



## NCFE Level 1 Technical Award in Graphic Design (603/0844/8)

## NCFE Level 2 Technical Award in Graphic Design (603/0845/X)

Past Paper

**Assessment window:** 10 February – 6 March 2020

**Time allowed:** 10 hours

### Learner instructions

- Complete **all** tasks.
- Read the project brief and each task carefully.
- You **must** hand in all of your work to the invigilator between each external assessment session.
- All of the work you submit **must** be your own.
- All of the work you submit **must** be clearly labelled with:
  - your name
  - your learner number
  - your centre name
  - your centre number
  - the task number.

### Learner information

- The marks available for each task are shown in brackets.
- The maximum mark for this paper is 90.
- You can use the internet.

Please complete the details below clearly and in BLOCK CAPITALS.

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

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

Learner number

Centre number

Learner signature \_\_\_\_\_

**Instructions continue on the next page, please turn over.**

To be completed by the examiner	
Task	Mark
1	
2	
3	
4	
TOTAL MARK	

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Past Paper

## Resources

You can refer to books, magazines, the internet or other sources for research and inspiration.

You must give references in your work for any of the following:

- if you use any information from the internet
- if you use any information from books, magazines or any other form of research
- if you use images that are not your own.

## Evidence

There are two ways you can submit evidence:

- either in **physical** format eg portfolio, hand drawn, hand written, sketchbook etc
- or in **digital** format eg digital presentation, screenshots etc.

Follow the instructions on the front of the paper and label each piece of evidence in each task clearly with the task number.

At the end of the external assessment, there is a checklist. This helps you to make sure that you have included all the evidence needed.

## Digital Evidence

If you submit your evidence in a digital format, you must make sure that you have transferred this to a storage media and that the files can be opened.

The preferred file format to use for this external assessment is pdf. Your invigilator can tell you about other acceptable file formats.

Save your evidence with the following file name:

- Surname\_Initial\_learner number
- eg Smith\_J\_123456789

Remember to save your work regularly during the external assessment.

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

## Project Brief

The Natro Drinks Company  
45-51 Sandy Lane  
Castle Hill  
CH4 7UP

Dear Student

I am the Product Development Manager of The Natro Drinks Company, who are looking to launch a new drink in August 2020, targeted at age range 14-25, called Natro-Zing.

Our company's aims:

- make healthy products
- use only natural ingredients.

We want our packaging designs to reflect these aims by being:

- fresh
- visually appealing
- suitable for the 14-25 age range.

Natro-Zing is a new drink designed specifically to encourage young people to buy a healthy drink that gives a natural boost, as an alternative to the many energy drinks that are currently on the market.

Natro-Zing is made using all-natural ingredients, including:

- blueberries
- apples
- strawberries
- acai berries.

It is very important to our company that in your designs you use original imagery that is copyright free. We don't mind if you use the internet or other sources as inspiration, but your initial sketched ideas, experimentation and final design must be original and must not use any work produced by others. It is important that any imagery used is original and created specifically for The Natro Drinks Company.

We want you to complete the **graphics for the packaging** of Natro-Zing:

These graphics:

- must include imagery and typography
- must reflect the company aims
- must include the name Natro-Zing
- the net of the aluminium size can is 145mm (h) x 180mm (w).

You can use any form of imagery such as hand drawn, abstract or digital, as long as it is original and copyright free.

We would like you to submit your initial graphic design ideas, your experimentation and your final design and evaluation, telling us how the design you are submitting is suitable and meets the requirements of the brief.

Good luck, and we look forward to reviewing your submissions.

*Sam Goodyear*

**Product Development Manager of The Natro Drinks Company**

**You have a total of 10 hours to complete the brief.**

Past Paper

## Task 1

[18 marks]

Complete **all** parts of the task.

You should spend about **2 hours** on this task.

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The Natro Drinks Company want your initial ideas to show that you have considered all of the requirements of the brief.

They would like to see how you have interpreted the brief and want you to provide some initial graphic design ideas for the packaging design.

- 1** Your response to the brief **must** include:
- your initial graphic design ideas
  - annotations of how your ideas will meet the requirements of the **design brief** for the packaging design.
  - annotations stating how your ideas will meet the aims of the brief.

<b>Evidence</b>	<p>You <b>must</b> provide:</p> <ul style="list-style-type: none"><li>• your initial graphic design ideas</li><li>• your annotations showing how the ideas meet the requirements of the brief.</li></ul> <p>You could use the following formats to give evidence of your initial graphic design ideas and response:</p> <ul style="list-style-type: none"><li>• digital presentation</li><li>• audio/video description</li><li>• annotated design ideas</li><li>• typography options sketches</li><li>• mind maps</li><li>• design sheets</li><li>• sketchbook.</li></ul>
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## Task 2

[27 marks]

Complete **all** parts of the task.

You should spend about **3 hours** on this task.

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The Natro Drinks Company want you to use your initial ideas and develop them further.

**2** You **must**:

- experiment with the graphic design components to develop your ideas further
- annotate your experiments, stating how your ideas use the graphic design components
- show all your experiments, including your rejected ideas.

<b>Evidence</b>	You <b>must</b> provide: <ul style="list-style-type: none"><li>• your experiments and graphic design ideas.</li></ul> You could use the following formats to give evidence of your experimentation: <ul style="list-style-type: none"><li>• digital presentation</li><li>• design sheets</li><li>• experiments</li><li>• video with commentary</li><li>• annotated screenshots.</li></ul>
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**Please turn over for the next task.**

### Task 3

[36 marks]

Complete **all** parts of the task.

You should spend about **4 hours** on this task.

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You must produce your final work of the packaging design ready to be presented to Sam Goodyear at The Natro Drinks Company.

**3**

You **must**:

- use imagery and typography
- use the graphic design components
- use the ideas developed in Task 2
- meet the requirements of the brief.

<b>Evidence</b>	You <b>must</b> provide: <ul style="list-style-type: none"><li>• your final graphic design.</li></ul> You could use the following formats to give evidence of your final graphic design: <ul style="list-style-type: none"><li>• physical graphic design</li><li>• digital graphic design.</li></ul>
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#### Task 4

[9 marks]

Complete **all** parts of the task.

You should spend about **1 hour** on this task.

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You must provide an evaluation to present to The Natro Drinks Company about your graphic design and how the packaging design meets the design brief and communicates the company aims of The Natro Drinks Company.

4 Your evaluation **must** include:

- the choices you made during the design process
- how you used the graphic design components
- the processes you used to solve the challenges of the brief
- the technical skills used to complete the design and meet the brief.

<b>Evidence</b>	You <b>must</b> provide: <ul style="list-style-type: none"><li>• your evaluation.</li></ul> You could use the following formats to give evidence of your evaluation: <ul style="list-style-type: none"><li>• annotated screenshots</li><li>• written response</li><li>• video with commentary</li><li>• audio description.</li></ul>
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### Evidence Checklist

Task Number	Evidence Type	Please tick (✓) one	
		Physical	Digital
Task 1	Your initial graphic design ideas		
Task 2	Your experiments and design ideas		
Task 3	Your final graphic design		
Task 4	Your evaluation		

**This is the end of the external assessment.**

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Past Paper

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Past Paper