
Maximum time	3 hours
Content areas assessed	1. Components of graphic design 3. Requirements of a graphic design brief 4. Planning, development and experimentation
Assessment objectives (AOs)	AO1 – 8 marks AO2 – 8 marks AO4 – 12 marks
You are required to: use your initial ideas and research to develop your ideas further provide evidence of your development work in a portfolio (digital or physical). You must provide evidence of the following areas within your portfolio: - your selection and use of appropriate tools, materials and techniques - your developed ideas - your experimentations, tests and refinement of ideas - how you have applied graphic design language in the development work. You are permitted to use the internet for this task. You must reference all sources used. [28 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - sketch pad - journal / diary - development sheets - blog / vlog - videos / screencasts - presentation - visuals with audio commentary. You must also submit your internet browsing history of sites used to support your response to the task.

Task 2: development – develop ideas

Band	Mark	Descriptor
4	7 to 8	AO1 – excellent recall of knowledge and understanding of graphic design components and principles that is comprehensive, highly detailed and highly relevant. AO1 – excellent recall of knowledge and understanding of tools, materials and techniques that is comprehensive, highly detailed and highly relevant.
3	5 to 6	AO1 – good recall of knowledge and understanding of graphic design components and principles that is mostly comprehensive, mostly detailed and mostly relevant. AO1 – good recall of knowledge and understanding of graphic design tools, materials and techniques that is mostly comprehensive, mostly detailed and mostly relevant.
2	3 to 4	AO1 – reasonable recall of knowledge and understanding of graphic design components and principles that has some detail and is of some relevance. AO1 – reasonable recall of knowledge and understanding of graphic design tools, materials and techniques that has some detail and is of some relevance.
1	1 to 2	AO1 – limited recall of knowledge and understanding of the graphic design components and principles that has limited detail and is of limited relevance. AO1 – limited recall of knowledge and understanding of graphic design tools, materials and techniques that has limited detail and is of limited relevance.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO1 – learners will recall knowledge and show understanding of experimental application of techniques in graphic design that may include the following:

Recall knowledge and understanding of components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Recall knowledge and understanding of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Experimental application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Experimental application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Experimental application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing, digital, hand-drawn, scanning, collage.

Task 2: development – develop ideas

Band	Mark	Descriptor
4	7 to 8	AO2 – excellent application of knowledge and understanding of principles and components of graphic design that is highly effective in creating initial designs that fully meet the requirements of the brief. Learner has produced highly comprehensive initial ideas that have relevance to the brief. AO2 – excellent application of knowledge and understanding demonstrated through the highly effective experimentation and use of tools, materials and techniques that is highly comprehensive.
3	5 to 6	AO2 – good application of knowledge and understanding of principles and components of graphic design that is mostly effective in creating initial designs that mostly meet the requirements of the brief. Learner has produced mostly comprehensive initial ideas that have relevance to the brief. AO2 – good application of knowledge and understanding demonstrated through effective experimentation and use of tools, materials and techniques.
2	3 to 4	AO2 – reasonable application of knowledge and understanding of principles and components of graphic design that has some effectiveness in creating initial designs that in some parts meet the requirements of the brief. Learner has produced some detailed initial ideas that have some relevance to the brief. AO2 – reasonable application of knowledge and understanding demonstrated through the experimentation and use of tools, materials and techniques that is effective in some parts, with some detail, and has some relevance in response to the brief and to their chosen graphic design solution.
1	1 to 2	AO2 – limited application of knowledge and understanding of the principles and components of graphic design that has limited effectiveness in creating initial ideas that minimally meet the requirements of the brief. Learner has produced limited detail in initial ideas that have minimal relevance to the brief. AO2 – limited application of knowledge and understanding demonstrated through the very limited and often inappropriate use of tools, materials and techniques in response to the brief and to their chosen graphic design solution.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for

each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO2 – learners will apply knowledge and understanding of the application of experimentation of tools, processes and techniques to develop graphic design components and principles that may include:

Apply components of graphic design:

- line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Apply principles of graphic design:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Experimental application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Experimental application of tools in graphic design:

- pens, brushes, pencils
- tablet, scanner or scanner apps, software applications, camera, computer.

Experimental application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing, digital, hand-drawn, scanning, collage.

Task 2: development – develop ideas

Band	Mark	Descriptor
4	10 to 12	AO4 – excellent demonstration of application of principles and components of graphic design that is highly effective in the development of graphic designs that fully meet the requirements of the brief. Learner has produced highly comprehensive, clear and highly detailed developmental ideas that are highly relevant to the brief. AO4 – excellent demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief, that are highly detailed and highly relevant. AO4 – imaginative and varied developmental work that demonstrates excellent skill development that is fully informed by research and the requirements of the client brief.
3	7 to 9	AO4 – good demonstration of the application of the principles and components of graphic design that is mostly effective in the development of graphic designs that mostly meet the requirements of the brief. Learner has produced mostly comprehensive, clear and mostly detailed developmental ideas that are mostly relevant to the brief. AO4 – good demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief, that are mostly detailed and mostly relevant. AO4 – effective and varied developmental work that demonstrates good skill development that is mostly informed by research and the requirements of the client brief.
2	4 to 6	AO4 – reasonable demonstration of the application of principles and components of graphic design that has some effectiveness in the development of graphic designs that in some parts meet the requirements of the brief. Learner has produced some detailed developmental ideas that have some relevance to the brief. AO4 – reasonable demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief, that have some detail and some relevance. AO4 – reasonable developmental work that demonstrates reasonable skill development that is informed by some research and some requirements of the client brief.

Band	Mark	Descriptor
1	1 to 3	AO4 – limited demonstration of the application of principles and components of graphic design that has limited effectiveness in the development of graphic designs that in limited parts meets the requirements of the brief. Learner has produced ideas that are minimal in development that have minimal relevance to the brief. AO4 – limited demonstration of the application of tools, processes and techniques for the development of graphic designs that meet the requirements of the brief, that have minimal detail and limited relevance. AO4 – limited developmental work that demonstrates minimal skill development that is very limited and tenuously informed by research and requirements of the client brief.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO4 – learners will demonstrate the application of tools, processes and techniques to develop graphic design components and principles that may include:

Application of tools, processes and techniques to develop:

- line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Application of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing, digital, hand-drawn, scanning, collage.

Past paper

Task 3

Review of development work	
Maximum time	1 hour
Content areas assessed	4. Planning, development and experimentation
Assessment objectives (AOs)	AO3 – 4 marks AO5 – 8 marks
You are required to: Review the work that you completed in Task 2 against the client brief. You must provide evidence of reviewing the following listed areas: • client requirements • communication of ideas • appropriateness for target audience • potential problems and solutions: ○ time ○ resources ○ skills • selection and use of tools, materials and techniques. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • annotated sketch pad • updated journal / diary • annotated development sheets • updated blog / vlog • videos / screencasts. You must also submit your internet browsing history of sites used to support your response to the task.

Task 3: review of development work

Band	Mark	Descriptor
4	10 to 12	A03 – excellent analysis of the development of the graphic design work in relation to the brief, showing highly developed analytical thinking skills, with highly reasoned judgements supported by well considered approaches, identifying all potential problems and improvements in order to meet the brief throughout their review. A05 – excellent analysis and evaluation of knowledge in relation to the brief. Fully justified choices of the selected tools, materials and techniques in response to their chosen graphic design solution. A05 – excellent analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design that is highly detailed.
3	7 to 9	A03 – good analysis of the development of the graphic design work in relation to the brief, showing developed analytical thinking skills, with mostly reasoned judgements supported by mostly considered approaches, identifying all potential problems and improvements in order to meet the brief throughout their review. A05 – good analysis and evaluation of the designs in relation to the brief which offers mostly justified choices of the selected tools, materials and techniques in response to their chosen graphic design solution. A05 – Good analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design that is mostly detailed.
2	4 to 6	A03 – reasonable analysis of development work in relation to the brief, showing some but limited analytical thinking skills, which contains some but limited reasoned judgements supported by some considered approaches, identifying some potential problems and improvements in order to meet the brief throughout their review. A05 – reasonable analysis and evaluation of the designs in relation to the brief which offers a reasonable explanation with some justification of the selected tools, materials and techniques in response to their chosen graphic design solution. A05 – reasonable analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design that has some detail.

Band	Mark	Descriptor
1	1 to 3	AO3 – limited analysis of development work in relation to the brief, showing very basic analytical thinking skills, with very limited reasoned judgements. Supported with very limited consideration of approaches, identifying very few potential problems and improvements in order to meet the brief throughout their review. AO5 – limited and basic analysis and evaluation of the selected tools, materials and techniques in response to their chosen graphic design solution. Any attempt to justify the choices will be tenuous and inappropriate. AO5 – limited analysis and evaluation of the use of skills, processes, tools and techniques and the communication of ideas to create their graphic design that has limited detail.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO3 – learners will analyse and evaluate their graphic design in terms of problems and improvements relative to the brief and may include the following:

Analyse and evaluate problems and improvements:

- client requirements
- communication of ideas
- appropriateness for target audience
- potential problems and solutions: time, resources, skills
- effective use of resources.

AO5 – learners will analyse and evaluate their demonstration of the application of tools, processes and techniques to develop graphic design components and principles to include reasoned justification for the selection of tools, processes and techniques that may include the following:

Analysis and evaluation of:

- the communication of ideas.

Analysis and evaluation of components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Analysis and evaluation of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Analysis and evaluation of application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Analysis and evaluation of application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Analysis and evaluation of application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing, digital, hand-drawn, scanning, collage.

Task 4

Planning	
Maximum time	2 hours
Content areas assessed	4. Planning, development and experimentation
Assessment objectives (AOs)	AO1 – 4 marks AO2 – 8 marks
You are required to: Create a detailed production plan for your chosen graphic design solution for Cycle Repair and Rescue. You must provide evidence of your production planning in your portfolio, which could include: • thumbnail sketches • layout drawings • journal / diary • videos / screencasts. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • written plan • blog / vlog • presentation (for example, PowerPoint). You must also submit your internet browsing history of sites used to support your response to the task.

Task 4: planning

Band	Mark	Descriptor
4	10 to 12	AO2 – excellent application of knowledge and understanding for the creation of a production plan that is highly relevant and effectively meets the requirements of the brief. A plan that includes all required planning elements that have been communicated confidently and effectively and is highly detailed. AO2 – excellent application of knowledge and understanding of the presentation of the production plan that is refined and is highly appropriate for the chosen graphic design solution. All of the client's requirements are comprehensively considered. AO1 – excellent recall of knowledge and understanding of production planning that is highly comprehensive and highly detailed.
3	7 to 9	AO2 – good application of knowledge and understanding for the creation of a production plan that is mostly relevant and mostly effective in meeting the requirements of the brief. A plan that includes most of the required planning elements that have been communicated in most parts confidently and mostly detailed. AO2 – good application of knowledge and understanding of the presentation of a production plan that is mostly refined and is mostly appropriate for the chosen graphic design solution. Most of the client's requirements are considered. AO1 – good recall of knowledge and understanding of production planning that is mostly detailed.
2	4 to 6	AO2 – reasonable application of knowledge and understanding for the creation of a production plan that is reasonably relevant and meets some requirements of the brief. A plan that includes some of the required planning elements that have been communicated in most parts confidently, mostly effectively and mostly detailed. AO2 – reasonable application of knowledge and understanding of the presentation of the production plan that has some refinement and is appropriate in some parts for the chosen graphic design solution. Some of the client's requirements are considered. AO1 – reasonable recall of knowledge and understanding of production planning that has some detail though may be underdeveloped.

Band	Mark	Descriptor
1	1 to 3	AO2 – limited application of knowledge and understanding for the creation of a production plan that is limited in meeting the requirements of the brief. A plan that includes limited use of the required planning elements that have been communicated in parts with limited detail and minimal relevance to the brief. AO2 – limited application of knowledge and understanding of the presentation of the production plan that has limited refinement and is only appropriate in limited parts for the chosen graphic design solution. Client requirements have been given minimal consideration. AO1 – limited recall of knowledge and understanding of production planning that has limited detail and may be underdeveloped.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

Learners should demonstrate their ability to produce detailed and refined planning documentation that is relevant to their chosen graphic design solution. This should be inclusive of all planning elements (techniques, design components and properties).

Learners will produce a body of clearly presented evidence that demonstrates their ability to plan for the successful creation of graphic design work.

AO1 – learners will recall knowledge and show understanding of production planning that may include the following:

Recall stages of the development process:

- planning: mind maps, first sketches, experimentation, drafts, research.

Recall design techniques, components and properties when planning graphic design work:

- planning: layout sketches
- design principles: hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space
- techniques: colour mixing, sketching, gradients, digital image manipulation / creation, digital illustration, photography, stencil, freehand drawing, digital, hand-drawn, scanning, collage
- create the components of the design: line, colour, tone, composition, typography, imagery

- properties: colour scheme, size
- resources: tools, materials, techniques.

AO2 – learners will apply knowledge and understanding of production planning in relation to the brief with the creation of a production plan that may include the following:

Apply stages of the development process:

- planning: mind maps, first sketches, experimentation, drafts, research.

Apply design techniques, components and properties when planning graphic design work:

- planning: layout sketches
- design principles: hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space
- techniques: colour mixing, sketching, gradients, digital image manipulation / creation, digital illustration, photography, stencil, freehand drawing, digital, hand-drawn, scanning, collage
- create the components of the design: line, colour, tone, composition, typography, imagery
- properties: colour scheme, size
- resources: tools, materials, techniques.

Task 5

Production: create your final design	
Maximum time	5 hours 30 minutes
Content areas assessed	1. Components of graphic design 4. Planning, development and experimentation 5. Graphic design production
Assessment objectives (AOs)	AO4 – 24 marks AO5 – 8 marks
You are required to: create your final graphic design solution for Cycle Repair and Rescue show evidence of ongoing review to modify the final graphic design solution. You must show evidence of the process used to create your final graphic design solution in your portfolio that includes the following: - your creation of a final graphic design solution that builds on your development work and planning - your creation process of the final graphic design solution and decisions that you made - your use of ongoing review of essential technical skills, processes, tools and techniques to modify the final graphic design solution - justification of how the final graphic design solution meets the requirements of the project brief. You are permitted to use the internet for this task. You must reference all sources used. [32 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - annotated sketch pads - annotated design sheets - annotated technical drawings - journal / diary - blog / vlog - videos / screencasts - presentation (for example, PowerPoint). You must also submit your internet browsing history of sites used to support your response to the task.

Task 5: production – create your final design

Band	Mark	Descriptor
4	10 to 12	AO4 – excellent ability to produce a highly effective final graphic design solution with the application of all graphic design components demonstrated in a highly effective way. AO4 – excellent ability to produce a highly effective final graphic design solution with the application of all graphic design principles demonstrated in a highly effective way. AO4 – excellent ability to produce a final graphic design solution that meets all the requirements of the brief in a highly effective way.
3	7 to 9	AO4 – good ability to produce a mostly effective final graphic design solution with the application of most graphic design components demonstrated in a mostly effective way. AO4 – good ability to produce a mostly effective final graphic design solution where the application of most graphic design principles is demonstrated. AO4 – good ability to produce a final graphic design solution that meets most of the requirements of the brief in a mostly effective way.
2	4 to 6	AO4 – reasonable ability to produce a somewhat effective final graphic design solution with the application of some graphic design components demonstrated in a somewhat effective way. AO4 – reasonable ability to produce a final graphic design solution with the application of some graphic design principles demonstrated in a reasonably effective way. AO4 – reasonable ability to produce a final graphic design solution that meets some of the requirements of the brief in a reasonably effective way.
1	1 to 3	AO4 – limited ability to produce a final graphic design solution that is limited in effectiveness with limited application of graphic design components demonstrated in a minimally effective way. AO4 – limited ability to produce a final graphic design solution that is limited in effectiveness with limited application of graphic design principles demonstrated in a minimally effective way. AO4 – limited ability to produce a final graphic design solution that meets limited requirements of the brief in a minimally effective way.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO4 – learners will demonstrate the application of skills, processes and techniques in their final graphic design components and principles that may include the following:

- learners should demonstrate their ability to produce creative and varied final graphic design solutions that effectively meet the requirements of the client brief
- learners will produce a body of evidence that demonstrates a wide range of graphic design techniques using appropriate tools and materials
- ideas should be visually communicated and annotated to demonstrate correct use of graphic design language in a format relevant to their discipline
- final work will be informed by the research undertaken and relevant for the chosen graphic design solution.

Application of tools, processes and techniques in components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Application of tools, processes and techniques in graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Task 5: production – create your final design

Band	Mark	Descriptor
4	10 to 12	AO4 – excellent ability to produce a highly effective final graphic design solution with the comprehensive and skilful application of tools demonstrated in a highly effective way. AO4 – excellent ability to produce a highly effective final graphic design solution with the comprehensive and skilful application of materials demonstrated in a highly effective way. AO4 – excellent ability to produce a highly effective final graphic design solution with the comprehensive and skilful application of techniques demonstrated in a highly effective way.
3	7 to 9	AO4 – good ability to produce a mostly effective final graphic design solution with the mostly detailed and mostly skilful application of tools demonstrated in a mostly effective way. AO4 – good ability to produce a mostly effective final graphic design solution with the mostly detailed and mostly skilful application of materials demonstrated in a mostly effective way. AO4 – good ability to produce a mostly effective final graphic design solution with the mostly detailed and mostly skilful application of techniques demonstrated in a mostly effective way.
2	4 to 6	AO4 – reasonable ability to produce a somewhat effective final graphic design solution that has some detail and some skilful application of tools demonstrated in a somewhat effective way. AO4 – reasonable ability to produce a somewhat effective final graphic design solution that has some detail and some skilful application of materials demonstrated in a somewhat effective way. AO4 – reasonable ability to produce a somewhat effective final graphic design solution that has some detail and some skilful application of techniques demonstrated in a somewhat effective way.
1	1 to 3	AO4 – limited ability to produce a minimally effective final graphic design solution that has limited detail and minimal skilful application of tools demonstrated in a minimally effective way. AO4 – limited ability to produce a minimally effective final graphic design solution that has limited detail and minimal skilful application of materials demonstrated in a minimally effective way. AO4 – limited ability to produce a minimally effective final graphic design solution that has limited detail and minimal skilful application of techniques demonstrated in a minimally effective way.

Band	Mark	Descriptor
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO4 – learners will demonstrate the application of tools, materials and techniques to develop graphic design components and principles that may include the following:

- learners should demonstrate their ability to produce creative and varied final graphic design solutions that effectively meet the requirements of the client brief
- learners will produce a body of evidence that demonstrates a wide range of graphic design techniques using appropriate tools and materials
- ideas should be visually communicated and annotated to demonstrate correct use of graphic design language in a format relevant to their discipline
- final work will be informed by the research undertaken and relevant for the chosen graphic design solution.

Demonstration of application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Demonstration of application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Demonstration of application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing, digital, hand-drawn, scanning, collage.

Task 5: production – create your final design

Band	Mark	Descriptor
4	7 to 8	A05 – excellent ongoing analysis and evaluation of the use of tools, materials and techniques and the communication of ideas for the modification and creation of their final graphic design solution, and how well this meets the requirements of the brief, that is comprehensive and highly detailed. A05 – demonstration of highly developed analytical thinking skills. Supported with excellent and highly reasoned judgements of the selected tools, materials and techniques in response to the ongoing modification and creation of their chosen graphic design solution.
3	5 to 6	A05 – good ongoing analysis and evaluation of the use of tools, materials and techniques and the communication of ideas for the modification and creation of their final graphic design solution, and how well this meets the requirements of the brief, that is mostly comprehensive and mostly detailed. A05 – demonstration of developed analytical thinking skills. Supported with good and mostly reasoned judgements of the selected tools, materials and techniques in response to the ongoing modification and creation of their chosen graphic design solution.
2	3 to 4	A05 – reasonable ongoing analysis and evaluation of the use of tools, materials and techniques and the communication of ideas for the modification and creation of their final graphic design solution, and how well this meets the requirements of the brief, that is somewhat comprehensive and in some detail. A05 – demonstration of reasonable analytical thinking skills. Supported with reasonable judgements with some justification of the selected tools, materials and techniques in response to the ongoing modification and creation of their chosen graphic design solution.
1	1 to 2	A05 – limited ongoing analysis and evaluation of the use of tools, materials and techniques and the communication of ideas for the modification and creation of their final graphic design solution, and how well this meets the requirements of the brief, that is limited and has minimal detail. A05 – demonstration of limited analytical thinking skills. Supported with limited and basic judgements with some tenuous justification of the selected tools, materials and techniques in response to the ongoing modification and creation of their chosen graphic design solution that has limited relevance.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO5 – learners will analyse and evaluate their graphic design in terms of required modifications and improvements in relation to meeting the brief that may include the following:

- client requirements
- communication of ideas
- appropriateness for target audience
- potential problems and solutions: time, resources, skills
- effective use of resources.

AO5 – learners will analyse and evaluate their use of the application of tools, processes and techniques for the required modification and ongoing development of graphic design components and principles to include reasoned justification for the selection of tools, processes and techniques that may include the following:

Ongoing analysis and evaluation of:

- the communication of ideas.

Ongoing analysis and evaluation of components of graphic design:

- components: line, colour, tone, composition, typography, imagery
- visual language of graphic design.

Ongoing analysis and evaluation of graphic design principles:

- hierarchy, alignment, balance, contrast, repetition, proximity, positive and negative space.

Ongoing analysis and evaluation of application of materials in graphic design:

- paints, inks, paper, marker pens, charcoal, card, acetate.

Ongoing analysis and evaluation of application of tools in graphic design:

- pens, brushes, pencils, tablet, scanner or scanner apps, software applications, camera, computer.

Ongoing analysis and evaluation of application of techniques in graphic design:

- colour mixing, sketching, gradients, contrast, alignment, digital image manipulation, digital illustration, photography, mono print, lino print, stencil, freehand drawing, digital, hand-drawn, scanning, collage.

Past paper

Task 6

Presentation of final graphic design	
Maximum time	1 hour 30 minutes
Content areas assessed	6. Display, present and promote graphic design work
Assessment objectives (AOs)	AO2 – 4 marks AO4 – 8 marks
You are required to: Present your final graphic design solution of Cycle Repair and Rescue rebranding. You need to provide evidence of your final graphic design solution in an appropriate format. You must show evidence of the following: • your presentation of a final graphic design solution that shows understanding of a graphic designer's work demonstrated through the understanding of the project brief • justification of choices made about the format of the presentation so that it meets the requirements of the project brief. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • physical portfolio • physical mounted work • finalised design sheets • showreel • exhibition • videos / screencasts • presentation. You must also submit your internet browsing history of sites used to support your response to the task.

Task 6: presentation of final graphic design

Band	Mark	Descriptor
4	10 to 12	AO4 – excellent presentation of final graphic design solution shown through confident and consistent use of visual communication that is highly effective. Information presented is comprehensive and highly detailed. AO2 – excellent justification of choices made about the format of the presentation to meet the requirements of the brief supported by highly relevant examples.
3	7 to 9	AO4 – good presentation of final graphic design solution shown through consistent use of visual communication that is mostly effective. Information presented is mostly relevant with few errors. AO2 – good justification of choices made about the format of the presentation to meet the requirements of the brief supported by mostly relevant examples.
2	4 to 6	AO4 – reasonable presentation of final graphic design solution shown through use of visual communication that is partially effective. Information presented may lack relevance and contain some errors throughout. AO2 – reasonable justification of choices made about the format of the presentation to meet the requirements of the brief supported by some relevant examples.
1	1 to 3	AO4 – limited presentation of final graphic design solution shown through use of visual communication that is ineffective. Information presented has minimal or no relevance and contains errors throughout. AO2 – limited justification of choices made about the format of the presentation to meet the requirements of the brief supported by minimally relevant examples.
	0	No rewardable material

Note: it is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO2 – learners will apply knowledge and understanding of choices made about the format when displaying, presenting and promoting graphic design work in relation to the brief that may include the following:

Learners should demonstrate application of the components to consider when displaying, presenting and promoting graphic design work in relation to:

- different clients: corporate, public sector, independent
- a client's individual needs
- communication of ideas
- appropriateness for target audience.

AO4 – learners will demonstrate the presentation of their graphic design solution that may include the following:

- learners should demonstrate their ability to present information in a clear and logical sequence
- learners should demonstrate they understand how graphic designers working in different disciplines use presentation formats that best promote their work to a target audience
- the learner should use a portfolio format that is appropriate to the design work produced
- the choice of format should be based on the discipline, for example if the work is physical or digital, the size and platform of the finished design work
- the learner may use PowerPoint or a similar software application to collate evidence for this. However, this content area is about presenting graphic design work in an appropriate format in their chosen discipline, therefore separate evidence must be provided (for example, a web link to a digital portfolio or photographs of a physical portfolio)
- the learner should show understanding of the purpose of displaying, presenting and promoting work where relevant to:
 - enhance design profile
 - showcase work
 - attract new clients
 - enhance employment opportunities.

Learners should show understanding of digital and physical methods of displaying, presenting and promoting graphic design work.

Methods of displaying and promoting graphic design work:

- website:
 - social media
 - static
 - interactive
 - vlog or blog
 - showreel
 - pitching
- physical:
 - presentation folder
 - exhibition

- design sheets
- design presentation boards
- book
- pitching.

Past paper

Task 7

Evaluation	
Maximum time	1 hour 30 minutes
Content areas assessed	4. Planning, development and experimentation 5. Graphic design production 6. Display, present and promote graphic design work
Assessment objectives (AOs)	AO5 – 12 marks
You are required to: Evaluate your graphic design solution in response to the requirements of the project brief. You need to provide evidence of your evaluation including the following areas: • meeting the needs of the client • communication of ideas • appropriateness for the target audience • identification of successes within the design • identification of improvements. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • written report • journal / diary • blog / vlog • videos / screencasts • audio recording • presentation.

Task 7: Evaluation

Band	Mark	Descriptor
4	10 to 12	AO5 – excellent analysis and evaluation of how the final graphic design solution meets the requirements of the client brief that is comprehensive and highly detailed. AO5 – supported by excellent and highly relevant examples of successes and how the final graphic design solution could be improved.
3	7 to 9	AO5 – good analysis and evaluation of how well the final graphic design solution meets the requirements of the client brief that is mostly detailed. AO5 – supported by good and mostly relevant examples of successes and what could be improved.
2	4 to 6	AO5 – reasonable analysis and evaluation of how well the final graphic design solution meets the requirements of the client brief that has some detail. AO5 – supported by reasonable examples that have some relevance of successes and what could be improved.
1	1 to 3	AO5 – limited analysis and evaluation of how well the final graphic design solution meets the requirements of the client brief that has minimal detail. AO5 – supported by examples of successes and what could be improved that have minimal or no relevance.
	0	No rewardable material.

Note: It is not a requirement that the learner formulates a response in their portfolio specifically against each AO as laid out in the indicative content. The evidence provided by the learner for each AO may be embedded throughout the evidence submitted for the task. Whilst it is likely that the responses will be illustrated by the indicative content points below, credit should be given for different approaches, providing they meet the key requirements of the task and mark scheme.

Indicative content

AO5 – learners will analyse and evaluate their ability to produce a final graphic design solution and how this meets the requirements of the brief that may include the following:

Analyse and evaluate an ongoing review to produce a final graphic design:

- client requirements
- communication of ideas

- appropriateness for target audience
- potential problems and solutions: time, resources and skills
- effective use of resources.

Analyse and evaluate a summative evaluation to produce a final graphic design:

- meeting the needs of the client
- communication of ideas
- appropriateness for target audience
- effective use of resources
- identification of improvements
- identification of successes with the design.

Learners will analyse and evaluate their ability to produce a final graphic design solution and how this meets the requirements of the brief that may include the following:

- learners should demonstrate their ability to present information in a clear and logical sequence
- learners should demonstrate they understand how graphic designers working in different disciplines use presentation formats that best promote their work to a target audience
- the learner should use a portfolio format that is appropriate to the design work produced
- the choice of format should be based on the discipline, for example if the work is physical or digital, the size and platform of the finished design work
- the learner may use PowerPoint or a similar software application to collate evidence for this. However, this content area is about presenting graphic design work in an appropriate format in their chosen discipline, therefore separate evidence must be provided (for example, a web link to a digital portfolio or photographs of a physical portfolio).

Learners should show understanding of the purpose of displaying, presenting and promoting work where relevant to:

- enhance design profile
- showcase work
- attract new clients
- enhance employment opportunities.

Learners should show understanding of digital and physical methods of displaying, presenting and promoting graphic design work.

Methods of displaying and promoting graphic design work:

- website:
 - social media
 - static
 - interactive
 - vlog or blog
 - showreel
 - pitching
- physical:

- presentation folder
- exhibition
- design sheets
- design presentation boards
- book
- pitching.

AO5 – learners will analyse and evaluate their ability to produce a final graphic design solution and how this meets the requirements of the brief that may include the following:

- different clients: corporate, public sector, independent
- a client's individual needs
- communication of ideas
- appropriateness for target audience.