



Non-Exam Assessment

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

Learner version

September 2023 release

V 1.0

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Introduction

The non-exam assessment (NEA) is a formal synoptic assessment that requires the learner 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 and 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 and that they can make effective connections between different aspects of the subject content and across the breadth of the assessment objectives 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 s/he 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

Introduction

The non-exam assessment (NEA) is a formal synoptic assessment that will contribute **60%** towards your overall qualification grade. It takes the form of a synoptic project that will require you to draw on your knowledge and understanding of the entire qualification, it is therefore important that you produce work to the highest standard that you can.

You will be assessed on your ability to independently select, apply and bring together the appropriate knowledge, understanding, skills and techniques you have learnt throughout your course of study, in response to a brief, set in a real-world situation.

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

Assessment Objective (AO)
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 technical 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 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%)

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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 non-exam assessment will assess your knowledge and understanding from across the qualification.
- The maximum mark for this assessment is **120**.
- The maximum completion time for this NEA is **17 hours and 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 non-examined assessment (NEA), you are permitted to spend a maximum of **2 hours** to undertake research and develop a pack of resources 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 resource 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 task instructions).

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

- the use of quotation marks to clearly identify any passages not of your own words
- date accessed
- 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 NEA

Maximum completion time:

You have been provided with a total of **17 hours 30 minutes** (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 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.

Do not turn over until your assessor tells you to do so.

Past paper

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Do not turn over until your assessor tells you to do so.

Project Brief

‘There is a new design studio InTown!’

InTown! are a new design studio that need to employ a Graphic Designer. You have decided to apply for the job.

InTown! want to employ designers that understand the importance of adapting to different cultural points of view and aims to employ individuals from all parts of the UK. InTown! focus on reaching a UK wide audience whilst embracing local differences.

As part of your interview, you have been asked to produce a portfolio of work and a graphic design which will advertise the new InTown! design studio.

InTown! want you to produce a portfolio of work that responds to **one** of the following:

- front cover design for a printed or digital magazine
- vehicle wrap
- mural to be painted on the wall of the design studio.

Client requirements:

The final graphic design solution **must**:

- reflect the brand identity, aims and values of InTown!
- use your own local town or city as inspiration
- include the tagline: There is a new design studio InTown!
- 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:

1. primary and secondary research in response to your chosen solution from the client brief
2. developed ideas informed by your research
3. plans for a final graphic design solution appropriate to the needs of the client brief
4. final graphic design solution
5. portfolio presented in an appropriate format
6. evaluation of your final graphic design solution.

Assessment tasks

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	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
You are required to: - carry out primary and secondary research to inform your initial design ideas. This will include: resourcing your graphic design ideas in line with the client's requirements in the brief exploring other designer's work to draw inspiration for your design justifying how your initial ideas meet the requirements of the brief creating initial design ideas. [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 ○ video(s) / screen casts ○ visuals with audio commentary. You must also submit your internet browsing history used for research and planning purposes.

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	AO1 – 8 marks AO2 – 8 marks AO4 – 12 marks
You are required to: • use your initial ideas and research the requirements of the brief to develop your ideas further • Provide evidence of your development work in a portfolio (digital or physical) You must evidence 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. [28 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • sketch pad • journal / diary • development sheets • blog / vlog • video(s)/ screen casts • presentation • visuals with audio commentary You must also submit your internet browsing history used for research and planning purposes.

Task 3

Review of development work	
Maximum time	1 hour
Content areas assessed	4. Planning, development and experimentation
Assessment objectives	AO3 – 4 marks AO5 – 8 marks
The next stage is to review the development of your ideas before you move on to planning and creating your final graphic design solution: 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. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - annotated sketch pad - updated journal / diary - annotated development sheets - updated blog / vlog - video(s) / screen casts. You must also submit your internet browsing history used for research and planning purposes.

Task 4

Planning	
Maximum time	2 hours
Content areas assessed	4. Planning, development and experimentation
Assessment objectives	AO1 – 4 marks AO2 – 8 marks
You are required to: • create a detailed production plan for your chosen graphic design solution for InTown! You must provide evidence of your production planning in your portfolio, which could include: • thumbnail sketches • layout drawings • journal / diary • video(s) / screen casts. [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 used for research and planning purposes.

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	AO4 – 24 marks AO5 – 8 marks
You are required to: • create your final graphic design solution for InTown! • 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 client brief. [32 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • annotated sketch pad(s) • annotated design sheets • annotated technical drawings • journal / diary • blog / vlog • video(s) / screen casts • presentation (for example, PowerPoint) You must also submit your internet browsing history used for research and planning purposes.

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	AO2 – 4 marks AO4 – 8 marks
You are required to: - present your final graphic design solution to InTown!. 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 which shows understanding of a graphic designer's work - justification of choices made about the format of the presentation so that it meets the requirements of the client brief. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - physical portfolio - physical mounted work - finalised design sheets - showreel - exhibition - video(s) / screen casts - presentation. You must also submit your internet browsing history used for research and planning purposes.

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	AO5 – 12 marks
You are required to: evaluate your graphic design solution in response to the requirements of the client brief. You need to provide evidence of your evaluation in the following areas: - meeting the needs of the client - communication of ideas - appropriateness for the target audience - identify successes within the design - identify improvements. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - written report - journal / diary - blog / vlog - video(s) / screen casts - audio recording - presentation (for example, PowerPoint).

This is the end of non-exam assessment.

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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:	
Task(s) 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:	

NB: Once completed, the declaration of authenticity **must** be stored securely within the centre, in line with the following NCFE Regulations for Conduct of NEA. 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 QualHub.co.uk. 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 read more www.ncfe.org.uk/legal-information.

Please tick the option that applies, sign and date in the box 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

- 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

- 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 signature	Date

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

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