



National
Qualifications
2014

2014 Graphic Communication

National 5

Finalised Marking Instructions

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General Marking Principles for National 5 Graphic Communication

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. 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.

Marking Instructions for each question

Question		Expected Answer(s)	Max Mark	Additional Guidance
1.	(a)	Line graph is the most suitable	1	
	(b)	<ul style="list-style-type: none"> Shows the steady growth over a specific period of time Shows trend easily No large differences between items on the “y” axis 	1	Do not accept; <ul style="list-style-type: none"> Easy to understand Better layout Clear to read Shows lowest and highest amount Note if (a) answered incorrectly then answer for this section must be relevant for answer given in (a). Any answer provided here must demonstrate an acceptable justification of the chosen chart or graph.

Question		Expected Answer(s)	Max Mark	Additional Guidance
2.	(a)	Green background and yellow watch	1	Accept green and yellow
	(b) (i)	<ul style="list-style-type: none"> Violet/purple looks more classy and luxurious To create contrast with the yellow watch To create contrast To make the watch more eye catching 	1	
	(ii)	Receding	1	
	(iii)	<ul style="list-style-type: none"> Emphasises the yellow watch Makes the yellow watch stand out more To make the watch more eye catching 	1	Do not accept ‘contrast’ only Do not accept ‘more visible’
	(c)	Add black or grey	1	

Question		Expected Answer(s)	Max Mark	Additional Guidance
	(d)	<ul style="list-style-type: none"> Yellow text 'UTZ' and yellow watch (or any yellow feature of the watch) White circles/bubbles and white divisions on the watch face and white text. Shape of watch face, bubbles and full stops. 	2	<p>Candidates should be specific about which features are in unity (eg white circles and white text)</p> <p>White circles/bubbles should be treated as one feature.</p>
	(e)	<p>The watch/image/graphic runs into the margin space and/or off the edge of the advert</p> <p>Image overlaps the side/edge of the advert/page.</p>	1	<p>Any relevant response relating to bleed.</p> <p>Any reference to image being off the edge of paper/advert</p>
	(f)	<ul style="list-style-type: none"> White text on violet background Text changed to white 	1	No other acceptable response
	(g)	<ul style="list-style-type: none"> No printing so less ink/toner No printing paper No transportation as advert can be emailed to the stadium. 	2	Accept any relevant environmental benefits

Question		Expected Answer(s)	Max Mark	Additional Guidance
3.	(a)	Revolution/Revolved solid/Revolve	1	
	(b)	Extrusion/Extrude	1	

Question		Expected Answer(s)	Max Mark	Additional Guidance
4.		<p>Symbol 1 - Sawn Timber</p> <p>Symbol 2 - Concrete</p>	2	Only Sawn TIMBER should be accepted

Question			Expected Answer(s)	Max Mark	Additional Guidance
5.			<ul style="list-style-type: none"> • Start-up costs • Staff training on new software/ technology • Cost to regularly update software • Costs for maintenance of equipment • Potential loss of work/files through system crashes • Easy theft of data/hacking • Ergonomic testing cannot take place 	3	Start-up cost refers to cost of hardware, software and peripherals. Only 1 mark can be awarded.

Question			Expected Answer(s)	Max Mark	Additional Guidance
6.	(a)		Orthographic	1	
	(b)		Third angle projection/Third angle	1	
	(c)		<ul style="list-style-type: none"> To show the way the views are projected/laid out To show projection type used Orientation/layout of views 	1	
	(d)		View 3	1	
	(e)		View 6	1	
	(f)	(i)	Isometric view	1	
		(ii)	2 point perspective view	1	
	(g)		Oblique/1 point perspective/ planometric	2	Note if (f) answered incorrectly then answer for this section should apply the F.O. rule
	(h)	(i)	7.5mm	1	Any size of lip up to 7.5mm accepted, but not 0mm
		(ii)	5mm	1	
		(iii)	44mm	1	Accepts 44mm or less, but not 0mm
		(iv)	Response must be larger than 7.5mm Note if (i) answered incorrectly than answer for this section must be larger than answer given at (i) F.O. rule	1	

Question		Expected Answer(s)	Max Mark	Additional Guidance
	(i)	Some answers will have two combinations see below:		If no tile required 0 must be entered into appropriate box.
	(i)	tileA= 0 0 tileB= 0 0 tileC= 2 or 4 tileD= 3 1	4	
	(ii)	tileA= 0 tileB= 0 tileC= 1 tileD= 2	4	
	(iii)	tileA= 1 1 tileB= 1 1 tileC= 4 or 3 tileD= 1 2	4	

Question		Expected Answer(s)	Max Mark	Additional Guidance
7.	(a)	40mm	1	Accept 40
	(b)	<p>Step 2</p> <ul style="list-style-type: none"> On one end of the cylinder sketch/draw a rectangle 135mm x 30mm (1 mark) Extrude the rectangle 10mm (1 mark) <p>Step 3</p> <ul style="list-style-type: none"> On the other end of the cylinder sketch/draw a 10mm x 10mm square in the centre (1 mark) Extrude the square 60mm (1 mark) <p>Or any similar and appropriate process</p>	4	Ensure any supporting sketches/drawings are taken into account when awarding marks

Question		Expected Answer(s)	Max Mark	Additional Guidance
	(c)	<ul style="list-style-type: none"> • Sketch a rectangle 120mm x 60mm and extrude 10mm (1 mark) • In the centre of the rectangle draw a circle Ø20mm and extrude subtraction/subtract 5mm. (1 mark) • In the centre of the circle above, sketch a circle Ø15mm and extrude as a subtraction/ subtract 5mm (1 mark) <p>Or any similar and appropriate process</p>	3	<p>Reference must be made to subtract or subtraction</p> <p>Do not accept 'Cut' or any other software specific terms.</p>
	(d)	Shell	1	<p>Accept;</p> <ul style="list-style-type: none"> • Subtraction extrusion • Subtraction • Subtract
	(e)	<p>Any of;</p> <ul style="list-style-type: none"> • Library of common parts can be used to reduce time • Ease of editing • Ease of creating new designs from existing designs • Less physical storage space required • Portable files easier and quicker to transfer by digital means. • Accuracy • Ability to use in different scenarios (use as base for 3D models) • Used for simulations • Simultaneous working 	3	<p>Do not accept easy to store.</p> <p>Do not accept easier</p> <p>Do not accept faster</p>
	(f)	<ul style="list-style-type: none"> • Zoom allows the user to focus in on smaller details • to get an enlarged view of a small part 	1	

Question			Expected Answer(s)	Max Mark	Additional Guidance
8.	(a)		Promotional	1	
	(b)		Production	1	

[END OF MARKING INSTRUCTIONS]