



National
Qualifications

Graphic Communication Assignment

General assessment information

This pack contains general assessment information for centres preparing candidates for the assignment Component of Higher Graphic Communication Course assessment.

It must be read in conjunction with the specific assessment tasks for this Component of Course assessment, which may only be downloaded from SQA's designated secure website by authorised personnel.

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Introduction

This is the general assessment information for Higher Graphic Communication assignment.

This assignment is worth 70 marks out of a total of 140 marks. This is 50% of the overall marks for the Course assessment. The Course will be graded A-D.

Marks for all Course Components are added up to give a total Course assessment mark which is then used as the basis for grading decisions.

This is one of two Components of Course assessment. The other Component is a question paper.

This document describes the general requirements for the assessment of the assignment Component for this Course. It gives general information and instructions for assessors.

It must be read in conjunction with the assessment task for this Component of Course assessment.

Equality and inclusion

This Course assessment has been designed to ensure that there are no unnecessary barriers to assessment. Assessments have been designed to promote equal opportunities while maintaining the integrity of the qualification.

For guidance on assessment arrangements for disabled candidates and/or those with additional support needs, please follow the link to the assessment arrangements web page: www.sqa.org.uk/sqa/14977.html

Guidance on inclusive approaches to delivery and assessment in this Course is provided in the *Course and Unit Support Notes*.

What this assessment covers

This assessment contributes 50% of the total marks for the Course.

The assessment will assess the skills, knowledge and understanding specified for the assignment in the *Course Assessment Specification*. These are:

- ◆ To produce a graphic communication response to a brief.

Assessment

Purpose

The purpose of this assessment is to generate evidence for the added value of this Course by means of an assignment.

Assessment overview

The assignment is a meaningful and appropriately challenging task which should clearly demonstrate application of knowledge and skills, at an appropriate level, from both the *2D* and the *3D and Pictorial Graphic Communication* Units (as defined in the 'Further mandatory information on Course coverage' section of the *Course Assessment Specification*). The candidate may respond using electronic and/or manual methods throughout.

The assignment is designed to allow candidates to demonstrate their ability to work independently, as they are required to do in the other Component of the Course assessment, the question paper.

The assignment is set by SQA. A bank of tasks will be provided and centres may select from the bank.

In this assignment marks will be awarded for creating a graphic communication response to a brief.

For applying graphic communication skills, knowledge and understanding, 70 marks will be available in four areas, according to the candidate's ability to produce relevant:

- ◆ research and analysis
- ◆ preliminary graphics
- ◆ production drawing and CAD models
- ◆ promotional documents or a publication

The assignment will give candidates an opportunity to demonstrate the following skills, knowledge and understanding.

The assignment will be internally marked by centre staff, in line with the Marking Instructions provided in this document.

Full instructions for candidates are contained within each assessment task.

Assessment conditions

Assessors must exercise their professional responsibility in ensuring that evidence submitted by a candidate is the candidate's own work.

This assessment will be carried out over a period of time. Candidates should undertake the assessment at an appropriate point in the Course. This will normally be when they have completed most of the work on the other Units in the Course.

This assessment requires time for preparation of materials, setting up of equipment, and researching and gathering information which is likely to happen as part of learning and teaching for the Course assessment.

There are no restrictions on the resources to which candidates may have access.

Candidates must undertake the assessment independently. However, reasonable assistance may be provided prior to the formal assessment process taking place. The term 'reasonable assistance' is used to try to balance the need for support with the need to avoid giving too much assistance. If any candidates require more than what is deemed to be 'reasonable assistance', they may not be ready for assessment or it may be that they have been entered for the wrong level of qualification.

Although candidates are expected to work independently when undertaking assessment, reasonable assistance may be given to them throughout the process. The requirements of the assessment should be made clear to candidates at the outset. Assessors may also provide reasonable assistance in clarifying the requirements of the assessment but should not direct candidates to any specific response. For example, assessors should not provide specific advice on how to improve responses or provide model answers.

Assessor input and advice on the selection of a task is appropriate before the candidate starts the task.

Candidates may seek clarification regarding the wording of a task or instructions for the assessment if they find them unclear.

Assessors should put in place mechanisms to authenticate candidate evidence.

Once the assignment has been completed and submitted, it should not be returned to the candidate for further work to improve their mark.

Evidence to be gathered

The following candidate evidence is required for this assessment:

- ◆ a graphic communication folio – not exceeding 10*, A3-sized pages or equivalent for graphics work including the analysis and research

*The following lower and upper limits should be applied to the folio. Where the upper limit is selected for one area, other areas will require the use of the lower limit to comply with the maximum total, ie not exceeding 10 x A3 pages.

- ◆ analysis and research (1 x A3 sized page or throughout)
- ◆ preliminary graphics (2-3 x A3 sized pages)
- ◆ production drawings and CAD models (3-4 x A3 sized pages)
- ◆ promotional documents or publication (3-4 x A3 sized pages)

This evidence must be retained for quality assurance purposes.

General Marking Instructions

In line with SQA's normal practice, the following General Marking Instructions are addressed to the marker. They will also be helpful for those preparing candidates for Course assessment.

The assessment task will be set by SQA and conducted, marked and internally verified in centres under the conditions specified by SQA and subject to conditions specified by SQA.

All marking will be quality assured by SQA.

General Marking Principles for the assignment

This information is provided to help you understand the general principles you must apply when marking candidate responses to this assignment. These principles must be read in conjunction with the detailed Marking Instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must always be assigned in line with these General Marking Principles and the Detailed Marking Instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.

Detailed Marking Instructions for the assignment

In this assignment 70 marks will be awarded for graphic communication skills and application of knowledge and understanding from across the Course. Marks will be allocated in five areas, according to the candidate's ability to produce relevant:

- | | |
|--|------------|
| ◆ analysis and research | (4 marks) |
| ◆ preliminary graphics | (15 marks) |
| ◆ production drawings and CAD models | (30 marks) |
| ◆ promotional documents or publication | (21 marks) |

Assessors should allocate a mark in each of the assignment areas, by following the instructions given below, and record this mark on a candidate assessment record, with a comment justifying why each mark was awarded.

Marks for internally-assessed Components must be submitted to SQA by the centre. Evidence for this assessment should be retained in the centre for SQA quality assurance purposes. Further information on this will be provided by SQA.

For each of the areas, the assessor should select the band descriptor which most closely describes the evidence gathered. Once the best fit has been selected, follow this guidance:

- ◆ Where the evidence almost matches the level above, award the highest available mark from the range.
- ◆ Where the candidate's work just meets the standard described, award the lowest mark from the range.
- ◆ If neither of the above is appropriate, award a mark from the middle of the range.

Note:

- ◆ If the evidence completely matches the highest level band descriptor for the stage, and has been produced by the candidate working independently, then the highest mark should be awarded.
- ◆ Where the candidate's work does not meet the lowest level band descriptor, or where no evidence is provided, then zero (0) marks should be awarded.

Band descriptors

In all cases, where the candidate's work does not meet the lowest range statement, or where no evidence is provided, then zero marks should be awarded.

Assignment area	Graphic Communication activity	Max mark	TOTAL: 4 marks are allocated to analysis and research. Judgements should be made on the candidate's research and analysis in providing information on the specific types of graphics that will be required, and the relevance of the research carried out.		
			1-2 marks	3-4 marks	Information
Analysis and research	Analysing a graphic brief and carrying out research activities.	4	<p>The brief is analysed in some detail and general information on the requirements for graphics that meet market purpose, content and style is gathered.</p> <p>Research suggests some of the graphic requirements.</p>	<p>The brief is analysed in detail and specific information on the requirements for graphics that meet a market purpose, content and style is gathered.</p> <p>Research is relevant and confirms the graphic requirements comprehensively.</p>	<p>Assessment evidence can be contained on one sheet or sourced from other areas of the assignment, where appropriate.</p> <p>Evidence can be graphical, and/or written, including annotations analysing style, use, market and function from a graphical perspective. Interpreting given drawings, sketches, graphic items, corporate/user identities and technical detail, where provided.</p> <p>The analysis should demonstrate that the candidate has a good understanding of the task.</p>

Assignment area	Graphic Communication activity	Max marks	TOTAL: 15 marks are allocated to preliminary work. Judgements should be made on the candidate's selection and use of an appropriate range of graphic techniques. Candidates can choose graphic type. Appropriate responses could include sketching (manual or electronic), sketch/card modelling, illustration, or be in any other suitable format.			
			1 mark	2 marks	3marks	Information
Preliminary graphics (for production drawings and promotional documents or publications)	Using line, shape, form and proportion to represent an item or items.	3	Response is of limited quality and proportion and demonstrates limited purpose.	Response is of good quality and proportion and demonstrates purpose.	Response is of very good quality and proportion and demonstrates a clear purpose.	Evidence can be sourced from orthographic sketches and/or, pictorial representation(s). Purpose should be analytical or design-driven.
	Applying drawing standards.	3	Limited adherence to protocols and conventions is demonstrated.	Adherence to protocols and conventions is demonstrated in majority of the work.	Adherence to protocols and conventions is demonstrated in all of the work.	Evidence can include line types, dimensions and projection/layout method(s).
	Including relevant and sufficient technical detail, to inform development of production drawings and CAD models.	3	Response contains technical detail which has limited relevance. Significantly more detail would be required to inform the development of production drawings, CAD models and complex features.	Response contains technical details - some of which are relevant. Some further detail would be required to inform the development of production drawings, CAD models and complex features.	Response contains most relevant technical details. Detail is sufficient to inform the development of production drawings, CAD models and complex features.	Evidence can include a range from dimensioned sketches, annotations and CAD modelling plans, and should include forms of technical detail such as: exploded views, sectional views, cut-aways, assembly details, enlarged details, range of movement and other relevant technical details (other technical detail can be considered where included).

Assignment area (continued)	Graphic Communication activity	Max marks	1 mark	2 marks	3marks	Information
Preliminary graphics(for production drawings and promotional documents or publications) (continued)	Communicating design features through use of light, shade, tone and/or texture.	3	The response demonstrates a limited understanding of techniques used to communicate design features and limited skill in applying those techniques.	The response demonstrates a good understanding of techniques used to communicate design features and good skill in applying those techniques.	The response demonstrates a very good understanding of techniques used to communicate design features and very good skill in applying those techniques.	Evidence can be produced using any technique appropriate to 2D, 3D and/or pictorial components and/or assemblies, as required. Evidence must be sourced from preliminary graphics work.
	Planning effective multi-page promotional documents or publications.	3	Planning activities are limited and provide a limited range of layout variations. Justification of design elements, principles and DTP features relates, to some extent, to the brief and demonstrates a limited understanding of the impact of layout.	Planning activities are adequate and demonstrate a range of layout variations. Justification of design elements, principles and DTP features relates generally to the brief and demonstrates a fair understanding of the impact of layout.	Planning activities are thorough and demonstrate an effective range of layout variations. Justification of design elements, principles and DTP features relates specifically to the brief and demonstrates a good understanding of the impact of layout.	This could be annotated thumbnails or more fully worked-up visual(s). This could be a full layout, variations of one layout, or different techniques contained within one or more layouts. Justification can be in the form of annotations or a separate layout commentary and should be based upon review and evaluation activities.

Assignment area	Graphic Communication activity	Max mark	TOTAL: 30 marks are allocated to CAD models and production drawings. Judgements should be made on the candidate's generation of CAD models and production drawings in satisfying the brief, use of and adherence to protocols, standards and conventions and provision of relevant detail.			
			1 mark	2 marks	3 marks	Information
Production drawings and CAD models	Using CAD modelling techniques.	3	Only one CAD modelling technique has been used.	Two different CAD modelling techniques have been used.	A minimum of three different CAD modelling techniques have been used.	Evidence can be drawn from: <ul style="list-style-type: none"> ◆ CAD modelling techniques, including: extrude surface, extrude solid, revolved surface, revolved solid, loft, helices and extrude along a path. ◆ The modelling plan or from a retrospective record of modelling techniques. ◆ Any model created in response to the assignment brief.
			1-2 marks	3-4 marks	5-6 marks	Information
	CAD modelling.	6	Components demonstrate limited skill in draughting and modelling.	Most components demonstrate good skill in draughting and modelling.	Most components demonstrate very good skill in draughting and modelling. (For full marks all components must demonstrate very good skill).	Skills include accuracy in draughting and modelling in communicating complexity, details and features of components. Evidence can be drawn from any model within the scene. Models should demonstrate sufficient complexity to achieve full marks.

Assignment area (continued)	Graphic Communication activity	Max marks	1 mark	2 marks	3marks	Information
Production drawings and CAD models (continued)	CAD modelling edits and complex features.	3	Models demonstrate a limited range of complex features.	Models demonstrate a range of complex features.	Models demonstrate a broad range of complex features.	Examples of complex features include: complex profiles, application of 3D features (such as, tapers, off-sets, helices and threads, and projected geometry), and edits, including: chamfers, fillets, shells, mirrors, and arrays.
	Assembling components.	3	The assembly of components is correct in a limited number of instances.	The assembly of components is correct in most instances.	The assembly of components is correct in all instances.	Components are correctly constrained and fit without inappropriate intersecting, interference or misalignment.
	Producing production drawings.	3	The candidate has produced orthographic or pictorial production drawings of most of the components of the product.	The candidate has produced orthographic or pictorial production drawings of most of the components and has included a full assembly of the product.	The candidate has produced orthographic or pictorial production drawings of most of the components, and has included a full assembly and a separate sub-assembly of the product.	Evidence can come from dimensioned orthographic component drawings and assembly drawings, pictorial component and/or assembly. Assessors should consider the quality of the work in terms of scale, accuracy and clarity of the drawing(s).

Assignment area (continued)	Graphic Communication activity	Max marks	1 mark	2 marks	3marks	Information
Production drawings and CAD models (continued)	Providing core information to support manufacture.	3	Core information is included but would not satisfy the requirements for manufacture.	Core information is included and would satisfy some of the requirements for manufacture.	Core information is included and would satisfy most of the requirements for manufacture.	Core information includes details, such as: sufficiency of dimensioning, hidden detail, centre lines and fold lines.
	Adhering to protocols, standards and conventions.	3	2D and/or 3D and/or pictorial work shows limited adherence to protocol, standards and convention.	2D and/or 3D and/or pictorial work adheres to protocol, standards and conventions standards across most of the work.	2D and/or 3D and/or pictorial work adheres to protocol, standards and convention across all the work.	Evidence may include; the use of correct projection/layout method(s), inclusion of view titles, scale, tolerances and title block, and correct application of line types and dimensions.
	Providing relevant technical detail to communicate additional information about the product.	3	2D and/or 3D and/or pictorial work contains one example of relevant additional information to support manufacture, assembly or use. The detail is accurate with annotation and scale to the view.	2D and/or 3D and/or pictorial work contains two examples of relevant additional information to support manufacture, assembly or use. The detail is accurate with annotation and scale to the views.	2D and/or 3D and/or pictorial work contains three or more examples of relevant additional information to support manufacture, assembly or use. The detail is accurate with annotation and scale to the views.	Evidence may be in the form of; exploded view (orthographic or pictorial), sectional view, enlarged detail or degrees and range of movement, and including appropriate annotation etc. Technical detail should be relevant and relate to the requirements of the brief. The technical detailing is clear, accurate and correctly annotated on all occasions.

Assignment area (continued)	Graphic Communication activity	Max marks	1 mark	2 marks	3marks	Information
Production drawings and CAD models (continued)	Assembling an environment.	3	The environment is assembled with the main model in context.	The environment is assembled with the main model and a supplementary model, appropriately scaled and placed in context.	The environment is assembled with the main model and different supplementary models, appropriately scaled and placed in context.	<p>Marks are awarded for creating and populating the scene only. Marks are awarded elsewhere for illustration activities.</p> <p>Models should be appropriately scaled and placed, relative to the context of the scene and supplementary models, where provided.</p> <p>Supplementary models can be provided by the assessor or otherwise sourced.</p>

Assignment area	Graphic Communication activity	Max mark	TOTAL: 21 marks are allocated to promotional illustrations, documents or publication. Judgements should be made on the candidate's promotional illustrations, documents or publication in terms of responding to the brief, effectiveness of illustrations, and use of illustration techniques, use of layout and design principles, and DTP.			
			1-2 marks	3-4 marks	5-6 marks	Information
Promotional documents or publication	Using illustration techniques effectively in 3D environments.	6	Illustration techniques used have limited relevance to the environment and demonstrate limited skills in application.	Illustration techniques used are mostly relevant to the environment and demonstrate good skills in application.	Illustration techniques used are fully relevant to the environment and demonstrate very good skills in application.	The environment should be illustrated by techniques that demonstrate light on form, such as: fills, highlights, shadows and textures (appropriately scaled), to enhance and contextualise the model.
			Illustrations may be pixelated, shadows and/or reflections are noticeably unrealistic and/or materials are applied in an unrealistic scale and/or direction.	Illustrations may show some pixelation, shadows and/or reflections are slightly unrealistic and/or materials are applied in a slightly unrealistic scale and/or direction.	Illustrations are not pixelated, shadows and reflections are realistic and materials are applied to a realistic scale and direction.	
				1 mark	2 marks	3 marks
	Producing promotional document or publication to meet the requirements of a brief.	3	The promotional document or publication responds to some of the requirements of the brief.	The promotional document or publication responds to most of the requirements of the brief.	The promotional document or publication responds to all the requirements of the brief.	Refer to the selected Course assessment task brief.

Assignment Area (continued)	Graphic Communication activity	Max mark	1 mark	2 marks	3 marks	Information
Promotional documents or publication (continued)	Using layout techniques, including design elements and principles, and DTP features.	9	The promotional documents or publication incorporates DTP features that have been applied with limited skill.	The promotional documents or publication incorporates DTP features that have been applied with some skill and relevant visual impact.	The promotional documents or publication incorporates DTP features that have been applied with a high level of skill and significant visual impact.	Using, for example, colour, contrast, unity, depth, dominance and alignment, extended text, alignment, cropping, text wrap, flow text along a path, bleed, transparency, drop shadow, rotate, justification, reverse, columns, gutter, caption, header and footer.
			1-2 marks	3-4 marks	5-6 marks	More than one feature should be applied.
			The promotional documents or publication makes limited use of design elements and principles, and has provided limited relevant visual impact.	The promotional documents or publication makes good use of design principles and elements, and has provided some relevant visual impact.	The promotional documents or publication makes very good use of design principles and elements, and has provided relevant visual impact throughout.	Design elements and principles include, but not limited to, rhythm, contrast, unity, depth, dominance.
			1 mark	2 marks	3 marks	Information
	Applying illustrations to a 3D model to enhance the environment and support the requirements of the brief.	3	Illustrations are used within the environment and support some of the requirements of the brief.	Illustrations are generally used creatively to enhance the environment and support most of the requirements of the brief.	Illustrations are used creatively throughout to enhance the environment and fully support the requirements of the brief.	Evidence will be drawn from the candidate's use of illustrations to enhance the environment and includes use of logos, fonts, typeface, colour schemes and information provided by the brief.

Administrative information

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History of changes

Version	Description of change	Authorised by	Date
1.1	Minor amendments to band descriptors, for clarification.	Qualifications Development Manager	August 2014
2.0	Further amendments to Marking Instructions.	Qualifications Manager	September 2015

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