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# Graphic Communication

## Assignment

### General assessment information

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This pack contains general assessment information for centres preparing candidates for the assignment Component of National 5 Graphic Communication Course assessment.

It must be read in conjunction with the specific assessment task 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 National 5 Graphic Communication assignment.

This assignment is worth 60 marks out of a total of 120 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.

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

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](http://www.sqa.org.uk/sqa/14977.html)

Guidance on inclusive approaches to delivery and assessment in this Course is provided in the *Course 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 practical responses to a graphics situation.

# 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.

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

- ◆ Explore and demonstrate their design skills and creativity.
- ◆ Demonstrate skills in the use of graphic communication technologies.
- ◆ Produce preliminary, production and promotional graphic items in response to a brief.
- ◆ Use illustration techniques to create graphics with relevant visual impact.
- ◆ Produce 2D and 3D production drawings<sup>1</sup>, applying appropriate standards, protocols and conventions; including third angle projection, dimensioning, line types and the use of scale.
- ◆ Produce promotional graphic publications with relevant visual impact that are planned and designed to meet a market, purpose, content and style.
- ◆ Review and evaluate their progress, giving justification for the choice of graphic items and the graphic communication techniques employed.

Marks will be awarded for:

- |   |          |
|---|----------|
| ◆ Analysing and researching the graphic brief     | 5 marks  |
| ◆ Effective and correct application of skills in: |          |
| – preliminary graphics                            | 15 marks |
| – production drawings                             | 15 marks |
| – promotional documents or publication            | 20 marks |
| ◆ Evaluation                                      | 5 marks  |

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<sup>1</sup> Drawing includes manual or electronic production methodologies.

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

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, 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.

Although candidates are expected to work independently when undertaking assessment, reasonable assistance may be given throughout the process. The requirements of the assessment should be made clear to candidates at the outset. Assessors can clarify with candidates how to approach the assessment and to guide them in producing their response. Assessors may also prompt candidates where appropriate to clarify the requirements of the assessment but should not direct them as 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.

Clarification may be sought by candidates regarding the wording of a brief or specification, or instructions for the assessment if they find them unclear. In this case, the clarification should normally be given to the whole class.

Assistance may readily be given on those activities in which assessors would normally provide assistance – eg printing, mounting if required.

Assessors should put in place mechanisms to authenticate candidate evidence. For example:

- ◆ regular checkpoint/progress meetings with candidates
- ◆ short spot-check personal interviews/discussions
- ◆ checklists which record activity/progress
- ◆ photographs, film or audio authentication

Groupwork approaches as part of the preparation for assessment can be helpful to simulate real-life situations, share tasks and promote team-working skills. However, groupwork is not appropriate once formal work on assessment has started.

## **Evidence to be gathered**

The following candidate evidence is required for this assessment:

- ◆ A graphic communication folio – not exceeding eight\*, A3-sized pages for graphics work and two A3-sized pages for analysis, research and the evaluation.

\*The following guidance should be applied for the folio:

- ◆ Analysis and research (1 A3 sized pages)
- ◆ Preliminary work (1-2 A3 sized pages across the folio)
- ◆ Production work (2-3 A3 sized pages across the folio)
- ◆ Promotional work (2-3 A3 sized pages across the folio)
- ◆ Evaluation (1 A4 sized page)

This evidence must be retained for quality assurance purposes.

# General Marking Instructions

## Part one: general marking principles

Assessors should allocate a mark in each of the stages, 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 your 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 stages, the assessor should select the band descriptor which most closely describes the evidence gathered.

Once the best fit has been selected:

- ◆ 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
- ◆ otherwise, award an appropriate mark from the middle of the range

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.



## Part two: detailed Marking Instructions

*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 stage	Graphic Communication activity	Max mark	TOTAL: 5 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.			
			1-3 marks		4-5 marks	
Analysis and research	Analysing graphic brief and carrying out research activities	5	The brief is analysed in some detail and provides general information of the requirements for graphics that meet market purpose, content and style  Research suggests some of the graphic requirements	The brief is analysed in detail and provides specific information for the requirements for graphics that meet a market purpose, content and style  Research is relevant and confirms all of the graphic requirements		
Assignment stage	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 type. Appropriate response could include sketching (manual or electronic), sketch/card modelling, illustration or be in other suitable format.			
			1 mark	2 marks	3 marks	Information
Preliminary work (for production and	Using line, shape, form and proportion to represent an	3	Response is of limited quality and proportion, and demonstrates	Response is of good quality and proportion, and demonstrates	Response is of very good quality and proportion, and	<i>Evidence could come from an orthographic sketch (or sketches), pictorial representation(s) or illustration work. Purpose should be</i>

promotional graphics)	item or items		limited purpose	purpose	demonstrates a clear purpose	<i>analytical or design-driven</i>
	Applying drawing standards	3	Limited adherence to protocols and convention is demonstrated	Adherence to protocols and convention is demonstrated in majority of the work	Adherence to protocols and convention is demonstrated in all the work	<i>Evidence may include line types, dimensions and projection/layout method(s)</i>
	Including relevant and sufficient detail to inform development of production drawings	3	Response contains detail which has limited relevance – significantly more detail would be required to inform the development of production drawings	Response contains some relevant details – some further detail would be required to inform the development of production drawings	Response contains all relevant details and detail is fully sufficient to inform the development of production drawings	<i>May include dimensions, technical detail, annotations and/or design modelling</i>
Communicating design features through use of light, shade, tone and/or texture	3	Response demonstrates limited understanding of techniques used to communicate design features and limited skill in applying those	Response demonstrates good understanding of techniques used to communicate design features and good skill in applying those techniques	Response demonstrates very good understanding of techniques used to communicate design features and very good	<i>Evidence may be produced using any technique appropriate to 2D, 3D and/or pictorial shapes and forms as required</i>	

			techniques		skill in applying techniques	
	Planning effective promotional documents or publications	3	<p>Planning activities are limited and provide a limited range of layout ideas</p> <p>Justification of design elements, principles and DTP features relates to the brief and demonstrates a limited understanding of the impact of layout</p>	<p>Planning activities are adequate and demonstrate a range of layout ideas</p> <p>Justification of design elements, principles and DTP features relates generally to the brief and demonstrates a fair understanding of the impact of layout</p>	<p>Planning activities are thorough and demonstrate an effective range of layout ideas</p> <p>Justification of design elements, principles and DTP features relates specifically to the brief and demonstrates a good understanding of the impact of layout</p>	<i>Could be annotated thumbnails, or more fully worked-up visual(s). This is a planning activity</i>

Assignment stage	Graphic communication activity	Max mark	TOTAL: 15 marks are allocated to production drawings Judgements should be made on the candidate's generation of production drawings in satisfying the brief, use of and adherence to protocols, standards and conventions and provision of relevant detail.			
			1-3 marks	4-6 marks	7-9 marks	Information
<b>Production drawings</b>	Generating appropriate production drawings relevant to the brief	9	<p>2D and/or 3D and/or pictorial production drawings are relevant to only some of the requirements of the brief The type(s) of production drawings produced are not generally of an appropriate type to show the required production information</p> <p>2D and 3D production drawings consistently demonstrate limited accuracy, precision and detail</p>	<p>2D and/or 3D and/or pictorial production drawings are relevant to most of the requirements of the brief The type(s) of production drawings produced are generally appropriate to show the required production information</p> <p>2D and/or 3D and/or pictorial production drawings consistently demonstrate good accuracy, precision and detail</p>	<p>2D and/or 3D and/or pictorial production drawings are relevant to all the requirements of the brief. The type(s) of production drawings produced are the most appropriate to show the required production information</p> <p>2D and 3D production drawings consistently demonstrate very good accuracy, precision and detail</p>	<p><i>Evidence should be drawn from assembly drawings and dimensioned orthographic component drawings or dimensioned pictorial drawings</i></p>

		1 mark	2 marks	3 marks	Information
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 across most of the work	2D and/or 3D and/or pictorial work adheres to protocol, standards and convention across all the work	<i>Evidence may include line types, dimensions and projection/layout method(s)</i>
Providing relevant, clear, accurate and sufficient technical detail to communicate additional information about the product.	3	2D and/or 3D and/or pictorial work contains some of the relevant technical detailing information required. The technical detailing demonstrates limited clarity and accuracy	2D and/or 3D and/or pictorial work contains most of the relevant technical detailing information required. The technical detailing is clear and accurate on most occasions	2D and/or 3D and/or pictorial work contains all the relevant technical detailing information required. The technical detailing is clear and accurate on all occasions	<i>Evidence may be an exploded view, sectional view, pictorial assembly or orthographic assembly and including details such as: dimensions, line-type, text, annotations, titles, components and position, scale, or other information as required.</i>  <i>Technical detail should be relevant and relate to the requirements of the brief</i>

Assignment stage	Graphic Communication activity	Max mark	TOTAL: 20 marks are allocated to evaluation. Judgements should be made on the candidate's promotional documents or publication in terms of responding to the brief, effectiveness of illustrations, use of illustration techniques, use of layout and design principles and DTP.			
			1 mark	2 marks	3 marks	Information
Promotional document or publication	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	<i>Requirements such as market, purpose, content and style</i>
	Using illustrations effectively in the production of promotional document or publications	3	Illustrations used are to limited effect and add limited visual impact and/or information	Illustrations used add some visual impact and/or information	Illustrations used enhance the promotional work adding significant visual impact and/or information	
				<b>1-3 marks</b>	<b>4-5 marks</b>	<b>6-7 marks</b>
	Using illustration techniques effectively	7	2D and/or 3D and/or pictorial illustration techniques are used to limited effect and they have limited	2D and/or 3D and/or pictorial illustration techniques are used to good effect and are mostly relevant	2D and/or 3D and/or pictorial illustration techniques used are highly effective and fully relevant  2D and/or 3D and/or	<i>Techniques that demonstrate light on form such as: fills, highlights, shadows, textures or reflections on surfaces</i>

			relevance  2D and/or 3D and/or pictorial work demonstrates a limited level of skill in the application of illustration techniques	2D and/or 3D and/or pictorial work demonstrates a good level of skill in the application of illustration techniques	pictorial work demonstrates a very good level of skill in the application of illustration techniques	
			<b>1-3 marks</b>	<b>4-5 marks</b>	<b>6-7 marks</b>	<b>Information</b>
Using layout techniques including design elements and principles , and DTP features	7	The promotional document or publication incorporates DTP features that have been applied with limited skill and limited relevant visual impact  The promotional document or publication makes limited use of design principles and elements	The promotional document or publication incorporates DTP features that have been applied with some skill and relevant visual impact  The promotional document or publication makes good use of design principles and elements	The promotional document or publication incorporates DTP features that have been applied with high level of skill and significant visual impact  The promotional document or publication makes very good use of design principles and elements	<i>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. More than one feature should be applied</i>	

Assignment stage	Graphic Communication activity	Max marks	TOTAL: 9 marks are allocated to evaluation. Judgements should be made on the candidate's evaluation in terms of effectiveness and the process of producing the graphic solutions		
			1-3 marks	4-5 marks	Information
<b>Evaluation</b>	Evaluating progress, justifying choices of graphic items produced and techniques employed	5	The evaluation demonstrates a fair understanding of the processes undertaken in producing a graphic solution. The choices made and decisions taken in producing the graphic items are notionally justified in terms of the requirements of the brief	The evaluation is effective and demonstrates a good understanding of the processes undertaken in producing a graphic solution  The choices made and decisions taken in producing the graphic items are fully justified in terms of the requirements of the brief	<i>Justifying, for example, the use of design elements and principles, DTP features, and illustration techniques</i>



## Administrative information

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### History of changes

Version	Description of change	Authorised by	Date
1.1	Minor clarification changes under detailed Marking Instructions (particularly regarding wording change from 'promotional graphic' to 'promotional publication or document' and 'production graphics' to 'production drawings').	Qualifications Development Manager	July 2013

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