

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

Examined Assessment

Paper number: **Past paper**
Assessment date: **Thursday 5 June 2025**

Time allowed: **1 hour 30 minutes**
Time: **1.30pm – 3.00pm**

Learner instructions

- Use black 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.
- If you use a supplementary answer booklet, you must add your learner name, learner number and centre number to the front cover of the booklet. Insert your supplementary answer booklet inside this question paper at the end of your test.
- 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**.
- You may use a calculator.

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

Please complete / check your details below

Learner name:

Centre name:

Learner number:

Centre number:

Section A

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

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

- 1** Which **one** of the following graphic design works would be created in the environmental sector?

[1 mark]

- A** A business card for a financial advisor
- B** A brochure for a travel agency
- C** A mural for a recycling company
- D** A social media graphic for a clothing sale

Answer _____

- 2** Which **one** of the following types of graphic design work is needed to produce a logo?

[1 mark]

- A** Cover artwork
- B** Launch event
- C** Social media
- D** Visual identity

Answer _____

3 Which **one** of the following best describes an 'illustrator of movement'?

[1 mark]

- A Animator
- B Artworker
- C Concept artist
- D Creative director

Answer _____

4 Identify **two** ways in which **line** can be used to create expression.

[2 marks]

1 _____

2 _____

5 Name **two** contrast principles that can be used when creating a graphic design image.

[2 marks]

1 _____

2 _____

Please turn over for the next question.

6 (a) State what is meant by the term **alignment** in graphic design.

[1 mark]

6 (b) Explain how **alignment** could be used to present a home page for a company's website design.

[2 marks]

7 (a) Leaflets and flyers are types of marketing and advertising products that can be created by a graphic designer.

Identify **two other** types of graphic design products that can be created for marketing and advertising.

[2 marks]

1

2

7 (b) Suggest how information included on leaflets and flyers can be used to promote a new business.

[2 marks]

- 8 (a)** A logo is a graphic design element that needs to be considered on package designs.

Identify **three other** graphic design elements that need to be considered for package designs.

[3 marks]

- 1 _____
- 2 _____
- 3 _____

- 8 (b)** Logos are used to promote products.

Analyse **one** effective use of logos that a graphic designer would need to consider when promoting a product.

[3 marks]

Please turn over for the next section.

Section B

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

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

- 9** Which **one** of the following is a digital technical skill used in digital image creation? **[1 mark]**

- A** Environmental design
- B** Freehand drawing
- C** Scan resolution
- D** Vector-based software

Answer _____

- 10** Which **one** of the following is important for client requirements in graphic design? **[1 mark]**

- A** Effective use of resources
- B** Graphic designer needs
- C** Minimal communication
- D** Working inefficiently

Answer _____

11 Which **one** of the following is a type of graphic design brief?

[1 mark]

- A Commercial
- B Demographic
- C Hierarchy
- D Political

Answer _____

12 A travel agency requires a new leaflet.

They have provided images from a competitor's website they want included in the design.

Give **three** potential issues of using copyright images from the competitor's website.

[3 marks]

- 1 _____
- 2 _____
- 3 _____

Please turn over for the next question.

13 (a) Demographics is a way of categorising a target audience.

Identify **one other** category of target audience that could be used when completing a design brief.

[1 mark]

13 (b) A music academy would like a poster to advertise a music event.

The demographic for the music event is 18 to 25 year olds.

Explain **one** way the music academy could consider the target audience within the poster.

[2 marks]

- 14 (a)** Understanding the print size of graphic designs is a digital technical skill needed when preparing for final print.

Identify **three other** digital technical skills that will need to be understood when preparing for final print.

[3 marks]

- 1 _____
- 2 _____
- 3 _____

- 14 (b)** A music studio has approved their magazine front cover.

The front cover is to be prepared for final print.

Give **three** reasons why understanding the print size is important when preparing the magazine cover for final print.

[3 marks]

- 1 _____

- 2 _____

- 3 _____

Please turn over for the next question.

15 (a) A graphic design studio has responded to a client's design brief.

The design brief needs were:

- A1 sized colour poster (594 mm x 841 mm)
- include event date, time and location
- modern and eye-catching colour scheme.



A summative evaluation includes identifying improvements.

Discuss **one** improvement that the graphic design studio could make to the poster to ensure the client brief is met.

[3 marks]

- 15 (b)** The graphic design studio has completed their summative evaluation of the summer sports camp poster.

State **three** ways the graphic design studio could use the outcome of the summative evaluation in future design work.

[3 marks]

1 _____

2 _____

3 _____

Please turn over for the next section.

Section C

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

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

- 16** Which **one** of the following is a principle of colour association in graphic design? **[1 mark]**

- A** Linear
- B** Mood
- C** Shape
- D** Vector

Answer _____

17

Graphic Design

- Which **one** of the following font characteristics has been used in the text above? **[1 mark]**

- A** Kerning
- B** Modern
- C** Pixel
- D** Serif

Answer _____



Which **one** of the following graphic design outcomes is represented by the image shown above?

[1 mark]

- A Cartoon
- B Monoprint
- C Pattern
- D Stencil

Answer _____

Please turn over for the next question.

19 (a) The use of patterns is a form of aesthetic visual language.

Identify **two other** forms of aesthetic visual language.

[2 marks]

1 _____

2 _____

19 (b) A graphic designer has received a brief from a band to produce an album cover design.

Explain how patterns could be used by the graphic designer to support the aesthetics of the album cover design.

[2 marks]

20 (a) Chloe is planning an advertising campaign for a new soft drink.

She wants to produce a mind map at the start of the project.

Explain how mind maps can be used to organise Chloe's ideas for the advertising campaign.

[2 marks]

20 (b) Chloe has created first sketches for the advertising campaign of the new soft drink.

Explain why refinement of first sketches for this advertising campaign is important as part of design development.

[2 marks]

Please turn over for the next question.

21 (a) A Curriculum Vitae (CV) and face to face networking are forms of self-promotion.

Identify **two other** forms of self-promotion a logo designer could use.

[2 marks]

1 _____

2 _____

21 (b) Suggest **two** ways a CV could increase a logo designer's career opportunities.

[2 marks]

1 _____

2 _____

22 A freelance artworker plans to self-promote through face to face networking.

Discuss how face to face networking could help the freelance artworker to self-promote.

[2 marks]

- 23 (a)** Valley Council need invitations and posters to promote their annual charity event.

They have requested a colour scheme of red and gold. Their logo **must** be included.

Suggest what could be considered for the **communication of ideas** at an ongoing review meeting.

[2 marks]

- 23 (b)** Valley Council only have a small budget to produce the final design outcomes for the invitations and poster.

Suggest why the **effective use of resources** is important as part of the ongoing review meeting.

[2 marks]

Please turn over for the next section.

Section D

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

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

- 24** The poster below has been designed to promote a music event.

The client brief required the designer to emphasise the use of typography to promote the event.



Analyse the effectiveness of the typography used in the poster to promote the music event. Consider the characteristics of:

- fonts
- styles
- letterforms.

You should include reasoned judgements in your response.

[9 marks]

Fonts _____

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Styles

Letterforms

DO NOT WRITE IN THIS AREA

Analyse the skills the student may have developed that will allow them to progress into an **illustrator** role within the graphic design industry.

You should include reasoned judgements in your response.

[9 marks]

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