



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

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

Assessment window: June 2019

Past Paper

Mark Scheme

v1.1 Post-standardisation

This mark scheme has been written by the Assessment Writer and refined, alongside the relevant tasks, 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:

- information on how individual marks are to be awarded
- the allocated assessment objective(s) and total mark for each task.

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 task, 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 front of the task booklet.
- If you are in any doubt about the application of the mark scheme, you must consult with your Lead Examiners 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. 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.

Assessment objectives

This external assessment requires learners to:

AO1	Recall knowledge and show understanding	20%
AO2	Apply knowledge and understanding	30%
AO3	Analyse and evaluate knowledge and understanding	40%
AO4	Evaluate graphic design design/aspects	10%

Project Brief

JOYND – UP Festival have recently invited a group of young graphic designers to submit design ideas. You are part of this group.

JOYND – UP Festival is a new festival aimed at young people aged 12 – 18 years old.

The festival aims to promote and celebrate young people from all cultures, genders and beliefs. The festival has a range of entertainment including live music, circus acts and spoken word and aims to be interactive, getting young people to not only watch the entertainment but to get involved.

The values of JOYND – UP Festival are:

- community
- enjoyment
- respect
- acceptance
- self-expression.

JOYND – UP Festival want you to design a poster that communicates their values and promotes the festival.

They want it to be a combination of imagery **and** typography.

The poster will be used to promote the festival.

You will need to provide your final design either digitally or physically to JOYND – UP Festival. You need to give reasons for your choice and how your design meets the requirements of JOYND – UP Festival.

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

Task	Marking guidance	Total marks
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1	<p>JOYND – UP Festival want to make sure that you consider all of the requirements of the brief.</p> <p>They would like to see how you have interpreted the brief and want you to provide some initial graphic design ideas.</p> <p>Your response to the brief must include:</p> <ul style="list-style-type: none"> • your initial graphic design ideas • how your ideas will meet the requirements of the target audience • how your ideas will meet the organisers values of JOYND – UP Festival. 	<p>18</p> <p>AO1=18</p>																					
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2	<p>JOYND – UP Festival want you to use your initial ideas and develop them further.</p> <p>You must:</p> <ul style="list-style-type: none"> • experiment with the graphic design components to develop your ideas further • annotate your experiments stating how your ideas use the graphic design components • show all your experiments, including your rejected ideas. 	27 AO2=27																					
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3	<p>You must produce your final completed poster to present to JOYND – UP Festival.</p> <p>You must:</p> <ul style="list-style-type: none"> use imagery and typography use the graphic design components use the ideas developed in Task 2. 	<p>36 AO3=36</p>																					
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4	<p>You must now evaluate your graphic design in relation to the brief.</p> <p>Your evaluation must include:</p> <ul style="list-style-type: none"> • the choices you made • how you used the graphic design components • the skills that you have used • the challenges that you have faced • how the design meets the brief and communicates the organisers values of JOYND – UP Festival. 	<p>9</p> <p>AO4 =9</p>																					
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Assessment Objective Grid

Task	AO1	AO2	AO3	AO4	Total
1	18				18
2		27			27
3			36		36
4				9	9
Total	18	27	36	9	90