

# Standardisation Training Materials

## Non-exam assessment (NEA)

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

**Session:** 2025/26

**Training objective:** to ensure consistent marking and evaluation across assessors by discussing and aligning assessment objectives and expectations.

**Training aim:** the aim of the standardisation training materials is to provide an opportunity for your delivery teams to look in more detail at the Non-Exam Assessment (NEA) tutor guidance document and marking bands, allowing you the time to discuss marks and develop a standardised approach. This will support you to feel confident that you are marking consistently and are prepared in advance for the 2024/2025 assessment window.

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TRAINING MATERIALS

## Activity 1 Materials

### Task 1

# Task 1 Survey & context research

45% of residents cycle at least once a week

<https://www.sustrans.org.uk/media/13266/greater-cambridge-walking-and-cycling-index-2023.pdf>

Cambridge has the highest level of cycling in the country with one in three residents cycling to work.

<https://www.cambridge.gov.uk/cycling-and-walking-schemes#:~:text=Cambridge%20has%20the%20highest%20level,three%20residents%20cycling%20to%20work>

We now know that more than 50% of people use a bike at least once a week, and 58% sometime every month. We believe a very large number of households have a bike, but compared to many other places around the UK, in Cambridge they actually use them, and Cambridge has the highest level of cycling of any town in the UK, beating Oxford and York by a significant margin.

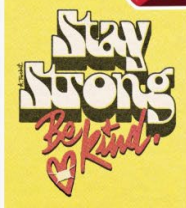
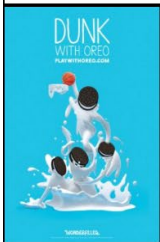
<https://www.camcycle.org.uk/resources/cyclinglevels/>

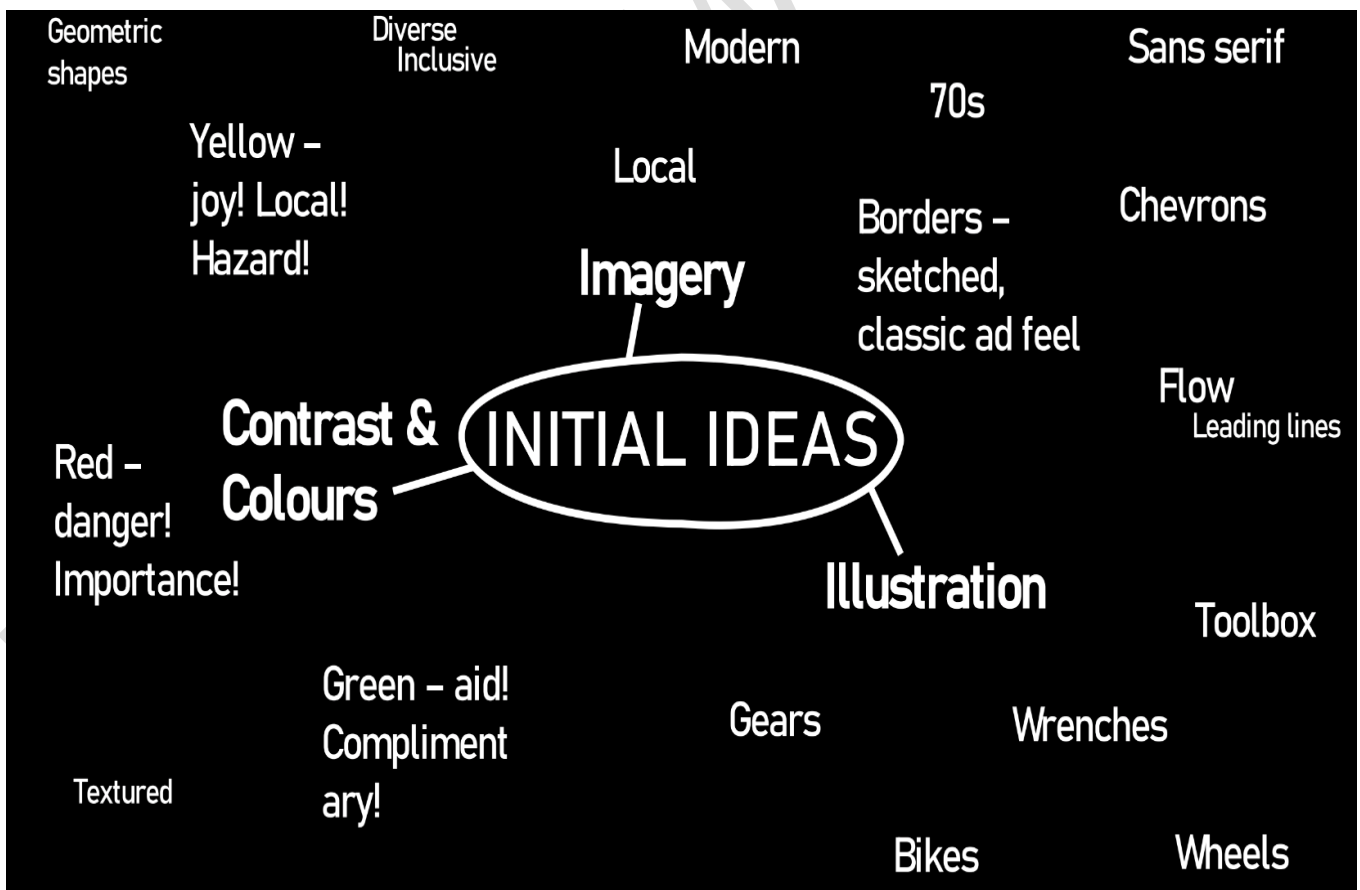
Cambridge city center is very accessible by bike. It has been made easier, with more streets open to cyclists and two large cycle parks. Cyclists can use most streets including many where cars aren't allowed. Cambridge and its surrounding villages are some of the UK's top places to cycle because it is relatively flat and has an extensive cycle route network along with great views out of the city onto country roads.

<https://signetapartments.co.uk/exploring-cambridge-by-bike/>

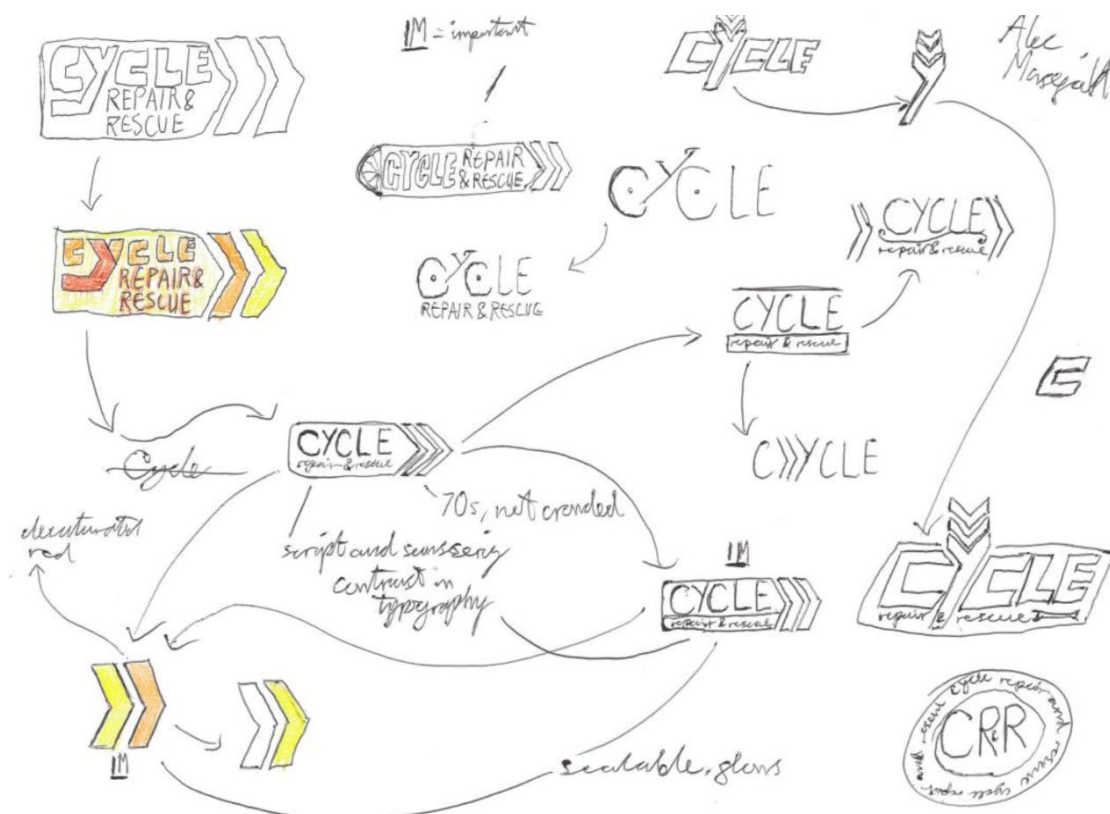


Alex Trochut uses smooth flowing lines across all his designs making them inviting, he uses thin lines which overlap each other creating depth and added interest, he involves type on the design prominently as a main feature, he uses vibrant primary colours making his designs uniquely eye catching, his illustrations are complex but in a way that is simple to understand, his designs are bubbly and cartoonish but simultaneously modern.









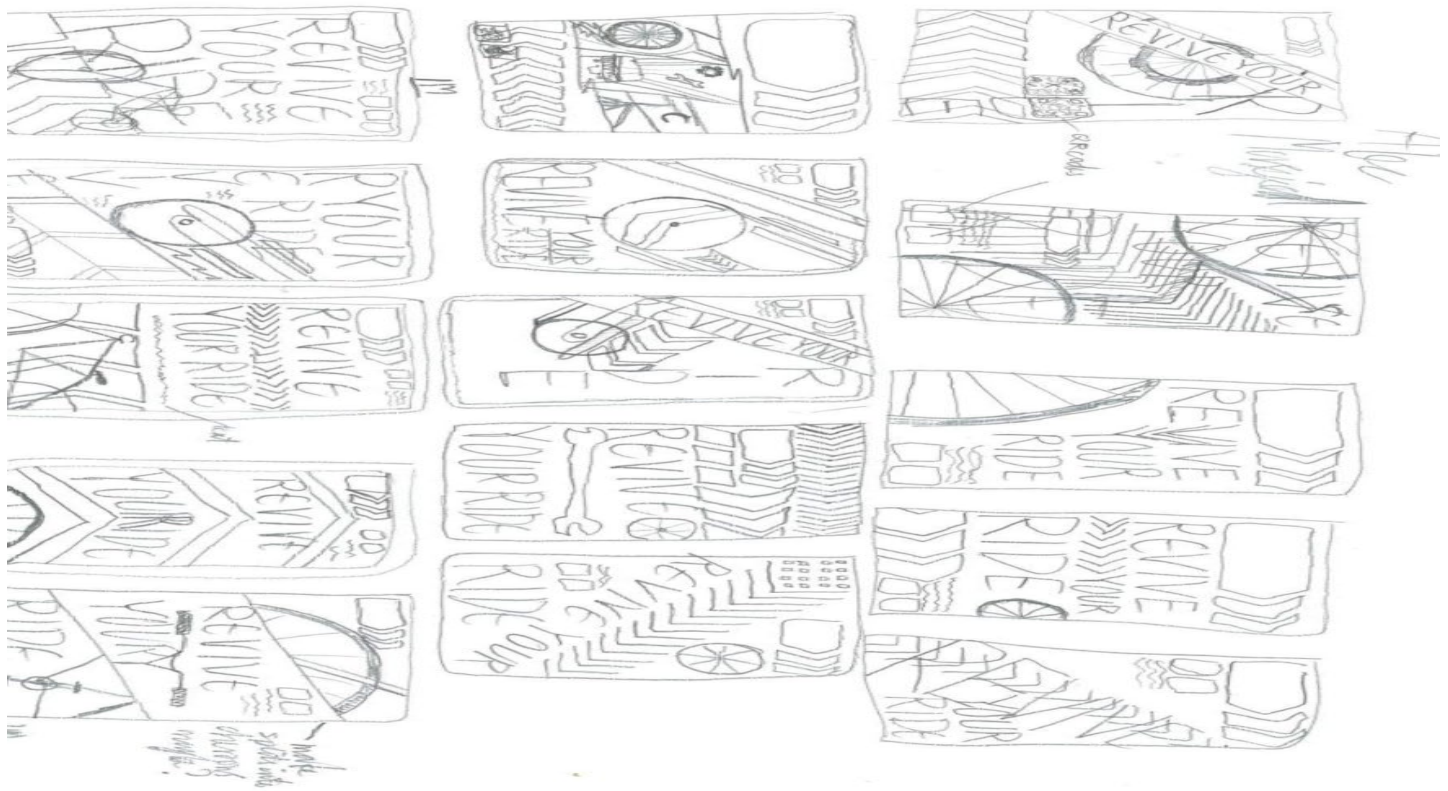
These are examples of imagery used and why they're used:

- ☐ Wheels because they are a nice circular shape which can group my design (proximity)
- ☐ Wrenches as they are a universal symbol for repair and gears for the same reason
- ☐ Bikes because the brand is about bikes and the imagery of bikes will get that message across the best

Sans serif type is consistently used as it is modern and easily legible whilst also being personable

The tones are consistently vivid and vibrant for a modern feel, and also some are a little desaturated or more "pastel" in areas for a personable feel also





TRAINING

## Task 2

# Logo development, shaping and typography

Made this in Adobe Illustrator, vector image so its scalable. Tried serif for main font (using text tool), not enough weight, doesn't catch eye or fill out space, decided on sans serif (more modern), put cycle above repair and rescue to contrast type and create hierarchy, also places emphasis on "cycle" used line (made with pen tool and perfected with anchor select tool) to separate the text, repeated the line (ctrl+c + ctrl+v) for the chevron exactly, makes it feel modern and lined up. Tried tilting the text with rotate tool to make it fit, didn't work. Altered weight on "cycle" and "repair and rescue" (using stroke tool) rounded edge of one side of logo to make it feel softer and friendlier. Used repetition when adding 2 chevrons (pen tool and copy paste) aligned the text. Justified so it could reach both sides of logos, used kerning to fine tune position (text tool)

**CYCLE**  
Repair and Rescue

**CYCLE**  
Repair and Rescue

**CYCLE**  
Repair and Rescue

**CYCLE**  
Repair and Rescue

**CYCLE**  
Repair & Rescue

**CYCLE**  
Repair and Rescue

**CYCLE**  
Repair & Rescue

e: CRRLogo

e: Adobe Illustrator (\*.AI)

## Colour palette 1

C03221

Engineering orange

FFF4EC

Seashell

FF9000

Princeton orange

**CYCLE**  
Repair & Rescue

## Colour palette 2

8C271E

Burnt umber

**CYCLE**  
Repair & Rescue

FFF5D6

Cornsilk

FB8B24

UT orange

Used colors.co to generate colours, went for red, represents danger, yellow, represents hazard, and white, neutral modern colour, but made them feel more local by changing tone. Wanted warm analogous colours as per my "modern graphic trends" research

## Colour palette 3

E04700

Syracuse Red Orange

**CYCLE**  
Repair & Rescue

FCD9B0

Light orange

Removed the outline of the shapes and went for solid colour (fill tool) for implied lines, makes logo feel seamless and modern as brief specifies,

I would add a complimentary colour but all "70s nostalgia" images I looked at had no complimentary colours, only warm and analogous ones

750B06

Barn red

## Colour palette 4

C03221

FFF5D6

**CYCLE**  
Repair & Rescue

FB8B24

Settled on "engineering orange" because it links to repair and is a desaturated red (danger), UT orange, as it looks like a faded local yellow (hazard, local feel) and cornsilk (friendly colour whilst modern and clean)

# Header design for poster

Vinyl Stickons by Spork Thug Typography

Jumper by Mans Greback

REVIVE YOUR RIDE **REVIVE YOUR RIDE**

Boldfinger by imagex

**REVIVE YOUR RIDE**

Code Next by Fontfabric

**REVIVE YOUR RIDE**

Made header font bold and increased weight, stands out, emphasis, sans serif for modernness, using multiple fonts for contrast of type

original colour layout, one chevron red, one yellow, contrast of colour between bottom and top and between chevrons



Tried "hooking" the red round the logo, too much red, felt too dangerous for a welcoming company's logo. Also put too much emphasis on the red



Did a line of colour by extending the invisible line between "cycle" and "repair and rescue" and using shape builder tool to isolate the sections and fill them with colour (fill tool)



Used stroke tool to outline, didn't look as good as implied lines, made it feel isolated, no proximity  
I split the logo down the implied line, creating a psychological leading line, very modern, very cool



## Final logo design



## Task 2 Development

### Task 2 Development



The components of graphic design which are used are line which is used on the first logo by the company name. The shapes that I have used are square triangle straight to show what the picture is and how the image is put together. The colours used in these two logos are black and blue which are bright and are complimentary colours for a logo like that. The use of texture in this image is what colours are used and how the drawing is. The use of scale in these logos are how the drawings are put together and what and where stuff are put together to make to logo. The CMYK in these two logos are blue and black which are not colours that are really happy. The white space (negative space) used in these are around the names and how around the borders it hasn't got any design and the white space in the logo is around the name of it which is not in colour. The hierarchy in the logo is how the drawings are arranged so in this the bicycle is around the name which shows what it is. There is one primary colour used in the logo. The main three are blue yellow and red and the one in this is blue. Both the colours blue and black mixed makes dark blue which is a dark colour.



## Task 2 - Development



### Graphic design language-

Typography  
JPEG  
CMYK  
Hierarchy  
Primary colours  
Texture  
Scale  
TIFF  
Pixel  
Negative space  
White space  
Greyscale

### Requirements of a graphic design brief-

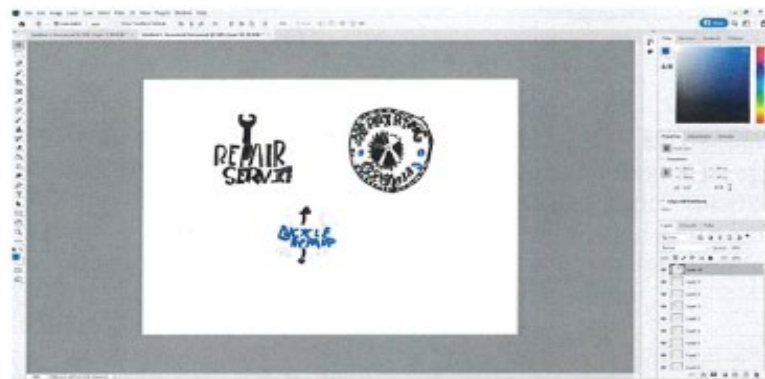
Target market or audience  
Goals and objectives of the new design  
Budget and schedule  
Project overview



This A4 flyer has got a cycle to show what it is

The name of the flyer shows what the company is and to promote people to look at it

## Task 2 - Development



These are the screenshots for how I have used colour on my logos and how I've made them smaller and bigger to develop my design they is also other designs that I have done and tried out different colours which could match the logo type and I have made a range of logos to meet the project brief and company. Developing my logo and thinking about how to do it and wear to lay it out on my poster shows that this is an important part



## Task 3

# Client requirements

Use the tagline 'revive your ride'

I have used the tagline in my poster and I have done it in a sans serif font to make the company seem more friendly and approachable. Using a sans serif font makes the company feel more friendly because it is more down to earth and less imposing. I have put the tagline at the bottom of the poster and this shows good hierarchy because it shows how it isn't as important as the other parts of the poster because it is at the bottom and not the top. It is also at the bottom so that the tagline is spaced away from the company name so that viewers of the poster don't think that the company name and the tagline are just one big name

Use my local town/city as inspiration

My final design will have the Liverpool skyline in it and I have used red and blue in my designs to represent Liverpool and Everton this creates a connection with the company and the local area so that it will attract new customers to the company. This will also make the company feel more approachable because they have a connection with its customers through the local area.

Use appropriate visual language for the target audience

The visual language that I am going to use is going to be a happy one to make the company seem friendly so that customers aren't drawn away from it and it will include local landmarks that people in the local area will recognise. I will also use a friendly and modern visual language by using a sans serif typeface because sans serif typefaces are more minimalist and less imposing and this makes the typeface seem more friendly and modern.

Reflect the brand identity, aims and values of cycle repair and rescue

I have reflected brand identity by having a bike on my design. because the company is a bike company and I have used spanners in my design to show that the company is a repair company. I have reflected the aims and values of the company by making the company feel down to earth by making the design feel personable by making the design feel simplistic



## Appropriateness of target audience

My target audience is both adults and children and I have appealed to both audiences by using bright colours that would catch the eye of both adults and children and I have made the design feel friendly and approachable by making the design simple and using brighter colours so that children aren't scared away from the company by the design and so that adults aren't intimidated by the design. The design has bikes and spanners in so that it appeals to bikers that have broken bikes so that they know that this company repairs bikes. The design also has red and blue in it to represent Liverpool and Everton so that it appeals to the people in the local area

## Communication of ideas

My design has half of a broken bike on one side and it has the other half of a fixed bike on the other side and it is separated by a spanner to show that the company can fix any damage

The design has have a sans serif font so that it presents the company as more friendly and modern. I have done because the brief wants the company to be seen as friendly and modern

The design has included the color yellow in it so that it makes the company feel happier and more friendly so that less customers are intimidated by the company. I have done this because the brief wants the company to be seen as approachable and friendly.

The design has used red and blue in it to represent the local area. Using the local area. Using the local area also makes the company feel more personable because it gives the company a connection with people from the local area. I have done this because the brief wants the company to have aspects of the local area in the design.

## Selection and use of tools, materials and techniques

Desktop- i will need a desktop to do my final design on and to talk about each step that i am going to do on the final design.

Photoshop- i will use photoshop to do my final design on because it will let me alter the photographs I take on my camera and let me add colour, draw and add text. It will also let me save the work in a number of different formats

Camera- i will use a camera to take pictures of the images that is going to be on my design so i will have as many goes at getting the picture right as possible and can just retake the image of i need to

Drawing by hand- i have drew parts of my developments with my mouse so that the company feels more friendly and approachable. I will use hand drawing in my final design

Digital manipulation- i have used digital manipulation when cutting out parts of the developments out and i resized the different parts of the developments. i will use digital manipulation in my design

Hand colouring (digital) i have used the paint bucket tool to fill in parts of my developments with colour and i will use this in my final design

Digital photography- i have used digital photographs in my developments and i will use digital photography in my final design

# Potential problems and solutions

## Time

I might run out of time when i am doing my final design, so i will plan out my time by doing things for a certain amount of time by planning it ot first as a step by step plan. Another problem is the internet because if it does not work i won't have access to photoshop. A solution to this is that i could use an ethernet cable

## Resources

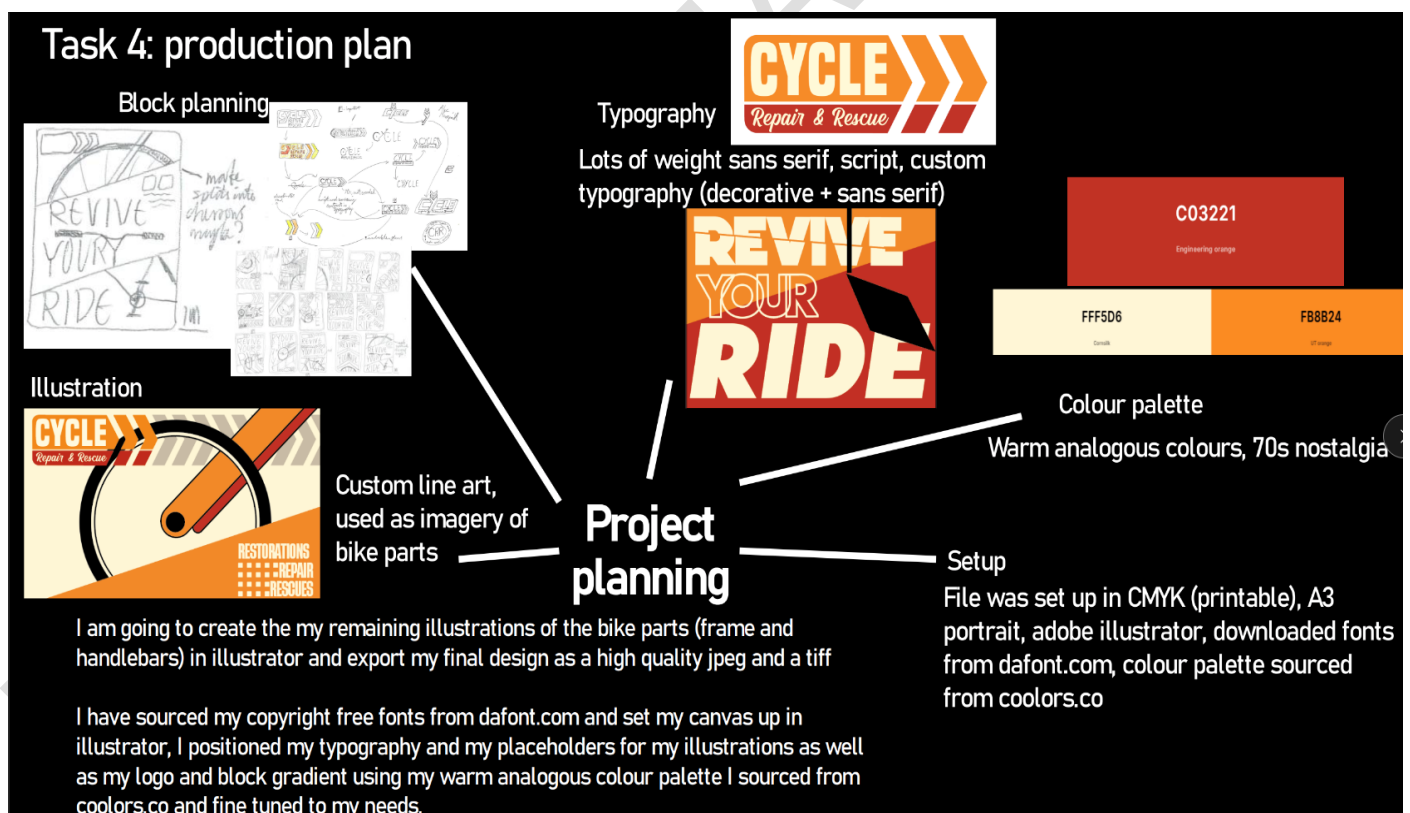
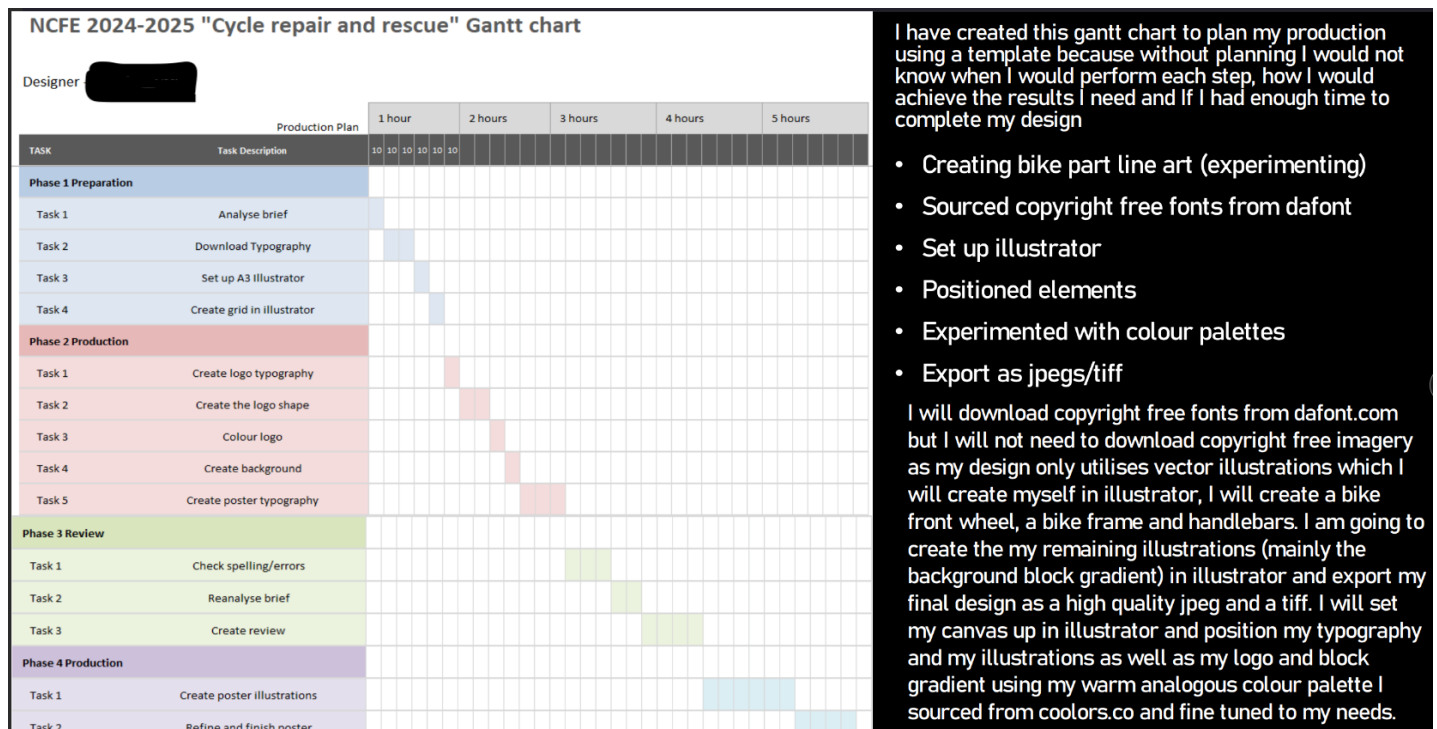
I might not have good pictures of bikes during the design so i will have to dedicate some time to getting pictures of bikes. I might have problems accessing photoshop and illustrator so i will use paper as a backup whilst doing my design

## Skills

I might not know how to use some things on photoshop and illustrator so i could learn from someone who knows how to use them or i could teach myself how to use them by experimenting with them or searching up how to use the tools online.

TRAINING MATERIAL

## Task 4





# Collateral page

A collateral page ensures I have all pre-created, sourced and researched content in preparation for development of the design. It will also ensures consistency through my design, will save time during development and will make sure all my components and elements answer the brief.



Block planning

I will use this block plan to reference throughout creating my design to ensure I know what to create

## Project planning

Colour palette



I will be using a warm analogous colour palette to answer the brief and maintain the consistency in my design

Typography



I will use bold sans serif typography and script typography which I will source from dafont.com to use in my design



Setup

I will create an A3 portrait canvas in illustrator and source all my fonts from dafont.com, if I decide to use imagery I will source it from unsplash.com to ensure it is copyright free

COLLECT SUITABLE IMAGE FROM MY PREPWORK. MAKE SURE MY HAND DRAWN LOGO IS NEAT ENOUGH TO SCAN

FIND OR MAKE IMAGES

## TASK 4 PLANNING ELEMENTS

### PLANNING ELEMENTS

I WILL USE A SYMMETRICAL LAYOUT. I WILL MAKE SURE HIERARCHY IS USED TO DRAW ATTENTION TO THE MOST IMPORTANT PIECES OF INFORMATION.

DECIDE OR COMPOSITION

DECIDE ON TEXT.

S I WILL USE A BOLD SAN SERIF TYPEFACE. IT WILL BE CLEARLY VISIBLE AND EASY TO READ.

COLOUR SCHEME

I HAD USED COLOR LIKE RED YELLOW,BROWN AND TO MAKE IMAGE MORE NATURAL AND REALISTIC.

#### Task 4 Planning

Date	Task	Time Allowed	Comments
5/11/24	Scan the logo design and digitize it and edit it by photopea of the background image and bike	1 hour	
8/11/24	After that i will edit my secondary image and the digital logo design.	1 hour	
11/11/24	In this time i will create the suitable layout,composition and hierarchy for the poster.	1 hour	
14/11/24	After that i insert all of the digital image and logo to make the poster according to layout. Develop the image and its layout.	1 hour	
18/11/24	After that i will make the poster suitable for target audience by checking did i include company info and basic theme.	1 hour	
19/11/24	In add typography,refine it ,print it, finally the final logo design is ready for the presentation .	30 mins	

## Task 5



  
717271883927

**OPEN FROM**  
**5AM – 11PM**

  
**CRR**  
REVIVE YOUR RIDE

**Our Services**

- clean the bike
- Chain repair
- Fit New brake pads
- Pump tires up
- Oil it
- Fix punctures
- We do inspections for anything wrong
- Tire replacements
- Bleed cables
- Adjust cables
- Lube chain
- Tighten bolts
- Clean drive chain
- Lube suspension

Contact us at [something123@gmail.com](mailto:something123@gmail.com) Give us a call 44+ 123 456 789

Address: 123 anything road Website: [www.yourwebsite.com](http://www.yourwebsite.com)

We offer 25% discount for the first 25 bikes that come in!

Come to Portsmouth see and ride all our bike trails!

We offer expert repairs and reliable restorations!





## Cycle Repair and Rescue



revive your ride!



# CYCLE REPAIR AND RESCUE



REVIVE YOUR RIDE

OPEN NOW IN COLCHESTER



# Cycle Repair and Rescue

Tel: 01 [REDACTED]  
25 Arglye street  
Birkenhead  
CH41 6AG



## Revive your ride!

## Activity 2 Materials

### ***Task 5 final design work***

The logo represents the ideals of cycle maintenance and repair. The design's circular parts stand for a bicycle wheel's constant motion, which is symbolic of dependability, sustainability, and the smooth ride of a well-maintained bike. I used a crown then added a cycle in the middle with the tagline 'Revive Your Ride' beneath it, this is because it shows loyalty and respect. Yellow and blue tones make up the colour scheme. While yellow symbolises loyalty with customers and with the notion of mending and replacing bicycles. Blue communicates trust, professionalism, and dependability. Accents of black or dark grey give the design a sense of toughness and durability. Also all these colours used is inspired by Saul Bass in his posters as his work can attract the people looking at his work. The slogan, which is placed carefully underneath highlights the brand's objective of reviving bicycles and making sure that every consumer has a smooth ride. It is engaging because of the frantic wording.

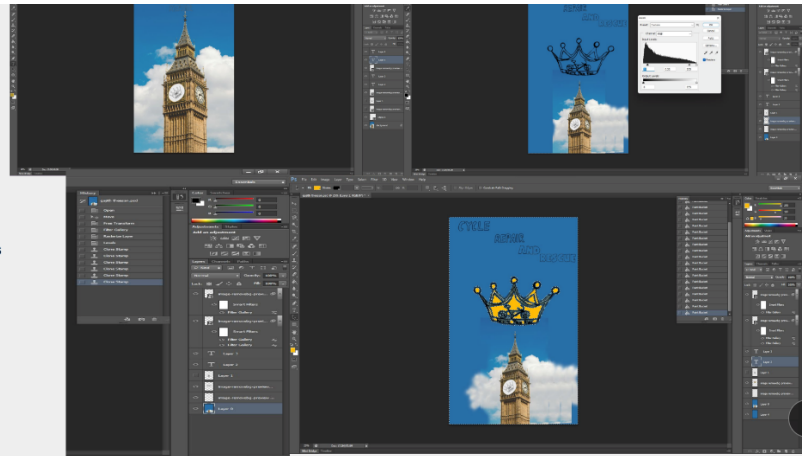
#### Tools I used in Photoshop:

- **Move Tool** - Adjust the positioning of the images.(big ben,crown)
- **Adjustment layers** - Modifies brightness, contrast, or saturation without affecting original design.
- **Character Panels** - Adjusts font spacing, size, and alignment.
- **Rectangle tool** - Helps in structuring text boxes

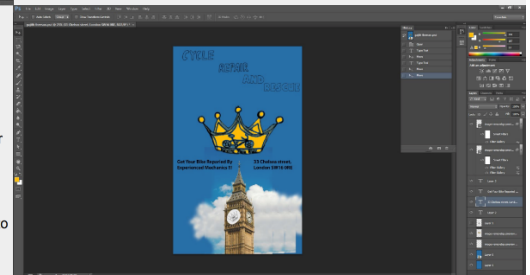
#### Small Changes I Could Make:

- Slightly adjust brightness, saturation, or contrast for a sharper look.
- Make sure text aren't too close to the edges.
- In my poster include a message like "Visit Our Website," ensure it's bold and eye-catching.
- Improve resolution or replace blurry visuals on the font or the images I used.

I decided to include the titles myself to enhance the repair portion of the business after realising that my poster lacked personal design elements. Then, in order to begin working with it, I went to file>place and inserted the image of my title. Then I added the crown in the centre of the page which is the first part the customers will see when they look at my work, then took give it the royalty look I added the colour Yellow, then also use the filter tool to make the outlines on the crown more darker. I then have to add my details. I was thinking about white space while determining where to put it because I want it to be readable and clear without being overly packed.



In on order for the target audience to know who to contact, I then included contact information, which is crucial and necessary on a poster. After considering hierarchy, I decided to put it at the bottom of the poster since I thought it looked the best there. After that, I zoomed out to see my poster in its entirety. Although I'm happy with the way it ended out, I noticed that the crown isn't as colourful and "out there" as I had hoped. I then went to image>adjustments>vibrance to added yellow and black to make it bolder, which will help make it more striking. I experimented with the scene a little before settling on this one since I think it looks perfect and as it represents loyalty.





## Task 6



## Task 6: Final presentation



My design appeals to the target audience of mainly teenagers (which I found out via my context research) by using numerous modern graphic trends I have researched including my use of geometric shapes in my illustrations and extra visual flair. Another modern graphic trend I have used is "70s" Nostalgia with my colour palette being warm analogous colours which is common of 70s advertisements (which I also researched). I made my design stand out and be bold using large weighty sans serif which is another modern graphic trend meaning it will appeal to my younger target audience.

## Task 6 - Presentation of final graphic design

My justifications of how I have done my format of the poster is the way I have laid out my poster and where I have put the information meets the project brief and it is presented like a poster that I wanted it to be. The presented way I have done it is that first I got a background and thought about what colour is good to use so it can suit my target audience. This shows how important that part is of the design and which part of designing this is finding out what colours to use and having to think about which ones are the best so that it can advertise my target audience and that the information is on the brief. The way I am presenting it is on a board outside the town and that when the people go past they can look at it and see what it is about also this will present a large amount of people viewing it. My final graphic design solution was to make a new rebranded logo for the company and I have presented it as this way to promote



## Task 7

# Task 7: Graphic design solution evaluation

The graphic design brief was from the client 'cycle repair and rescue'.

The following information was key to understand:

- Does repairs, restorations and rescues for bikes
- Needed A3 Poster, website homepage or flyer
- Local shop in Cambridge
- Wide range of clients

I chose to create an A3 poster for my design

Client Requirements:

- Needed design to be modern and current whilst having a local feel
- Slogan "revive your ride"
- "restorations, repairs, rescues"
- Needed logo to be created and included

Meeting the needs of the clients:

The first client need I met was making sure the design was going to feel modern and current, I did this by researching modern graphic trends, this let me know to lean into geometric shapes and 70s nostalgia, not only would 70s nostalgia help me figure out to create a colour palette using only warm analogous colours but would also make the design feel more local as the brief had requested.

Cycle repair and rescue wanted me to create a logo which I created with the use of chevrons to emphasise speed making the design feel fast paced like the modern world, I also used the colour palette to make my logo create an illusion of a setting sun on a road. I placed the logo in the top right corner so that it was at the top of the hierarchy and would be noticed first. I also added shadowed chevrons behind the logo to make it feel as though it is a larger part of the entire design.

Came to the conclusion to lean into 2 trends in particular to appeal to my target audience. I leaned into geometric shapes as it felt the most modern out of the trends which would ensure it would definitely feel current as the brief outlined. The second modern graphic trend I leaned into was '70s nostalgia' which was not only modern appealing to my younger audience, but was also repetition of a past era which may also appeal to the older audience so I decided that it could appeal to all of my clients audience simultaneously.

Successes in my design:

A part of my design I am very happy with is my line art of bike parts, mainly my bike wheel art. I love how it contrasts against everything else in the design being the only part of it to break the design's strict colour palette making it stand out which is exactly what its purpose in the design is. I also love how the "revive your ride" typography came out, the varying emphasis on each word depending on its importance to emphasise certain parts of the phrase so the viewers and potential customers were immediately informed of the information they required. Another part of my design which I am happy with is the repeating chevrons from the logo going behind the bike wheel as although it is a smaller addition it makes the logo feel much more integrated into the design and ties it all together. It also creates a lack of white space which is what I was going for in my design.

Improvements I could've made:

The QR code in the top of my design was rather rushed and an afterthought, whilst I don't think it looks atrocious, I am still not happy with it as it does not match the rest of the design, even though it was a necessary addition to the design, I feel as though I could have done it more justice. Another part I believe I could improve is the "restorations repairs rescues" typography, I personally feel that it looks fine but I can see that there is room for improvement especially compared to the quality of the rest of the design.

Cycle repair and rescue wanted a modern and current feel which is why I opted against using imagery in my design, instead I chose to use illustrations as they were much more simplified making it feel more modern as simplification is another modern graphic trend. The illustrations were also able to use my colour palette which made them feel more integrated into the rest of the design. As well as this the use of black on the bike wheel illustration contrasts with the rest of the design as it is the only time the colour is used emphasising it and making it clear that the design is about bikes.

One of the clients main needs was the typography for their slogan "revive your ride". I decided to use contrast of type for this by making each of the words a different typography style. Firstly, I split the "revive" typography into 2 different parts to make it appear broken, this showed that the business would help with broken bikes as well as adding visual interest to the otherwise simple typography. Secondly, I wanted the "your" to be deemphasised as it was not as important as the other words, I achieved this by making it overlap and using only stroke and no fill so it does not distract from the rest of the design. I also added lines to the end of the "your" to fill out empty space and add visual flair. Finally, for the main "ride" typography I decided to use a large weighty sans serif font and make it italics to emphasise speed and make it feel modern, even though it was simple, I believe it perfectly communicated the clients beliefs.

The brief also requested that I add the text "restorations repairs rescues" which I achieved by lining them up with a block gradient I created for the background using a grid I created at the start of the design. I added a line using pen tool behind the type to emphasise it from the background which worked well and looked good.

#### Communicating ideas:

Visually communicating my clients goals was vital to making sure my graphic stands out and demonstrates the company well. I achieved this through use of my large weighty typography, which draws viewers attention and immediately establishes what services the company provides. My simple colour palette makes the design feel simple whilst contrasting with the rest of the design being complex and crowded giving the illusion of white space whilst having none. I also communicate that the company works with bikes by incorporating my line art of bike parts and placing them scaled up in the centre top to make sure it has priority in the hierarchy and is the first thing the viewer sees.

#### Target audience and making sure my design is modern:

According to my survey, my main target audience is under 18s, although the brief describes their target audience as being from all ages and backgrounds. To make sure my design would appeal to everybody but lean towards the younger audience I did modern graphic trends research and