



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

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

Assessment window: 10 February 2020 – 6 March 2020

Past Paper

Mark Scheme

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 penalising them for 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

The Natro Drinks Company
45-51 Sandy Lane
Castle Hill
CH4 7UP

Dear Student

I am the Product Development Manager of The Natro Drinks Company, who are looking to launch a new drink in August 2020, targeted at age range 14-25, called Natro-Zing.

Our company's aims:

- make healthy products
- use only natural ingredients.

We want our packaging designs to reflect these aims by being:

- fresh
- visually appealing
- suitable for 14-25 age range.

Natro-Zing is a new drink designed specifically to encourage young people to buy a healthy drink that gives a natural boost, as an alternative to the many energy drinks that are currently on the market.

Natro-Zing is made using all-natural ingredients including:

- blueberries
- apples
- strawberries
- acai berries.

It is very important to our company that in your designs you use original imagery that is copyright free. We don't mind if you use the internet or other sources as inspiration, but your initial sketched ideas, experimentation and final design must be original and not use any work

produced by others. It is important that any imagery used is original and created specifically for The Natro Drinks Company.

We want you to complete the **graphics for the packaging** of Natro-Zing:

These graphics:

- must include imagery and typography
- must reflect the company aims
- must include the name Natro-Zing
- the net of the aluminium size can is 145mm (h) x 180mm (w).

You can use any form of imagery such as hand drawn, abstract or digital, as long as it is original and copyright free.

We would like you to submit your initial graphic design ideas, your experimentation and your final design and evaluation, telling us how the design you are submitting is suitable and meets the requirements of the brief.

Good luck, and we look forward to reviewing your submissions.

Sam Goodyear

Product Development Manager of The Natro Drinks Company

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

Task	Marking guidance	Total marks
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1	<p>The Natro Drinks Company want your initial ideas to show that you have considered 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 for the packaging design.</p> <p>Your response to the brief must include:</p> <ul style="list-style-type: none"> • your initial graphic design ideas • annotations of how your ideas will meet the requirements of the design brief for the packaging design • annotations stating how your ideas will meet the aims of the brief. 	<p>18</p> <p>AO1=18</p>																					
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2	<p>The Natro Drinks Company 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. 	<p>27</p> <p>AO2=27</p>																					
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3	<p>You must produce your final work of the packaging design ready to be presented to Sam Goodyear at The Natro Drinks Company.</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 • meet the requirements of the brief. 	<p>36</p> <p>AO3=36</p>																					
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4	<p>You must provide an evaluation to present to The Natro Drinks Company about your graphic design and how the packaging design meets the design brief and communicates the company aims of The Natro Drinks Company.</p> <p>Your evaluation must include:</p> <ul style="list-style-type: none"> • the choices you made during the design process • how you used the graphic design components • the processes you used to solve the challenges of the brief • the technical skills used to complete the design and meet the brief. 	9 AO4=9																					
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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