National 5
Coursework
Assessment Task

# National 5 Graphic Communication Assignment Assessment task

**Specimen — valid from session 2017–18 and until further notice.**

This edition: September 2017 (version 1.1)

# Contents

# Introduction

This document contains instructions for teachers and lecturers, instructions for candidates, and marking instructions for the National 5 Graphic Communication assignment. It must be read in conjunction with the course specification.

This assignment has 40 marks out of a total of 120 marks available for the course assessment.

This is one of two course assessment components. The other component is a question paper.

# Instructions for teachers and lecturers

This is a specimen assessment task.

SQA will publish a new assessment task on the secure website each academic year. The task is valid for that year only. Once complete, assignment responses are sent to SQA to be marked.

The assignment must be conducted under a high degree of supervision and control, which means:

- all candidates must be within direct sight of the teacher or lecturer
- interaction with other candidates must not occur
- e-mail, the internet and mobile phones must not be accessed
- candidates must complete their work independently (ie no group work is permitted)
- display materials, which might provide assistance, must be removed or covered up
- with no interruption for learning and teaching
- in a classroom environment

## Time

Candidates have 8 hours to complete the assignment, starting at an appropriate point in the course after all content has been delivered. Once candidates begin, they must continue in each subsequent class period until the permitted time allocation has been used up.

Teachers and lecturers have a responsibility to manage candidates' work, ie distributing it at the beginning and collecting it at the end of each session, and storing it securely in-between. This does not count towards the total time permitted for candidates to complete the assignment.

## Resources

This is a closed-book assessment. Candidates must not have access to learning and teaching materials, the internet, notes, exemplar materials, resources on classroom walls or anything similar.

Each assessment task includes instructions and details of any equipment or materials required for the assignment. Candidates can also use normal classroom equipment, software and hardware (such as drawing instruments, CAD and DTP software, and PCs to run the software) to complete the tasks.

There may be instances where restriction of internet/network use is prohibited (eg a local authority-managed network with specific limitations, CAD software

that is web-based, or something similar), however, it remains the teacher or lecturer's professional responsibility to make every effort to meet the assessment conditions.

## Reasonable assistance

Candidates must progress through each stage of the assignment without any teacher or lecturer intervention or guidance, having acquired the skills earlier in the course.

Once the assignment has been completed, it must not be returned to candidates for further work. Teachers and lecturers must not provide feedback to candidates or offer opinion on the perceived quality or completeness of the assignment response, at any stage.

Reasonable assistance may be provided to support candidates with the following aspects of their assignment:

- Printing, collating, stapling and labelling their evidence to ensure it is in the format specified by SQA.
- Ensuring candidates have all the materials and equipment required to complete the assignment.
- Understanding the information outlined in these instructions.

## Evidence

All candidate evidence (whether created manually or electronically) must be submitted to SQA in paper-based format.

Each task details what evidence is required and how many pages are expected. This is a guide to ensure that candidates do not produce too much work or spend too long on a single task. Single-sided A3 pages are preferred and are typically the most suitable for the tasks, however, it is acceptable to submit A4 pages, if no suitable A3 printer is available.

## Alteration or adaptation

The assignment must not be altered, adapted or modified in any way (this would include moving the content of the assignment into a different format or workbook). All candidates must undertake the assignment exactly as it is provided.

## Submission

Each piece of work must be labelled with the task number, eg task 3a, and the back of each page must be clearly labelled with candidate details.

## Volume

Candidates should present their work on a maximum of eight single-sided A3 pages.

This figure is given to indicate the volume of evidence required, however, no penalty will be applied where candidates exceed this. Full details of evidence requirements are contained within each assessment task.

## Specific instructions for teachers and lecturers: specimen assignment

Teachers and lecturers must ensure that these specific instructions are followed. Candidates must be made aware of the assessment conditions and know what they should do for each task.

Prior to candidates starting the assignment, teachers and lecturers must download electronic files for candidates to use. These files must be kept secure and must not be accessed by candidates prior to assessment.

Note: as this is a specimen, the following files are shown to indicate what would be provided to carry out this assignment. Teachers and lecturers can substitute these with any files that can be manipulated, to allow the task to be carried out.

- graphic of an orange segment
- graphic of berries
- graphic of a group of runners
- graphic of a runner

This assignment has three tasks, all of which are mandatory and must be completed in order.

Each task has a notional time allocated to it. This is not mandatory and is provided as an indication of how long candidates should spend on the task.

**Task 1 (14 marks)**
Notional time: 2 hours

**Notes on task 1 completion**

- production drawings must be produced electronically and generated from a 3D CAD model

**Task 2 (14 marks)**
Notional time: 3 hours

**Notes on task 2 completion**

- task 2a: candidates must label where they have used unity in their layouts/thumbnails
- task 2a may be completed manually or electronically
- task 2b: candidates must fully annotate and give justification for all DTP elements, principles and features
- tasks 2b and 2c must be completed electronically

**Task 3 (12 marks)**
Notional time: 3 hours

**Notes on task 3 completion**

- tasks 3a, 3b and 3c: it is expected that these will be completed manually. If an electronic method is used it must not be 3D CAD software: no marks will be awarded if this software is used.

**General note**
Candidates must not trace drawings for any part of the assignment: no marks will be awarded for traced drawings.

All electronically-generated evidence must be printed off and compiled for uplift by SQA.

# Instructions for candidates

This assessment applies to the assignment for National 5 Graphic Communication.

This assignment has 40 marks out of a total of 120 marks available for the course assessment. It assesses the following skills, knowledge and understanding:

- demonstrating graphic design skills and creativity
- using graphic communication technologies
- producing preliminary, production and promotional graphic items in response to a situation or problem
- using illustration techniques to create graphics with relevant visual impact
- producing 2D and 3D production drawings, applying appropriate standards, protocols and conventions (drawing includes manual or electronic production methodologies)
- reviewing and evaluating your progress, giving justification for your choice of graphic items and the graphic communication techniques employed

This is a closed-booked assessment. Your teacher or lecturer will let you know how the assessment will be carried out and any required conditions for doing it.

In this assessment, you have to:

- produce a range of graphics in response to a series of tasks, which will test aspects of the skills and knowledge listed above
- complete all of the tasks in the order presented

You will be allowed 8 hours to complete the assignment, excluding the time required to set up and clear away any equipment you will need, and for any printing that is required.

The assignment has three tasks, with marks allocated as follows:

**Task 1** — **14 marks:** producing production drawings for a drinks bottle
(production = 14 marks)

**Task 2** — **14 marks:** producing promotional and preliminary graphics and a label for the drinks bottle
(promotional = 10 marks, preliminary = 4 marks)

**Task 3** — **12 marks:** producing preliminary and promotional graphics for a drinks bottle carrier
(preliminary = 8 marks, promotional = 4 marks)

You are provided with:

- tasks sheets 1–3 — graphic communication briefs, including some initial research information
- data sheets A–D

For task 2, your teacher or lecturer will also provide you with electronic files.

## Submitting your work

Your teacher or lecturer will let you know the approximate amount of time to spend on each task, along with an indication of the number of pages of evidence that you should produce.

Each piece of your work must be labelled with the task number (eg task 3a) and the back of each page must be clearly labelled with your:

- name
- date of birth
- Scottish Candidate Number (SCN)
- centre name
- centre number

## Task 1: drinks bottle

A company is entering the competitive world of soft drinks production. It aims to sell a range of healthy fruit juice products to the youth market.

A graphic artist has prepared a series of sketches to aid the manufacture of the fruit juice bottle.

Using the preliminary sketches and information shown on data sheet A, model the bottle components using 3D CAD software. From these models, produce production drawings based on the bottle shown.

1a Produce an elevation, a plan and a sectional end elevation of all three separate components. These must be complete with appropriate dimensions and annotations, and to a suitable scale.

**(6 marks)**

1b Produce an elevation and a sectional end elevation of the assembled bottle, to a suitable scale.

**(3 marks)**

1c Produce an exploded isometric view of the assembled bottle.

**(3 marks)**

1d Include correct British Standard conventions and line types on all of your drawings.

**(2 marks)**

**Important note**
The production drawings for all parts of task 1 must be produced electronically and must then be printed out.

Task 1 should be completed on a maximum of three single-sided sheets of A3 paper. You should ensure that the evidence produced for your **entire assignment** does not exceed eight single-sided sheets of A3 paper.

## Task 2: drinks bottle and label

The company has conducted research and the results show that the target market is attracted by eye-catching branding and healthy, natural, fresh images.

The product needs to:

- appeal to 14–24 year-olds
- promote healthy lifestyle choices
- have memorable branding and a positive product identity

You may incorporate your own design features (product name, logo, colour schemes, styling, etc) into the original design for the label. For tasks 2a and 2b, your teacher or lecturer will provide you with electronic files of the graphics shown in data sheet C. You must use at least one of these graphics, and the graphics can be used as they are, or can be edited to suit your design.

Using the information on data sheet B and data sheet C, produce the following preliminary and promotional graphics.

2a Produce two preliminary layouts/thumbnails of the label for your bottle.

**(4 marks)**

Your layouts/thumbnails must include the design principle of unity, a suitable product name and some extended text. You must label where you have used unity in your layouts/thumbnails.

2b Produce a promotional version of your bottle label chosen from your preliminary layouts/thumbnails. This must be complete with annotations, product name, extended text and your chosen image(s).

**(7 marks)**

Your annotations must refer to each desktop-publishing design principle, design element and feature you have used (with justification why you used it).

2c Using the bottle you created in task 1, produce a promotional 3D CAD rendered pictorial illustration of your bottle.

**(3 marks)**

Your bottle must be complete with appropriate colours, materials, highlights, shadows and textures; however it does not need to have a label attached.

**Important note**
Task 2a may be completed manually or electronically.

Tasks 2b and 2c must be produced electronically and must then be printed out.

Task 2 should be completed on a maximum of three sheets of single-sided A3 paper. You should ensure that the evidence produced for your **entire assignment** does not exceed eight single-sided sheets of A3 paper.

## Task 3: drinks bottle carrier

The company wishes to promote its juices at a cycling event. They plan to give out free drinks bottle carriers that fit their juice bottles and attach to bicycles.

Using the standard components shown on data sheet D, produce the following preliminary and promotional sketches based on the bicycle bottle carrier.

Where dimensions are missing on the data sheets, you must suggest and include suitable dimensions in your response to task 3a.

3a Produce preliminary orthographic sketches of each component, complete with dimensions and with enough information to enable the parts to be modelled using 3D CAD software.

**(4 marks)**

3b Produce preliminary orthographic sketches of the elevation, end elevation and plan of the assembled bottle carrier.

**(4 marks)**

3c Produce a rendered, promotional pictorial sketch of the assembled bottle carrier. This must show appropriate colour, highlights, shadows, materials and/or textures.

**(4 marks)**

**Important note**
You must not trace the images from data sheet D, as no marks will be awarded for tracing.

It is expected that tasks 3a, 3b and 3c will be completed manually. If they are completed electronically, you **must not** use 3D CAD software, as no marks will be awarded if this software is used.

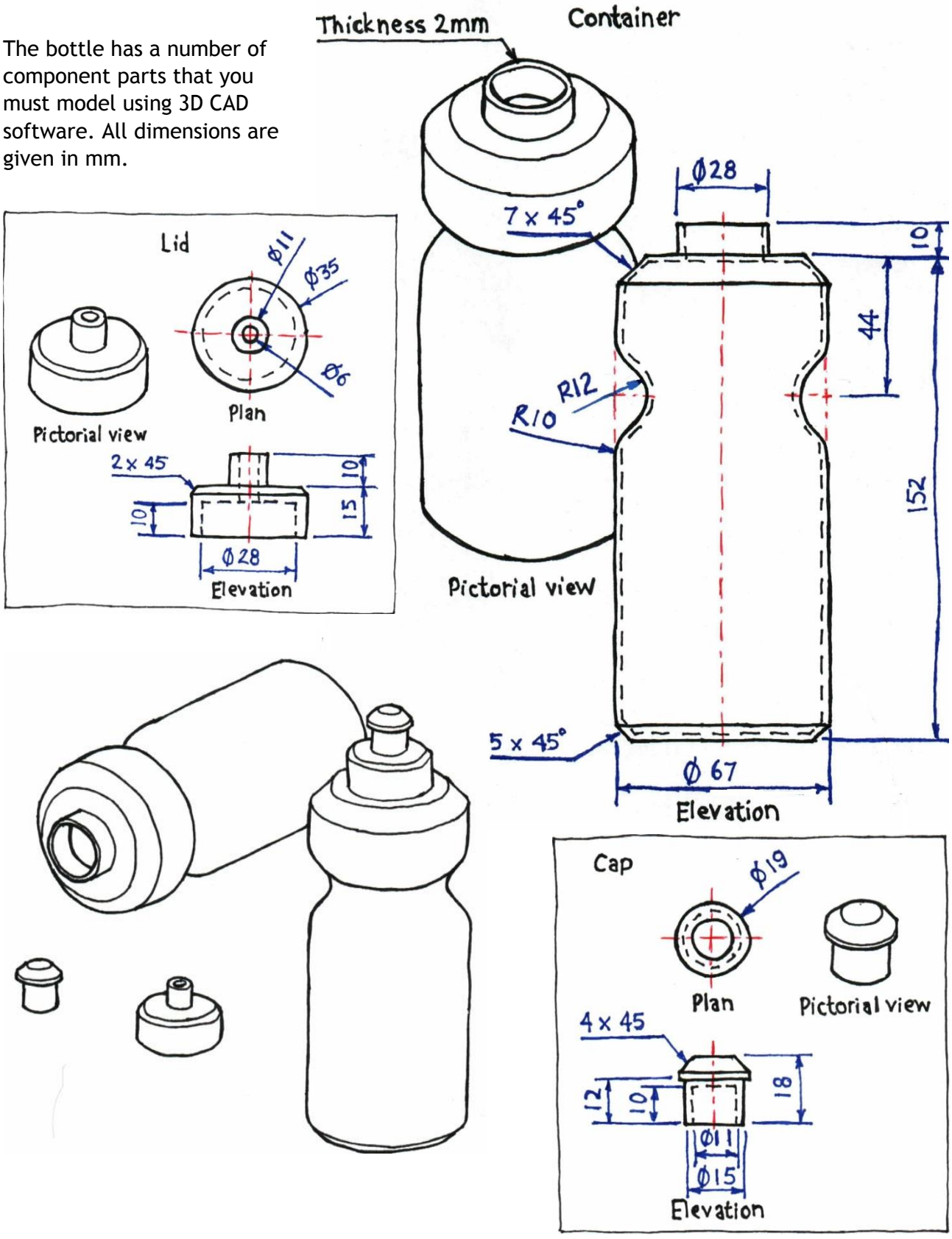
Task 3 should be completed on a maximum of three sheets of single-sided A3 paper. You should ensure that the work produced for your **entire assignment** does not exceed eight single-sided sheets of A3 paper.

## Data sheet A

The following graphics are provided to help you produce the bottle:

- container
- lid
- cap

The bottle has a number of component parts that you must model using 3D CAD software. All dimensions are given in mm.

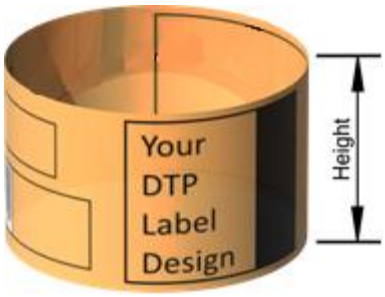


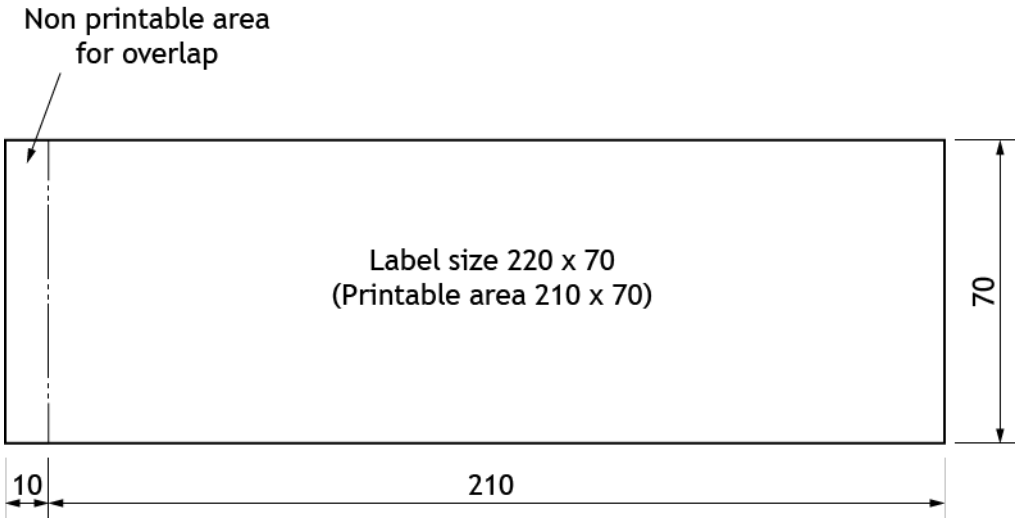
## Data sheet B

The following information is provided to help you produce the preliminary and promotional graphics:

- bottle labels are a direct method of advertising
- labels should help a product stand out from the other products on display
- the company wants its label to contain information which reflects a healthy lifestyle

Remember to include the design principle of **unity** in your work. All dimensions are given in mm.



## Data sheet C

You must use at least one of the following graphics. They will be provided for you in electronic format and can be used as they are, or can be edited to suit your design.

orange segment

berries

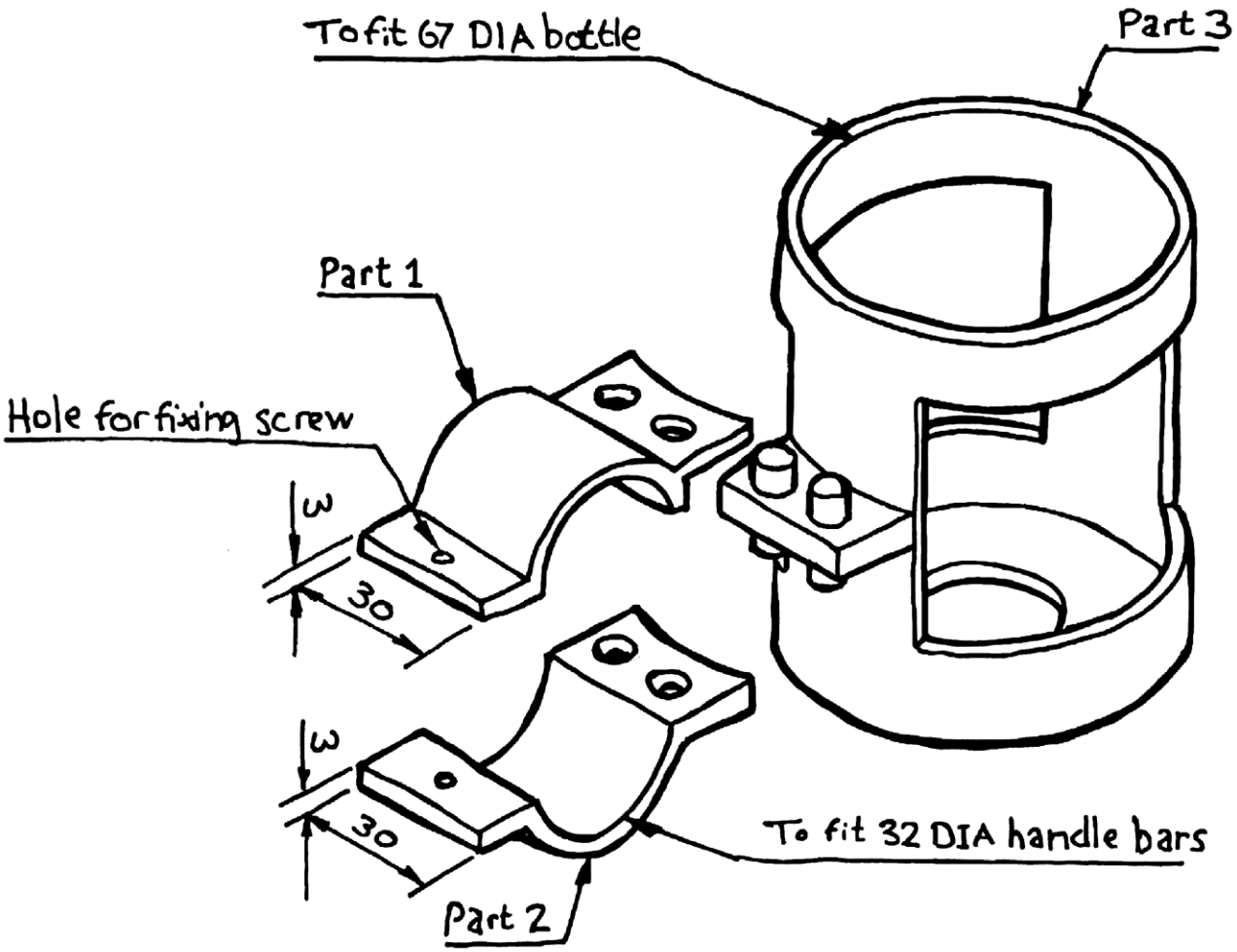
group of runners

runner

## Data sheet D

The following information is provided to help you produce the bicycle bottle carrier sketches:

- assume the carrier is a minimum of 67mm diameter inside
- part 1 and part 2 need to fit a handle bar of 32mm diameter
- part 3 is 75mm in height and has material thickness of 3mm



# Marking instructions

Marking instructions are provided for this specimen assessment task. In line with SQA's normal practice, they are addressed to the marker. They will also be helpful for those preparing candidates for course assessment.

Marking instructions will not be provided with annual assessment tasks, as candidate evidence will be submitted to SQA for external marking. They will be provided to markers and then published on the SQA website after marking is complete.

## General marking principles

This information is provided to help you understand the general principles that must be applied when marking candidate responses in 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.

c If a specific candidate response is not covered by either the general marking principles or detailed marking instructions, you must seek guidance from your team leader.

# Detailed marking instructions

| Task | | Expected response | Max mark | Additional guidance |
|---|---|---|---|---|
| **1** | **a** | Related orthographic drawings and sectional views of all three components | **6** | Three related views of **each** correct component (**1 mark**)<br>Must be correct<br>Maximum 3 marks<br><br>Appropriate section, ie cutting plane correctly positioned across all three components (**1 mark**)<br><br>Dimensioning to allow for manufacture (**1 mark**)<br><br>Correct hatching of all components to British Standard (**1 mark**) |
| **1** | **b** | Related orthographic views of assembly | **3** | Accurate assembly in both views — no overlaps and no gaps (**1 mark**)<br><br>Relevant section, cutting through all three components on the centre line (**1 mark**)<br><br>Correct hatching to British Standard (**1 mark**) |
| **1** | **c** | Exploded isometric view of assembly | **3** | Correct projection (**1 mark**)<br><br>Correct spacing — no overlap of components (**1 mark**)<br><br>Correct component alignment (**1 mark**)<br><br>Must be correct |
| **1** | **d** | Standards and conventions | **2** | Correct across all drawings (**2 marks**)<br><br>Some inconsistencies (**1 mark**)<br><br>Evidence will come from:<br><br>♦ dimensioning<br>♦ 3rd angle symbol<br>♦ suitable<br>♦ scale(s) |

| Task | | Expected response | Max mark | Additional guidance |
|---|---|---|---|---|
| | | | | ♦ titles<br>♦ line types<br>♦ labels<br>♦ title blocks<br><br>**Do not** consider hatching |
| **2** | **a** | Two layouts/thumbnails for label | **4** | **Each** layout/thumbnail includes product name, extended text and image (**1 mark**)<br>Maximum 2 marks<br><br>Unity used correctly and labelled in both layouts/thumbnails (**1 mark**)<br><br>Clarity of layouts/thumbnails (**1 mark**) |
| **2** | **b** | Final copy of bottle label with annotation and justification of principles, elements and DTP features | **7** | Correct size, subject, and awareness of overlap area (**1 mark**)<br><br>Must include product name, extended text and at least one image from the selection provided.<br><br>Correct identification of:<br><br>♦ principles (**1 mark**)<br>♦ elements (**1 mark**)<br>♦ features (**1 mark**) |
| | | | | Justification of **all** principles, elements and DTP features (**2 marks**)<br><br>Justification of **some** principles, elements and DTP features (**1 mark**) |
| | | | | High visual impact (**1 mark**) |
| **2** | **c** | Rendered pictorial illustration | **3** | Suitable materials (**1 mark**)<br><br>Lighting, highlights, shadows and reflections (**1 mark**)<br><br>Appropriate view (**1 mark**) |

| Task | | Expected response | Max mark | Additional guidance |
|---|---|---|---|---|
| **3** | **a** | Orthographic sketches of components | **4** | Clear and sketches in good proportion (**1 mark**)<br><br>Sketch of **each** component (**1 mark**) Maximum 3 marks<br><br>Sketches must include enough detail to generate a 3D CAD model of the component. |
| **3** | **b** | Orthographic sketches of assembly | **4** | Clear and in good proportion (**1 mark**)<br><br>**Each** correct related view (**1 mark**) Maximum 3 marks<br><br>Follow-on error applies if elevation is incorrect. Must be related and in 3rd angle. |
| **3** | **c** | Rendered pictorial sketch | **4** | Appropriate pictorial view chosen (**1 mark**)<br><br>Clear and line work in good proportion (**1 mark**) |
| | | | | Rendering, shading, etc of **all** three parts (**2 marks**)<br><br>Render of at least one part (**1 mark**) |
| | | | | Traced from data sheet 3 (**0 marks**) |
| | | **Total marks** | **40** | |

# Copyright acknowledgements

# Administrative information

**Published:** September 2017 (version 1.1)

## History of changes

| Version | Description of change | Date |
|---|---|---|
| 1.1 | Dimension added to data sheet A. | September 2017 |
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# Security and confidentiality

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