



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

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

Paper number: P001397

**Assessment window:** Friday 28 January 2022 – Friday 04 March 2022

**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 for research and inspiration.

Please complete the details below clearly and in BLOCK CAPITALS.

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

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

Learner number

Centre number

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

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

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

All the material in this publication is © NCFE.

PAST PAPER



**This page is intentionally left blank.**

## 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:

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

Physical evidence should be no bigger than A3 size. **Do not** use plastic wallets/sleeves.

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 storage media and that the files can be opened.

**Only** send the following file formats for this external assessment:

- PDF
- PowerPoint.

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.**

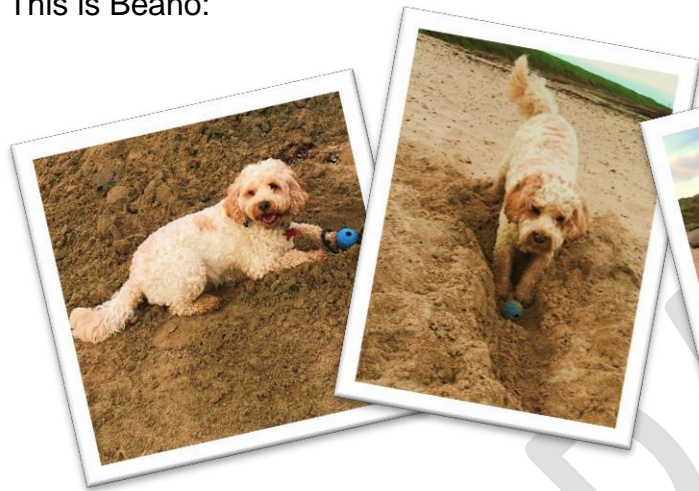
## Project Brief

Dear Student

I am an author called Ren Rivera. I have recently written a series of stories based on my own two dogs, called Beano and Blue, who love to go on adventures.

The stories are aimed at children aged 5–8. I have provided some photos below of Beano and Blue so you can see what they look like.

This is Beano:



This is Blue:



These are photos taken on holiday and the inspiration for my first story, “Adventures of Beano and Blue: The Beach!”

As you can see, Beano’s favourite thing to do on the beach is dig and bury his ball in the sand. Blue’s favourite thing to do is to play football.

I would like to be able to launch the first story as a book that is available in paper format and in digital format.

Your task is to design a book cover for the paper and/or digital version of “Adventures of Beano and Blue: The Beach!”

The cover must be 20 cm in height x 25 cm in width and should include:

- the title: “Adventures of Beano and Blue: The Beach!”
- the author name: Ren Rivera
- imagery of Beano and Blue.

I would like the design to have:

- interesting typography, because it should appeal to the children’s imagination
- original and copyright free imagery, created by hand or by using digital techniques
- visual appeal for children aged 5–8.

You may combine the imagery and the typography. You can use the photos I have provided as **inspiration only**. I 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 not use any work produced by others.

You **must** submit your initial graphic design ideas, experimentation, final design and conclusion. I want you to tell me why your design is suitable and how it meets the requirements of the brief.

Good luck, and I very much look forward to seeing your submissions!

*Ren Rivera*

**Author**

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

## Task 1

[18 marks]

Complete **all** parts of the task.

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

---

Ren Rivera wants your initial ideas to show that you have considered all of the requirements of the brief.

Ren would like to see how you have interpreted the brief. You must provide some initial graphic design ideas for the book cover 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 book cover design.

<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, explaining 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>
-----------------	---



## Task 2

[27 marks]

Complete **all** parts of the task.

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

---

Use your initial ideas for the book cover 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>
-----------------	---

**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.

---

You must produce your final work for the book cover ready to be presented to Ren Rivera.

**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>
-----------------	--

## Task 4

[9 marks]

Complete **all** parts of the task.

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

---

You must provide a conclusion to present to Ren Rivera about your graphic design and how the book cover meets the design brief.

**4** Your conclusion **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 conclusion.</li></ul> You could use the following formats to give evidence of your conclusion: <ul style="list-style-type: none"><li>• annotated screenshots</li><li>• written response</li><li>• video with commentary</li><li>• audio description.</li></ul>
-----------------	--

**Please turn over for the evidence checklist.**

## 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 conclusion		

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

PAST PAPER

**This page is intentionally left blank.**

PAST PAPER

**This page is intentionally left blank.**

PAST PAPER