



Non-Exam Assessment (NEA)

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

Learner version

October 2024 release

v1.0

Introduction

The non-exam assessment (NEA) is a formal synoptic assessment that requires you 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 you to demonstrate an integrated connection and coherence between the different elements of the qualification.

The NEA will contribute **60%** towards the overall qualification grade; therefore, it is important that you produce work to the highest standard that you can. You must not start the NEA until you have been taught the full course, to ensure that you 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 you have achieved a holistic understanding of the sector. It also shows that you can make effective connections between different aspects of the subject content and across the breadth of the assessment objectives (AOs) 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 they 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 you to show that you 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 you to make links between elements of the course and to demonstrate how you have integrated and applied your increasing knowledge and skills.

As you progress through the course, you will use and build upon knowledge and skills learnt across units. The NEA will test your ability to respond to a real-world situation.

Information for learners

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

Assessment objectives (AOs)
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 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 technical 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 the work you produce during the supervised time.
- You **must** hand in all your work to the supervisor at the end of each timed session.

Learner information

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

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

- the use of quotation marks to clearly identify any passages not of your own words
- date accessed (websites only)
- 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 non-exam assessment (NEA)

Maximum completion time

You have been provided with a total of **17 hours 30 minutes** to complete this NEA (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 any remaining 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.

Project brief

As a graphic designer, you have been tasked by the design company you work for to create an innovative design solution for rebranding and relaunching Cycle Repair and Rescue, who are a client of the company you work for.

Established just over 1 year ago, Cycle Repair and Rescue is a small business. It provides a service dedicated to restoring the joy of cycling, through expert repairs and reliable restorations. Their current logo features a clip art image of a bicycle and company name.

Cycle Repair and Rescue receives many of their customers through word-of-mouth recommendations, so their target audience includes a diverse range of cyclists.

Their business is ready to expand to a larger market; however, much of their success has come from a 'personable' and 'down to earth' approach. They would like the same qualities to be transferred with the company's new visual identity, whilst still portraying a modern and current feel.

Cycle Repair and Rescue would like you to produce a portfolio of work based on **one** of the following:

- a printable A4 flyer or A3 poster to promote Cycle Repair and Rescue and include their new rebranded logo
- a full-page A4 colour advert that will feature in a monthly cycling magazine to promote Cycle Repair and Rescue and include their new rebranded logo
- a new homepage for their website to promote Cycle Repair and Rescue and include their new rebranded logo.

Client requirements:

The final graphic design solution **must**:

- reflect the brand identity, aims and values of Cycle Repair and Rescue
- use your own local town or city as inspiration
- include the tagline – Revive your ride!
- 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:

- developed ideas informed by your research
- plans for a final graphic design solution appropriate to the needs of the client brief
- production plan of chosen graphic design solution
- final graphic design solution
- portfolio presented in an appropriate format
- 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 (AOs)	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks
You are required to: • carry out research to inform your initial design ideas • generate initial ideas to meet the brief. This must include: • resourcing your graphic design ideas in line with the client's requirements in the brief • exploring other designers' work to draw inspiration for your design • creating initial design ideas • justifying how your initial ideas meet the requirements of the brief. You are permitted to use the internet for this task. You must reference all sources used. [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 • videos / screencasts • visuals with audio commentary. You must also submit your internet browsing history of sites used to support your response to the task.

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 (AOs)	AO1 – 8 marks AO2 – 8 marks AO4 – 12 marks
You are required to: use your initial ideas and research to develop your ideas further provide evidence of your development work in a portfolio (digital or physical). You must provide evidence of 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. You are permitted to use the internet for this task. You must reference all sources used. [28 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - sketch pad - journal / diary - development sheets - blog / vlog - videos / screencasts - presentation - visuals with audio commentary. You must also submit your internet browsing history of sites used to support your response to the task.

Task 3

Review of development work	
Maximum time	1 hour
Content areas assessed	4. Planning, development and experimentation
Assessment objectives (AOs)	AO3 – 4 marks AO5 – 8 marks
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. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • annotated sketch pad • updated journal / diary • annotated development sheets • updated blog / vlog • videos / screencasts. You must also submit your internet browsing history of sites used to support your response to the task.

Task 4

Planning	
Maximum time	2 hours
Content areas assessed	4. Planning, development and experimentation
Assessment objectives (AOs)	AO1 – 4 marks AO2 – 8 marks
You are required to: Create a detailed production plan for your chosen graphic design solution for Cycle Repair and Rescue. You must provide evidence of your production planning in your portfolio, which could include: • thumbnail sketches • layout drawings • journal / diary • videos / screencasts. You are permitted to use the internet for this task. You must reference all sources used. [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 of sites used to support your response to the task.

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 (AOs)	AO4 – 24 marks AO5 – 8 marks
You are required to: create your final graphic design solution for Cycle Repair and Rescue 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 project brief. You are permitted to use the internet for this task. You must reference all sources used. [32 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: - annotated sketch pads - annotated design sheets - annotated technical drawings - journal / diary - blog / vlog - videos / screencasts - presentation (for example, PowerPoint). You must also submit your internet browsing history of sites used to support your response to the task.

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 (AOs)	AO2 – 4 marks AO4 – 8 marks
You are required to: Present your final graphic design solution of Cycle Repair and Rescue rebranding. 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 that shows understanding of a graphic designer's work demonstrated through the understanding of the project brief • justification of choices made about the format of the presentation so that it meets the requirements of the project brief. You are permitted to use the internet for this task. You must reference all sources used. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • physical portfolio • physical mounted work • finalised design sheets • showreel • exhibition • videos / screencasts • presentation. You must also submit your internet browsing history of sites used to support your response to the task.

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 (AOs)	AO5 – 12 marks
You are required to: Evaluate your graphic design solution in response to the requirements of the project brief. You need to provide evidence of your evaluation including the following areas: • meeting the needs of the client • communication of ideas • appropriateness for the target audience • identification of successes within the design • identification of improvements. [12 marks]	
Evidence	Portfolio (digital or physical) This could be presented as: • written report • journal / diary • blog / vlog • videos / screencasts • audio recording • presentation.

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:	
Tasks 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:	

Note: once completed, the declaration of authenticity **must** be stored securely within the centre, in line with NCFE Regulations for the Conduct of NEA – Non-Exam Assessment. 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 the NCFE website. 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 refer to the [legal information section on the NCFE website](#).

Please tick the option that applies, and sign and date the boxes 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 years old

- 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 years old

- 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 / Carer signature	Date

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