



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

Examined assessment

PAST PAPER

Date: Summer 2024

Mark Scheme

v1.0 Post Standardisation

Past paper

This Mark Scheme has been written by the assessment writer and refined, alongside the relevant questions, by a panel of subject experts through the external assessment writing process and at standardisation meetings.

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 assessment objectives (AOs) and total mark for each question.

Marking guidelines

General guidelines

You must apply the following marking guidelines to all marking undertaken throughout the marking period. 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.
- The marks awarded for each response should be clearly and legibly recorded in the grid on the back of the question paper.
- If you are in any doubt about the application of the Mark Scheme, you must consult with your team leader or the chief examiner.

Guidelines for using extended-response marking grids

Extended-response marking grids have been designed to award a learner's response holistically and should follow a best-fit approach. The grids are broken down into levels, with each level having an associated descriptor indicating the performance at that level. You should determine the level before determining the mark.

When determining a level, you should use a bottom up approach. If the response meets all the descriptors in the lowest level, you should move to the next one, and so on, until the response matches the level descriptor. Remember to look at the overall quality of the response and reward learners positively, rather than focussing on small omissions. If the response covers aspects at different levels, you should use a best-fit approach at this stage, and use the available marks within the level 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. You must also consider the relative weightings of the assessment objectives (AOs), so as not to over / under credit a response. Standardisation materials, marked by the chief examiner, will help you with determining a mark. You will be

able to use exemplar learner responses to compare to live responses, to decide if it is the same, better or worse.

You are reminded that the indicative content provided under the marking grid is there as a guide, and therefore you must credit any other suitable responses a learner may produce. It is not a requirement either, that learners must cover all of the indicative content to be awarded full marks.

Assessment objectives (AOs)

This unit requires learners to:

AO1	Recall knowledge and show understanding. The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding.
AO2	Apply knowledge and understanding. The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations.
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.

The weightings of each assessment objective (AO) can be found in the Qualification Specification.

Qu	Mark scheme	Total marks
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Section A

Total for this section: 20 marks

1	A beautician would like their business promoted to increase clients. Which type of graphic design work is being asked for? A Colour and space B Layout and print C Marketing and advertising D Visual corporate identity Answer: C – Marketing and advertising	1 AO2=1
2	Which one of the following describes the job role of a concept artist? A Creates original images for adverts B Creates original stone sculptures C Creates original text and imagery D Creates original visuals for movies Answer: D – Creates original visuals for movies	1 AO1=1
3	Which one of the following would the illustration sector create? A Billboard posters B Food photography C Graffiti art D Graphic novels Answer: D – Graphic novels	1 AO1=1
4	Identify two forms of communication you will need to consider, when using visual language in graphic design. Award one mark for each identified communication of visual language up to a maximum of two marks: • capture attention • appeal to intended audience • meaning • message • ideas • reaction • emotion.	2 AO1=2

	Accept any other suitable response.	
5	Identify two characteristics of fonts which can be utilised in a design. Award one mark for each identified characteristic up to a maximum of two marks: • serif (1) • sans serif (1) • leading (1) • kerning (1) • alignment (1) • balance (1) • size (1) • decorative (1). Accept any other suitable response.	2 AO1=2
6	Explain one situation when it is suitable to use digital photography and digital illustration in graphic design. AO1 Award one mark for one situation identified from the list below. Digital photography is suitable for use in producing accuracy and professionalism for: • brochures (1) • magazines (1) • leaflets (1). OR Illustration is suitable for use in producing: • logos (1) • icons (such as websites) (1) • fantastical scenes (1) • books (1). AO2 Award one mark for explaining what photography / illustration is suitable to use up to a maximum of two marks. Digital photography will add: • depth (1) • interest (1) • convey a message or emotion to a design (1).	3 AO1=1 AO2=2

	OR Digital illustration will represent: • abstracts (1) • personality of a design (1). Accept any other suitable response.	
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7	Describe two benefits and two drawbacks of a career as a freelance graphic designer. Award one mark for each valid description of a benefit up to a maximum of two marks. Benefits • Establish own schedule / working hours (1). • Negotiate own hourly pay rate for every project (1). • Ideal for a contemporary flexible workplace / home office (1). • Have a broader foundation of non-technical design skills (1). Award one mark for each valid description of a drawback up to a maximum of two marks. Drawbacks • Responsible for marketing / billing / HR department (1). • Work requires more than a typical 40 hours a week within a company (1). • Responsible for all client expectations (1). • Cannot control the ebb and flow of demand for design services (1). • No built-in professional network and supportive professional relationships (1). Accept any other suitable response.	4 AO2=4
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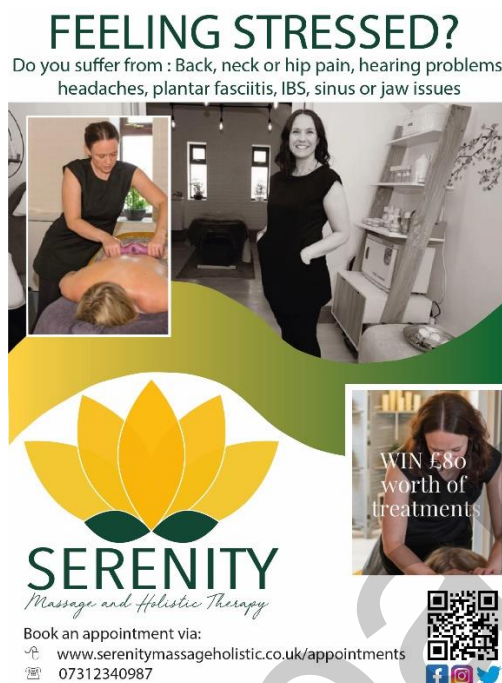
8

The flyer in Figure 1 advertises a new massage and holistic therapy business called SERENITY.

6

AO3=6

Figure 1



Analyse the reasons why the flyer will succeed in attracting new clients for the business.

Award **one** mark for each valid point up to a maximum of **six** marks.

- The use of bands of contrasting colours draws the viewer's eye to the key points of the brand's advertising message (1).
- There is a unique telephone number included at the bottom of the leaflet to encourage the reader to book an appointment and enter the competition to win £80 of treatments (1).
- The designer has included the owner's logo which comprises of the name of the business and a strapline (1).
- The logo contains a lotus flower in various shades of yellow suggesting to customers that the business symbolises purity, spiritual awakening, and the path to enlightenment (1).
- The logo on the flyer will enhance the building of the brand, increase visual appeal, show that the business is professional and is unique to help the business stand out (1).
- The use of images makes it clear what kind of services this business offers before the recipient even reads any of the content (1).
- The images also show the owner of the business allowing potential customers the chance to recognise who would be responsible for their treatments (1).

	• The designer has used a San Serif font which is clear and easy to read (1). • It has used contrasting fonts – white and yellow on a green background – to draw your eye to the most important points (1). • An attractive and colourful image has been used in the corner of the leaflet to catch the viewer's attention and to encourage them to read more (1). • A QR code has been added at the bottom so that readers can scan it to enable them to find out more information or be redirected to businesses website without taking up too much space on the leaflet (1). • There is plenty of 'white space' on this leaflet, so it is visually appealing (1). • The designer has used different size fonts to allow the reader to see it clearly (1). • An up-to-date website is easily seen for potential clients to access full business details (1). • Social media logos have been added at the bottom of the flyer to make potential customers aware that the business is also promoted via these sites. (1). Accept any other suitable response.	
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Section B

Total for this section: 21 marks

9	You need to scan an image / photograph for a flyer design. What scan resolution would you use? A 50 dpi B 150 dpi C 200 dpi D 300 dpi Answer: D – 300 dpi	1 AO1=1
10	You need to add a flyer design image with a client's website. What on-screen resolution will you need? A 50 dpi B 72 dpi C 100 dpi D 200 dpi Answer: B – 72 dpi	1 AO1=1
11	Your flyer design will be mass produced by a printer.	1

	What print resolution would you need? A 72 dpi B 200 dpi C 300 dpi D 500 dpi Answer: C – 300 dpi	AO1=1
12	Identify three design resource constraints you may face in a design studio. Award one mark for each valid type of design resource constraint up to a maximum of three marks: • lack of materials / materials (1) • lack of tools / tools (1) • lack of computer / computer (1) • lack of appropriate software / appropriate software (1) • lack of appropriate hardware / appropriate hardware (1) • lack of appropriate lighting / lighting (1). Accept any other suitable response.	3 AO1=3
13	Give one explanation of the meaning of copyright image considerations and explain what two things you should consider when you are using copyright images. AO1 Award one mark maximum for a valid definition of copyright image considerations: • Copyright image considerations refers to understanding and adhering to copyright laws and regulation (1). • Copyright image consideration provides the legal right to protect creators from having their work displayed, stolen, copied, or reproduced without their permission (1). AO2 Award one further mark for each valid explanation of a reason for copyright image consideration up to a maximum of two marks. • Graphic designers can use their own stock images they have created and may also wish to copyright them, which will allow control of how others use their work (1). • There are specific stock image websites that allow you to pay for a license which allows permission of use (1).	3 AO1=1 AO2=2

	In the case of fair use, the copyrighted picture can only be used for educational, personal or research purposes (1). Award any other suitable response	
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14	Your graphic design company has asked you to produce a corporate (brand) logo for a new vegan restaurant. You will need to use resources effectively when producing the design. Identify three effective uses of resources you should consider and explain why each will be used. AO1 Award one mark for each effective use of a resource up to a maximum of three marks. - Planning a graphic design project (1). - Client requirements (1). - Considering the most efficient use of methods and processes (1). - Anticipating difficulties (1). - Avoiding waste (1). - Cost effective (1). AO2 Award one for each valid explanation up to a maximum of three marks. (planning a graphic design project) – Develop a comprehensive plan that encompasses the creative brief (1), research findings (1), design concepts and sketches (1), timelines to ensure coherence and smooth progress throughout the project (1). (client requirements) – The client must be very clear with their design requirements (1), communicate and share all details to help the designer have a strong understanding of the end design (1). (considering the most efficient use of methods and processes) – to aid in creativity, productivity and accuracy: research using direct observation from primary and secondary sources (1), create a mood board to show colours, patterns and images (1). Produce first draft of initial ideas either using pencil and paper (1) or with appropriate software/hardware (1). Presentation of design to client using either a portfolio or appropriate software (1). (anticipating difficulties) – Working with tight deadlines (1), balancing design and function (1), balancing personal style with client preferences (1), staying relevant, being unique (1).	6 AO1=3 AO2=3
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	(avoiding waste) – Consider the volume of materials that are printed (1), the use of recyclable paper choices (1), ink and materials that can be of reused eco-friendly (1). (cost effective) – Keep projects clear and concise (1), set a deadline (1), and set a breakdown of total proposed expenditure (1). Accept any other suitable response	
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15	Your graphic design company has received an old photograph, Figure 2, which needs significant colour correction / repair. Figure 2  The design company has asked you to use digital image correction to improve the photograph. Identify two digital image correction skills that you might use to repair the photograph and explain why each skill is used. AO1 Award one mark for each digital image correction skill identified up to a maximum of two marks. • colour balance (1) • saturation (1) • colour cast (1) • contrast (1) • cropping (1) • rotation (1) • mode (1). AO2 Award one AO2 mark for each valid explanation of two digital image correction skills up to a maximum of two marks for each skill. Colour balance • Adjust the intensities of cyan, magenta and yellow tones to achieve realistic and accurate colours (1). • Remove any colour cast / tints that affect an entire photograph (1).	6 AO1=2 AO2=4
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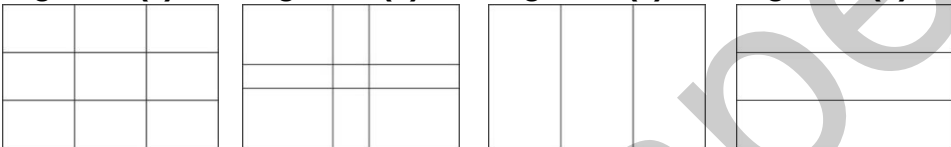
	• Render specific colours particularly neutral colours like white / grey (1). • Create an adjustment layer as this will preserve the original image (1). • Midtones have the greatest effect on skin tones (1). Saturation • Make colours more vivid or more muted (1). • This tool is also useful for brightening or darkening an image (1). • Add special effects to colour a black and white image for example, sepia effect (1). • Change the range of colours in a portion of an image (1). Colour cast • Casts can be removed or added to an image (1). • Use the levels adjustment layer (1). • Where the colour cast is very prominent use the match colour adjustment (1). • Unwanted colour shift in the whole image which can be caused by reflected light (1). Contrast • Adjust the tonal range of an image which changes the shades between the lightest and darkest areas (1). • Using the brightness slider favours the highlights / shadows to make the image brighter / darker (1). • Using the contrast slider expands / shrinks the tonal range (1). • Using the curves adjustment layer allows tonal adjustment at a greater level as there are 14 control points to use (1). Cropping • Remove distractive backgrounds to create focus on the desired object in the image (1). • When images are cropped the resolution remains the same as the original (1). • Setting the aspect ratio or width and height values to get the effect needed (1). • Improve the overall composition (1). Rotation • Rotate an image 180 degrees which will turn the image upside down (1). • Rotate an image 90 degrees clockwise which will turn the image upwards and to the left (1). • Rotate an image 90 degrees anticlockwise which will turn the image upwards and to the right (1). • Flip an image to create a mirror image to change the perspective (1).	
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	Mode • Grayscale is made up of 256 shades of grey and have 8-bits of information (1). • RGB (Red, Green, Blue) is the colour mode most used for screen graphics (1). • CMYK (Cyan, Magenta, Yellow and Black) is the colour mode most used for professional colour printing (1). • Bitmap or line art is made up of either black or white pixels (1). Accept any other suitable response.	
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Past paper

Section C

Total for this section: 21 marks

16	Which one of the following creates components of a design? A Hierarchy B Imagery C Scanning D Sketching Answer: B – Imagery	1 AO1=1
17	Which Figure below shows the correct ‘rule of thirds’ for composition in graphic design? Figure 3 (a) Figure 3 (b) Figure 3 (c) Figure 3 (d)  Answer: Figure 3 (a) – rule of thirds	1 AO1=1
18	Which one of the following is a fundamental aspect of a graphic design component? A Ink (1) B Paper (1) C Storage (1) D Typography (1) Answer: D – Typography	1 AO1=1
19	Identify two purposes of displaying, presenting and promoting graphic design work. Award one mark for each valid purpose identified up to a maximum of two marks: - enhanced design profile - showcase work - attract new clients - enhance employment opportunities. Accept any other suitable response.	2 AO1=2
20	Identify two design principles and two techniques that you would need when planning any graphic design work.	4 AO2=4

	Award one mark for each design principle identified up to a maximum of two marks: Design principles • hierarchy (1) • alignment (1) • balance (1) • contrast (1) • repetition (1) • proximity (1) • positive and negative space (1) • kerning (1) • colour / colour theory (1) • Composition (1). Techniques • colour matching (1) • sketching (1) • gradients (1) • digital image manipulation / creation (1) • digital illustration (1) • photography (1) • stencil (1) • freehand drawing (1) • scanning (1) • collage (1). Accept any other suitable response.	
21	A design company has asked you to be the senior graphic designer on a multimillion-pound advertising campaign. The campaign aims to encourage the public to use different forms of transportation to travel to work. Your aims: • excellent graphic design ideas • good communication with the clients. Considering your aims, identify and give a justification for each of the following: • one planning of the development process • one design of the development process • one consideration for the ongoing review. AO1 Award one AO1 mark for identifying an appropriate planning development, design development and consideration for ongoing review up to maximum of three marks.	6 AO1=3 AO3=3

	Planning development process: • mind maps (1) • first sketches (1) • experimentation (1) • drafts (1) • research (1). Design development process: • refinement of first sketches (1) • refinement of experimentation (1) • final idea (1). Ongoing review: • client requirements (1) • communication of ideas (1) • appropriateness for target audience (1) • potential problems and solutions (time, resources, skills) (1) • effective use of resources (1). AO3 Award up to one AO3 mark for each valid justification of the choice of planning development, design development and consideration for ongoing review up to a maximum of three marks. Planning development process • (mind maps) – Enable you to come up with several main ideas, by brainstorming you will be able to support details such as ideas, tasks, and questions (1). • (first sketches) – Enable you to discover new ideas and solutions to your designs allowing your creativity and skills to be showcased (1). • (experimentation) – involves the orchestration of typography, colour, imagery, form and technology that will allow your design to communicate the client brief/requirements (1). • (drafts) – are presented as rough mock-up of what the designer intends to use in their final design based on the client brief/requirements (1). • (research) – is critical in any area of design, collecting data through interviews with clients, user feedback and domain research will aid in the creation of the design (1). Design development process • (refinement of first sketches) – Are the improvement of the initial idea, it is about making small changes which will improve the idea, for example, replacing one object with another (1). • (refinement of experimentation) – Involves client suggestions/amendments of the layout, composition, hierarchy, typography, colour and imagery, to allow your design to communicate the client brief/requirements (1).	
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	• (final idea) – Is based on initial research and the final concept should successfully communicate what the clients' brief asked for. It should also differentiate from what else already exists in the market. The concept should be unique, memorable, personal to the client and appropriate for the target audience (1). Ongoing review • (client requirements) – are asking the client what their exact expectations are for the project. This can include specific design elements such as, colours, timelines. It is important to get a clear understanding of what the client wants so that both parties are on the same page throughout the whole process (1). • (communication of ideas) – are established by clear expectations, sharing visual examples, and maintaining a positive attitude, you can build a strong relationship with your clients and create designs that exceed their expectations (1). • (appropriateness for target audience – is where demographic information is key, consideration of age, gender and appeal to consumers. This can give you clues as to what should be emphasised in a design and the ways in which different elements should be presented (1). • (potential problems and solutions – time, resources and skills) - Is determining the cause of the problem, selecting alternatives for a solution; and implementing a solution. Effective time management is crucial to meet deadlines and produce quality work. Skills and resources work together and an in-depth knowledge of design principles and design software, are key to communication and problem solving (1). • (effective use of resources) – Are skills that include an understanding of typography, colour theory, composition, layout of design and an in-depth knowledge of various software programs (1). Accept any other suitable response.	
22	When the Go Green Transport campaign launched, the client's brief was to produce posters and billboards. Describe and evaluate ways that each of the following visual languages or graphic design could be used for this campaign: • communication – message • contextual factor – social and cultural. AO2 Award one AO2 mark for each valid description of visual language up to maximum of three marks. Message	6 AO2=3 AO3=3

	• Learn how to communicate ideas and messages through visuals for the campaign (1). • Work closely with clients / marketing teams to understand the message they want to communicate and then develop and creative designs to deliver (1). • Fonts are an essential element when planning and there are thousands of fonts that vary in style, size, and weight to create unique designs that deliver a message (1). • Shapes help convey the meaning behind a message (1). • Images strengthen visual communication by providing context and emotional appeal (1). • Rhythm refers to the repetition of elements in a design (1). • Balance is an important principle between different visual elements in the campaign (1). • Colour also has an important role in the design and how they work together (1). Social and cultural • Conduct initial research and make sure diverse communities are included (1). • Learn about cultural tones and avoid any stereotypes (1). • Collaborate with diverse teams and experts (1). • Use inclusive language and imagery (1). AO3 Award one AO3 mark for each valid evaluation of visual language up to maximum of three marks. Message • Look at the principles of design, colour theory, typography, layout, and composition to create effective designs that will capture the attention for target audiences (1). • Stay up to date on industry trends and new technologies to produce high-quality designs that meet the needs of clients (1). • Serif fonts give off a more traditional or formal feeling, while sans serif fonts give a modern and simple style (1). • Circles represent unity, while triangles suggest strength and stability, squares represent trustworthiness, rectangles show balance and spirals suggest growth or transformation. (1). • Use images for the campaign that will express emotions like joy / sadness / disgust / horror depending on what message is needed for the target audience (1). • A well-designed layout should have a consistent rhythm, that guides the target audience's eye through the poster / billboard, giving a well cohesive and harmonious design (1). • There are two types of balance, symmetrical and asymmetrical and are both equally important for creating posters / billboards (1). • Bright colours will allow your design to stand out against a flat white background. However, there may, only be certain colours	
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	that can be used because of branding from logos or because the campaign is about being green (1). Social and cultural • All research needs to meet cultural context and all diverse communities for their designs to ensure respect and inclusivity are met (1). • When learning about cultural tones and stereotypes adjust any designs that may be harmful and spread negative opinions of different cultures and communities (1). • Designers should collaborate with people from different backgrounds and experts to get new ideas to make sure their designs respect and include everyone (1). • Designers should use inclusive language and images that show different kinds of people (1). • The use of words that do not favour one gender, hurt people with disabilities and the use of images that show different types of communities (1). Accept any other suitable response.	
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Section D

Total for this section: 18 marks

23

The 'Go Green' campaign Figure 4 was successfully launched and your design company would like you to display, present and promote your graphic design work.

Figure 4



9

AO1=3

AO2=3

AO3=3

Analyse what physical and digital methods of displaying, presenting and promoting could be used for this campaign and what components would you have to consider.

Level	Mark	Descriptor
3	7 to 9	AO3 – Excellent analysis and evaluation of the effectiveness of the graphic design components is comprehensive and highly relevant. Supported with reasoned judgements and excellent justifications of how the characteristics of the design components have been included in the design that are comprehensive, highly detailed and valid throughout. AO2 – Excellent application of knowledge and understanding of how graphic design components and principles have been applied in a real scenario that is highly detailed and fully relevant. Highly appropriate connections between design components and principles have been applied. AO1 – Excellent recall of knowledge and understanding of specific graphic design

			components and principles which is accurate and detailed. The response is coherent and clear throughout and uses fully appropriate subject-specific terminology.	
	2	4 to 6	AO3 – Good analysis and evaluation of the effectiveness of the graphic design components is mostly comprehensive and mostly relevant. Supported with some reasoned judgements and good justifications of how the characteristics of the design components have been included in the design that are mostly comprehensive, mostly detailed and mostly valid throughout. AO2 – Good application of knowledge and understanding of how graphic design components and principles have been applied in a real scenario that are mostly detailed and relevant. Mostly appropriate connections between design components and principles have been applied. AO1 – Good recall of knowledge and understanding of specific graphic design components and principles which is mostly accurate and mostly detailed. The response is mostly coherent and clear throughout and uses mostly appropriate subject-specific terminology.	
	1	1 to 3	AO3 – Reasonable analysis and evaluation the effectiveness of the graphic design components has some detail and some relevance. Supported with some judgements and reasonable justifications of how the characteristics of the design components have been included in the design that have some detail and some validity throughout. AO2 – Reasonable application of knowledge and understanding of how graphic design components and principles have been applied in a real scenario that are some detail and some relevance. Some appropriate connections between design components and principles have been applied. AO1 – Reasonable recall of knowledge and understanding of specific graphic design	

			components and principles which has some accuracy and some detail. The response is in some parts clear throughout and uses some appropriate subject-specific terminology.	
	0		No relevant material.	
			Examiners are reminded that 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. Learners must be credited for any other appropriate response. It is not a requirement that the learners formulate a response specifically against each assessment objective (AO) as laid out in the indicative content (IC). Indicative content AO1 Display, present and promote graphic design work used include: Physical • presentation folder (1) • exhibition (1) • design sheets (1) • design presentation boards (1). Digital • website (1) • social media (1) • photograph / fixed image (1) • interactive (1) • vlog / blog (1). Considerations • a client's individual needs (1) • communication of ideas (1) • appropriateness for target audience (1). AO2 Display, present and promote graphic design work used include: Physical • Presentation folder – used to contain a number of different types of printed materials / designs (1).	

	• Exhibition – the communication of objects, information and ideas (1). • Design sheets – initial visual design brainstorming (1). • Design presentation boards – a detailed visual display of a design plan to identify a theme, mood or idea (1). Digital • Website – to help visually communicate client’s ideas and information to website visitors (1). • Social media – excellent self-promotion tool and popular platforms (1). • Photograph / fixed image – design that does not move, regardless of the device that is being used (1). • Interactive – interaction between users and products (1). • Vlog / blog – create a video / audio / diary style entries to talk / promote different designs (1). Considerations • A client’s individual needs – designs should address the needs of the client, environment and local culture (1). • Communication of ideas – discuss problems, brainstorm solutions and share ideas (1). • Appropriateness for target audience – conduct vital research on consumer behaviours, preferences and culture (1). AO3 Display, present and promote graphic design work used include: Physical • (Presentation folder – used to contain a number, of different types of printed materials) well-designed folder that can be used for meeting with clients showing high-quality printed brochures, flyers, leaflets, logos and even product samples. • (Exhibition – the communication of objects, information and ideas) and their impact on community interaction and audience engagement. • (Design sheets – initial visual design brainstorming) sketching of ideas on a piece of paper to create initial concepts and document how this has changed, adapted or developed to arrive at the best layout, composition, type and solution. • (Design presentation boards – a detailed visual display of a design plan to identify a theme, mood or idea) to showcase a designer’s specific concept, process and solution to a client for a project using visual, verbal and vivid ideas. Digital • (Website – to help visually communicate client’s ideas and information to website visitors) and promote, build, enhance, the reputation and popularity of your company. • (Social media – excellent self-promotion tools and popular platforms) that can act as a digital portfolio not only for clients, but also to, help build designer profiles to increase followers as	
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	design work is shared leading to added brand recognition, consistency and connection with your targeted audience. • (Photograph / fixed image – design that does not move, regardless of the device that is being used) commonly seen online they do not include any moving elements. For example, banner, newspaper or billboard. • (Interactive – interaction between users and products) products creations like apps or websites enable the design to become user friendly and involves elements like aesthetics, motion, sound and space. • (Vlog / blog – create a video / audio / diary style entries to talk/promote different designs) once these have been created, they can be uploaded online to websites, YouTube, TikTok, Facebook and Instagram. Make sure that they are regularly updated and blogs are displayed in reverse chronological order so that the most recent post appears first. Considerations • (A client's individual needs – designs should address the needs of the client, environment and local culture) include the client in every process, forge a partnership of shared vision and passion. Collaborating with the client will be beneficial and will make sure vital components are not excluded and last-minute changes do not occur which could lead to a delay in the design. • (Communication of ideas – discuss problems, brainstorm solutions and share ideas) A good designer will be able to convey their message effectively through their work and understand the power of visual storyboards. Through this development process it is important to refer to the original design brief to make sure all specifications are still relevant and the client's needs are still being met. • (Appropriateness for target audience – conduct vital research on consumer behaviours, preferences and culture) assuring that all areas have been targeted such as, age, gender, income, location and interest. The audience is key and design elements will need to appeal to all targeted consumer needs enabling a unique design to be created which effectively conveys the client's initial message.	
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24

Figure 5 and Figure 6 show two different pieces of design work by Neville Brody. Brody is a world-renowned British graphic designer.

Analyse how Brody has used imagery and visual language in each of the designs below:

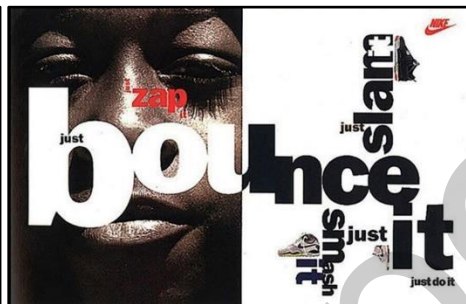
9

AO1=3
AO2=3
AO3=3

Figure 5



Figure 6



https://blogger.googleusercontent.com/img/b/R29vZ2xl/AVvXsEipFiqlkrzBnm3OvVPAKILXNUwO2LmT1m1DZhBxJitEsWOo9YJPIbKXaiWZZ4PI2r8d_bt7udmcl74BbW693-XaVscPUdMIYJtpQfIPzaSEfmYhf0yFgQJgHQPcobLbwyoXd9DoBc6xMY/s1600/nevillebrody.jpg

<https://intdiscpa.files.wordpress.com/2014/08/bounce.png?w=556>

Level	Mark	Descriptor
3	7 to 9	AO3 – Excellent analysis and evaluation of the effectiveness of the graphic design components is comprehensive and highly relevant. Supported with reasoned judgements and excellent justification of how the characteristics of the design components have been included in the design that are comprehensive, highly detailed and valid throughout. AO2 – Excellent application of knowledge and understanding of how graphic design components and principles have been applied in a real scenario that is highly detailed and fully relevant. Highly appropriate connections between design components and principles have been applied. AO1 – Excellent recall of knowledge and understanding of specific graphic design

			components and principles which is accurate and detailed. The response is coherent and clear throughout and uses fully appropriate subject-specific terminology.	
	2	4 to 6	AO3 – Good analysis and evaluation of the effectiveness of the graphic design components is mostly comprehensive and mostly relevant. Supported with some reasoned judgements and good justification of how the characteristics of the design components have been included in the design that are mostly comprehensive, mostly detailed and mostly valid throughout. AO2 – Good application of knowledge and understanding of how graphic design components and principles have been applied in a real scenario that are mostly detailed and relevant. Mostly appropriate connections between design components and principles have been applied. AO1 – Good recall of knowledge and understanding of specific graphic design components and principles which is mostly accurate and mostly detailed. The response is mostly coherent and clear throughout and uses mostly appropriate subject-specific terminology.	
	1	1 to 3	AO3 – Reasonable analysis and evaluation the effectiveness of the graphic design components has some detail and some relevance. Supported with some judgements and reasonable justification of how the characteristics of the design components have been included in the design that have some detail and some validity throughout. AO2 – Reasonable application of knowledge and understanding of how graphic design components and principles have been applied in a real scenario that are some detail and some relevance. Some appropriate connections between design components and principles have been applied. AO1 – Reasonable recall of knowledge and understanding of specific graphic design	

			components and principles which has some accuracy and some detail. The response is in some parts clear throughout and uses some appropriate subject-specific terminology.	
		0	No relevant material.	
	Examiners are reminded that IC 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 IC. Learners must be credited for any other appropriate response. It is not a requirement that the learner formulate a response specifically against each assessment objective (AO) as laid out in the IC. A learner's demonstration of recall (AO1) and application (AO2) of knowledge and understanding can be implied through the learner's ability to analyse the question topic required of AO3. Indicative content AO1 Illustration Figure 5 • Different fonts such as, serif and sans serif have been used to create an image of Radiohead's Thom Yorke. • Different sizes of fonts have been used. • Different colours (shades) of text have been used to form the image of Thom Yorke. • Meaningful words / phrases encompass the image. • In Figure 5, the image is the focal point and in Figure 6, the text is the focal point. • In Figure 5, the image is made up of text and in Figure 6, the image is a photographic representation. Figure 6 • Only sans serif fonts have been used to create the Nike advert. • Different sizes of fonts have been used. • Black, red and white text have been used. • Strong image of a black African-American person has been used to create a sepia tone. • In Figure 5, the image is the focal point and in Figure 6, the text is the focal point.			6 AO3=6

	• In Figure 5, the image is made up of text and in Figure 6, the image is a photographic representation. Communication- – Capture attention Figure 5 • From a distance the image does not look like it has been created by using different fonts. • Starting to analyse the image you can see that it has been designed using lots of different fonts (sans serif and serif fonts) and different words / phrases. • The use of words draws attention to the view in a more subtle way through the colour and use of text / font. Figure 6 • The image is strong and the text unreadable from a distance. • The text at first glance does not make sense. • The words are visually demonstrating the meaning of the word through the colour and size of lettering used. AO2 Illustration Figure 5 • (Different fonts for example, serif and sans serif have been used to create an image of Radiohead's Thom Yorke) to showcase a unique and interesting graphic design approach. • (Different sizes of fonts have been used) to allow typography to be used to create an object. • (Different colours (shades) of text have been used to form the image of Thom Yorke) to create shadows and highlights. • (Meaningful words / phrases encompass the image) to show modern culture. Figure 6 • (Only sans serif fonts have been used to create the Nike advert) as plain fonts are easier to read. • (Different sizes of fonts have been used) to create an impactful design. • (Black, red and white text have been used) to be bold and interesting. • (Strong image of a black African-American person has been used to create a sepia tone) to hold attention. Communication. – Capture attention Figure 5 • (From a distance the image does not look like it has been created by using different fonts) this helps to create the illusion.	
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	• (Starting to analyse the image you can see that it has been designed using lots of different fonts (sans serif and serif fonts) and different words / phrases) this makes the image more interesting. Figure 6 • (The image is strong and the text unreadable from a distance) to attract the attention of the audience. • (The text at first glance does not make sense) this makes the intended audience compelled to look closer. AO3 Illustration Figure 5 • (Different fonts for example, serif and sans serif have been used to create an image of Radiohead's Thom Yorke to showcase a unique and interesting graphic design approach) this incorporates different text sizes, weights and placements to create the image. • (Different sizes of fonts have been used to allow typography to be used to create an object) so they become constructed, abstract elements bringing the text to life to make the advert fun and engaging. • (Different colours (shades) of text have been used to form the image of Thom Yorke to create shadows and highlights) this allows the variation of colour / shades to be spread in a random pattern therefore capturing the intended audience of young adults as it makes the image more striking and pleasing to the eye. • (Meaningful words / phrases encompass the image to show modern culture) and how Neville Brody is trying to include genres of movies, music and sport campaigns that he has been involved in designing. Figure 6 • (Only sans serif fonts have been used to create the Nike advert as plain fonts are easier to read) to draw the audience's attention to try and read what is being advertised. • (Different sizes of fonts have been used to create an impactful design) the use of bigger larger central texts is more important than smaller texts, which then creates a hierarchy. • (Black, red and white text have been used to be bold and interesting) Brody often uses these three colours especially the intense red as this draws the audience's attention / eye and places emphasis on particular words in the advert. • (Strong image of a black African-American person has been used to create a sepia tone to hold attention) and create a visual	
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	interest as the text elements can become very overpowering as they are the main points. Communication – Capture attention Figure 5 • (From a distance the image does not look like it has been created by using different fonts this helps to create the illusion) and draws the intended audience to become curious and begin to read the words / phrase. • (Starting to analyse the image you can see that it has been designed using lots of different fonts (sans serif and serif fonts) and different words / phrases this makes the image more interesting) and compels the intended audience to look more closely to analyse the context between the meaning of the words / phrases and Thom Yorke. Figure 6 • (The image is strong and the text unreadable from a distance to attract the attention of the audience) to promote curiosity. • (The text at first glance does not make sense and it makes the intended audience compelled to look closer) to understand how the advert has been designed and what is being advertised. Is it about basketball or is it about trainers? Award any other suitable response	
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Section A

Question	AO1	AO2	AO3	Total
1		1		1
2	1			1
3	1			1
4	2			2
5	2			2
6	1	2		3
7		4		4
8			6	6
Totals	7	7	6	20

Section B

Question	AO1	AO2	AO3	Total
9	1			1
10	1			1
11	1			1
12	3			3
13	1	2		3
14	3	3		6
15	2	4		6
Totals	12	9		21

Section C

Question	AO1	AO2	AO3	Total
16		1		1
17	1			1
18	1			1
19	2			2
20		4		4
21	3		3	6
22		3	3	6
Totals	7	8	6	21

Section D

Question	AO1	AO2	AO3	Total
23	3	3	3	9
24	3	3	3	9
Totals	6	6	6	18