

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

Examined assessment

Paper number: **Past Paper**
Assessment date: **Tuesday 4 June 2024**

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**.

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** A beautician would like their business promoted to increase their clients.

Which type of graphic design work is being asked to be produced?

[1 mark]

- A** Colour and space
- B** Layout and print
- C** Marketing and advertising
- D** Visual corporate identity

Answer _____

- 2** Which **one** of the following describes the job role of a concept artist?

[1 mark]

- A** Creates original images for adverts
- B** Creates original stone sculptures
- C** Creates original text and imagery
- D** Creates original visuals for movies

Answer _____

- 3** Which **one** of the following would the illustration sector create?

[1 mark]

- A** Billboard posters
- B** Food photography
- C** Graffiti art
- D** Graphic novels

Answer _____

- 4 Identify **two** forms of communication you will need to consider, when using visual language in graphic design. [2 marks]

1 _____

2 _____

- 5 Identify **two** characteristics of fonts which can be utilised in a design. [2 marks]

1 _____

2 _____

- 6 Explain **one** situation when it is suitable to use digital photography **and** digital illustration in graphic design. [3 marks]

- 7 Describe **two** benefits and **two** drawbacks of a career as a freelance graphic designer.

[4 marks]

Benefit 1 _____

Drawback 1 _____

Benefit 2 _____

Drawback 2 _____

- 8 The flyer in **Figure 1** advertises a new massage and holistic therapy business called SERENITY.

Figure 1

FEELING STRESSED?
Do you suffer from : Back, neck or hip pain, hearing problems, headaches, plantar fasciitis, IBS, sinus or jaw issues



SERENITY
Massage and Holistic Therapy

Book an appointment via:
📞 www.serenitymassageholistic.co.uk/appointments
☎ 07312340987

WIN £80 worth of treatments



Facebook, Instagram, Twitter icons

Analyse the reasons why the flyer will succeed in attracting new clients for the business.

[6 marks]

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Past paper

Section B

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

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

- 9** You need to scan an image / photograph for a flyer design.

What scan resolution would you use?

[1 mark]

- A** 50 dpi
- B** 150 dpi
- C** 200 dpi
- D** 300 dpi

Answer _____

- 10** You need to add a flyer design image with a client's website.

What on-screen resolution will you need?

[1 mark]

- A** 50 dpi
- B** 72 dpi
- C** 100 dpi
- D** 200 dpi

Answer _____

11 Your flyer design will be mass produced by a printer.

What print resolution would you need?

[1 mark]

- A 72 dpi
- B 200 dpi
- C 300 dpi
- D 500 dpi

Answer _____

12 Identify **three** design resource constraints you may face in a design studio.

[3 marks]

1 _____

2 _____

3 _____

13 Give **one** explanation of the meaning of copyright image considerations and explain what **two** things you should consider when you are using copyright images.

[3 marks]

DO NOT WRITE IN THIS AREA

Your graphic design company has asked you to produce a corporate (brand) logo for a new vegan restaurant. You will need to use resources effectively when producing the design.

[6 marks]

Past paper

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Past paper

This page is intentionally left blank.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Please turn over for the next section.

Past paper

Section C

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

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

- 16** Which **one** of the following creates components of a design?

[1 mark]

- A** Hierarchy
- B** Imagery
- C** Scanning
- D** Sketching

Answer _____

- 17** Which **figure** below shows the correct 'rule of thirds' for composition in graphic design?

Figure 3 (a)

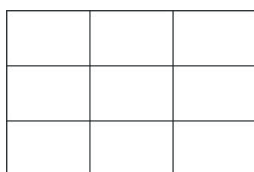


Figure 3 (b)

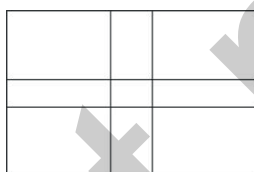
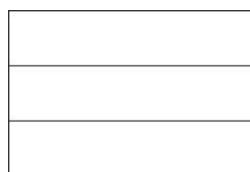


Figure 3 (c)



Figure 3 (d)



[1 mark]

Answer _____

- 18** Which **one** of the following is a fundamental aspect of a graphic design component?

[1 mark]

- A** Ink
- B** Paper
- C** Storage
- D** Typography

Answer _____

- 19** Identify **two** purposes of displaying, presenting and promoting graphic design work.

[2 marks]

1 _____

2 _____

- 20** Identify **two** design principles **and** **two** techniques that you would need when planning any graphic design work.

[4 marks]

Design principle 1 _____

Design principle 2 _____

Technique 1 _____

Technique 2 _____

21

A design company has asked you to be the senior graphic designer on a multimillion-pound advertising campaign. The campaign aims to encourage the public to use different forms of transportation to travel to work.

Your aims:

- excellent graphic design ideas
- good communication with the clients.

Considering your aims, identify and give a justification for **each** of the following:

- one planning of the development process
- one design of the development process
- one consideration for the ongoing review.

[6 marks]

Past paper

22

When the Go Green Transport campaign launched, the client's brief was to produce posters and billboards.

Describe and evaluate ways that **each** of the following visual languages or graphic design could be used for this campaign:

- communication — message
- contextual factor — social and cultural.

[6 marks]

Past paper

Section D

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

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

- 23** The 'Go Green' campaign, **Figure 4**, was successfully launched, and your design company would like you to display, present and promote your graphic design work.

Figure 4



Analyse what physical and digital methods of displaying, presenting and promoting could be used for this campaign and what components would you have to consider.

[9 marks]

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Past paper

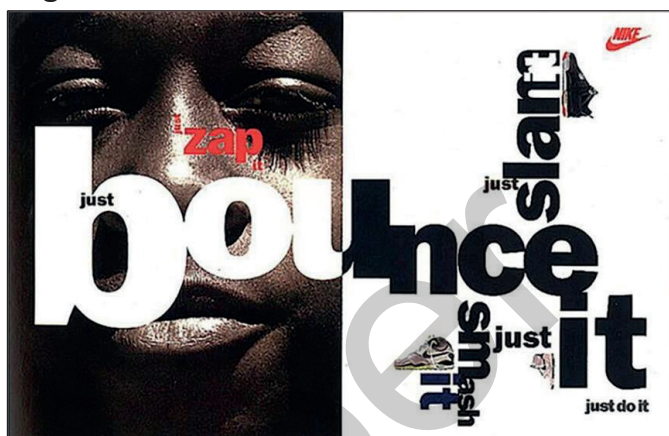
24 **Figure 5** and **Figure 6** show two different pieces of design work by Neville Brody. Brody is a world-renowned British graphic designer.

Analyse how Brody has used imagery and visual language in each of the designs below.

Figure 5



Figure 6



[9 marks]

DO NOT WRITE IN THIS AREA

This is the end of the external assessment.

To be completed by the examiner			
Question	Mark	Question	Mark
1		13	
2		14	
3		15	
4		16	
5		17	
6		18	
7		19	
8		20	
9		21	
10		22	
11		23	
12		24	
		TOTAL MARK	