



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

## Examined Assessment

Paper number: **Sample Assessment**

Date: **Sample 2022**

9.30am – 11.00am

Time allowed: 1 hour 30 minutes

To be completed by the examiner			
Question	Mark	Question	Mark
1		13	
2		14	
3		15	
4		16	
5		17	
6		18	
7		19	
8		20	
9		21	
10		22	
11		23	
12		24	
			TOTAL MARK

### Learner instructions

- Use black or blue ink.
- Answer **all** questions.
- Read each question carefully.
- You **must** write your responses in the spaces provided.
- You may do rough work in this answer book. Cross through any work you do not wish to be marked.
- All of the work you submit **must** be your own.

### Learner information

- The marks available for each question are shown in brackets.
- The maximum mark for this paper is **80 marks**.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name \_\_\_\_\_

Centre name \_\_\_\_\_

Learner number  Centre number

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

## Section A

This section has a possible **21** marks.

You should spend about **20** minutes on this section.

Answer **all** questions in the spaces provided.

- 1** A food manufacturing company want a design for a new product they will sell in retail outlets.

Which type of graphic design work is the company asking you to produce?

[1 mark]

- A** Environmental
- B** Illustration
- C** Packaging
- D** Publication

Answer \_\_\_\_\_

- 2** Which **one** of the following best describes the job role of an artworker?

[1 mark]

- A** Creates hand drawn illustrations
- B** Decides the creative direction
- C** Designs animated graphics
- D** Makes the design print ready

Answer \_\_\_\_\_

3 Which of the following would be created in the marketing and advertising sector?

[1 mark]

- A Comic strip
- B Graphic novel
- C Leaflet or flyer
- D Book cover

Answer \_\_\_\_\_

4 You are planning a graphic design outcome in response to a client brief. Identify **two** contextual factors that you may need to consider.

[2 marks]

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5 Identify **two** ways that a graphic designer can use tone in a design.

[2 marks]

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Please turn over for the next question.

6 Explain when is best to use a serif and a sans serif font.

Your answer should include:

- an explanation of the difference between both fonts.

[3 marks]

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7 Describe **two** advantages **and two** disadvantages to working as an in-house graphic designer.

[4 marks]

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8 The logo in **Figure 3** attempts to communicate the visual identity of a vibrant and trendy **seafood restaurant** called **SEAWAVE**.

Assess how successful the logo is.

**Figure 3**



**[6 marks]**

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**This is the end of Section A.**

**Section B**

This section has a possible **20** marks.

We recommend that you spend **20** minutes on this section.

Answer **all** questions in the spaces provided.

**9** You are considering including a photographic image in your design.

What type of image is a photograph?

[1 mark]

- A** Pixel based
- B** Saturation
- C** Scan resolution
- D** Stencil

Answer \_\_\_\_\_

**10** Which of the following best describes CMYK?

[1 mark]

- A** Subtractive four colour mode best used for printing
- B** A way of removing a colour cast
- C** The file format used to save a graphic design
- D** A way to communicate ideas to clients

Answer \_\_\_\_\_

11 Which **one** of the following is a form of digital image correction used in graphic design?

[1 mark]

- A Commercial
- B Economic
- C EPS
- D Rotation

Answer \_\_\_\_\_

12 Identify **three** types of graphic design brief.

[3 marks]

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Please turn over for the next question.

**13** You are planning a graphic design.  
Explain **two** reasons you should consider copyright.  
Your answer should include:

- an explanation of the meaning of copyright.

**[3 marks]**

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**14** A graphic designer is making a summative evaluation of their graphic design work.  
Explain **three** factors the designer should consider.

**[6 marks]**

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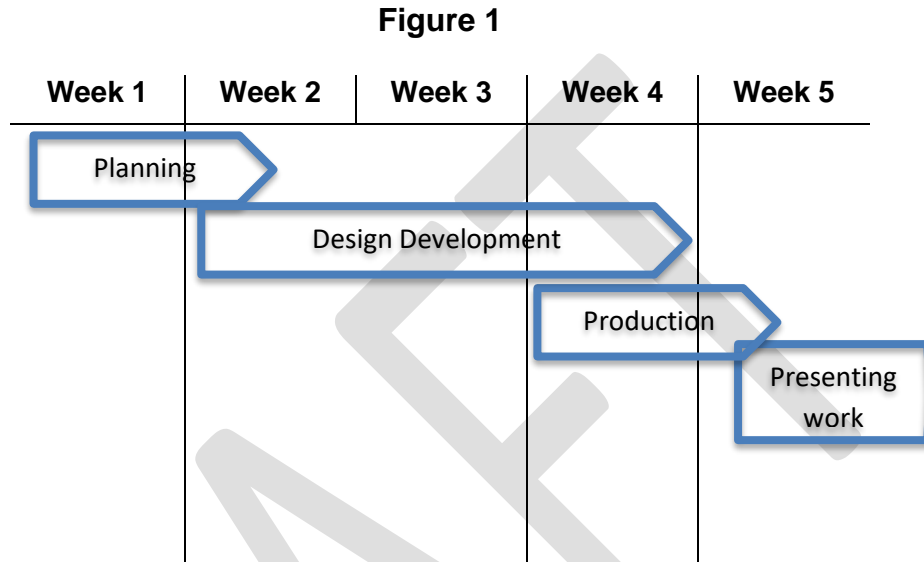
## Section C

This section has a possible **21** marks.

We recommend that you spend **20** minutes on this section.

Answer **all** questions in the spaces provided.

- 16** **Figure 1** below shows a flow chart for the creation and launch of a graphic design product.



In which week would you produce first drafts of your ideas?

[1 mark]

- A Week 1
- B Week 2
- C Week 3
- D Week 4

Answer \_\_\_\_\_

17 Which **one** of the following is a form of imagery used in graphic design?

[1 mark]

- A Cropping
- B Economic
- C Message
- D Vector

Answer \_\_\_\_\_

18 Which **one** of the following is relevant when designing typography?

[1 mark]

- A Animator
- B Conclusion
- C Kerning
- D Storage

Answer \_\_\_\_\_

19 Identify **two** types of client for graphic designers.

[2 marks]

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**20** Select **four** graphic design techniques/processes from the list that follows and classify these against the production stage in the box below:

- mind maps
- target audience
- refinement of first sketches
- composition
- first sketches
- marker pens
- on-screen resolution
- refinement of experimentation.

Production Stage	Planning	Design Development
Technique		
Technique		

[4 marks]

**21** A publisher has asked you to create an illustration for a book cover. The book will be printed and published in paperback.

Identify:

- **one** graphic design tool
- **one** material
- **one** technique.

that you could use to produce your illustration.

Your answer should include:

- a justification for **each** selection.

[6 marks]

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**22**

Discuss how the following graphic design principles could be used when planning a flyer design for a clothing sale:

- hierarchy
- balance.

**[6 marks]**

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**This is the end of Section C.**

### Section D

This section has a possible **18** marks.

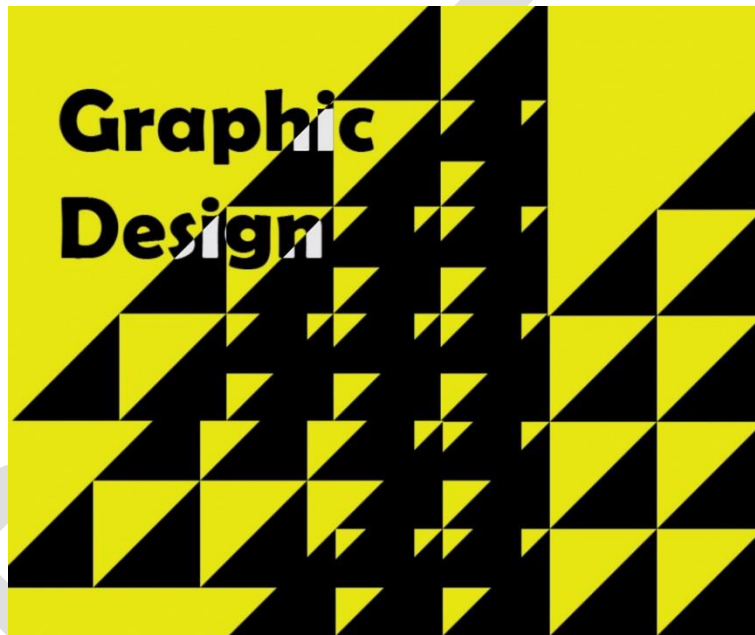
We recommend that you spend **30** minutes on this section.

Answer **all** questions in the spaces provided.

- 23** Graphic design components and design principles have been used to create the image in **Figure 4**.

Analyse how effective both the components and principles have been.

**Figure 4**



**[9 marks]**

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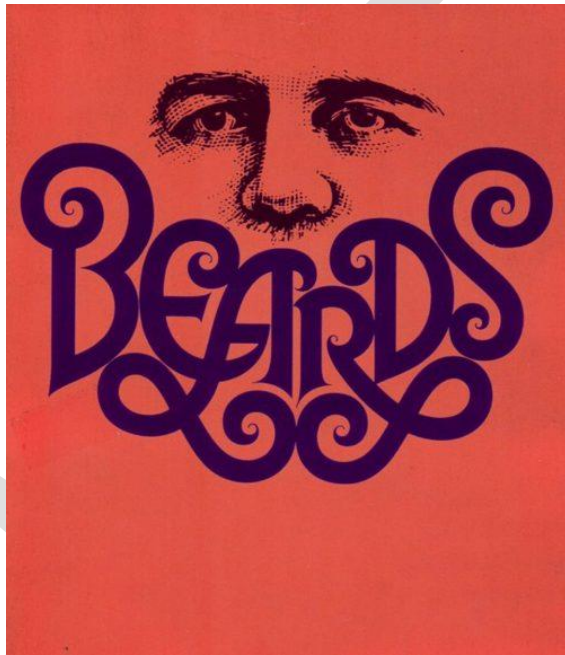
24

**Figure 6** and **Figure 7** show different pieces of work by American graphic designer Herbert Lubalin.

**Figure 6**



**Figure 7**



Analyse how the designer has used typography and composition in **each** of the works above.

**[9 marks]**

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