



Higher Graphic Communication Assignment Assessment task

This document provides information for teachers and lecturers about the coursework component of this course in terms of the skills, knowledge and understanding that are assessed. It **must** be read in conjunction with the course specification.

Specimen – valid from session 2018-19 and until further notice.

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Contents

Introduction	1
Instructions for teachers and lecturers	2
Instructions for candidates	6
Marking instructions	20

Introduction

This document contains instructions for teachers and lecturers, instructions for candidates and marking instructions for the Higher Graphic Communication assignment. You must read it in conjunction with the course specification.

This assignment is worth 50 marks. This is 36% of the overall marks 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 publishes a new assessment task on the secure website each academic year. The task is valid for that year only. Once complete, you must send the assignment responses to SQA to be marked.

You must conduct the assignment under a high degree of supervision and control. This means:

- ◆ candidates must be within your direct sight
- ◆ candidates must not interact with each other
- ◆ candidates must not have access to e-mail, the internet and mobile phones
- ◆ candidates must complete their work independently – no group work is permitted
- ◆ classroom display materials that might provide assistance must be removed or covered
- ◆ 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.

You have a responsibility to manage candidates' work, distributing it at the beginning and collecting it at the end of each session, and storing it securely in between. This activity 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.

There may be instances where restriction of internet/network use is prohibited (for example, if you have a local authority-managed network with specific limitations or CAD software that is web-based). However, it remains your professional responsibility to make every effort to meet the assessment conditions.

Each assessment task includes instructions and details of any equipment or materials required. 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.

Reasonable assistance

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

Once candidates complete the assignment, you must not return it to them for further work. You must not provide feedback to candidates or offer an opinion on the perceived quality or completeness of the assignment response, at any stage.

You can provide reasonable assistance 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 a 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.

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

Alteration or adaptation

You must not alter, adapt or modify the assignment in any way. This includes moving the content of the assignment into a different format or workbook. All candidates must undertake the assignment exactly as it is provided.

Volume

Candidates should present their work on a maximum of 10 single-sided A3-sized pages.

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

Specific instructions for teachers and lecturers: specimen assignment

You must follow these specific instructions. You must ensure that candidates are aware of the assessment conditions and know what they should do for each task.

Prior to candidates starting the assignment, you must download electronic files for their use. You must keep these files secure and candidates must not access them prior to assessment.

Note: as this is a specimen, the following files are an indication of what SQA would provide to carry out this assignment. **For this specimen only**, you can substitute these with any files that can be manipulated, to allow the task to be carried out.

- ◆ copy text on data sheet 6
- ◆ graphic of the logo on data sheet 6
- ◆ graphic of a lamp on data sheet 7
- ◆ graphic of a single bulb on data sheet 7
- ◆ graphic of a sunset on data sheet 7
- ◆ graphic of coloured bulbs on data sheet 7
- ◆ graphic of leaping moonlight on data sheet 7
- ◆ graphic of bulb ideas on data sheet 7
- ◆ STEP/IGES files of M8 nut (approximately 6 mm thick), a 8 DIA washer (approximately 2 mm thick) and a M4 × 6 mm machine screw (**not provided for this specimen**)

This assignment has three tasks. Candidates must complete the tasks in order.

Each task has a notional time allocated to it.

Task 1 (20 marks)

Notional time: 3 hours

Notes on task 1 completion

- ◆ tasks a-d: production drawings must be produced electronically and generated from a 3D CAD model produced by the candidate.

Task 2 (21 marks)

Notional time: 3 hours

Notes on task 2 completion

- ◆ task 2a: must be completed electronically
- ◆ task 2b: candidates must fully annotate and justify how they have used rhythm and emphasis in their layouts/thumbnails – may be completed manually or electronically
- ◆ task 2c: candidates must label where they have used rhythm and emphasis – must be completed electronically

Task 3 (9 marks)

Notional time: 2 hours

Notes on task 3 completion

- ◆ task 3a: it is expected that this will be completed manually – if an electronic method is used, it must not be 3D CAD software (candidates will gain no marks if this software is used)
- ◆ task 3b: the outline of the promotional display item may be simplified to include the long glue tab, as the precise shape and cut of the tabs are not part of the marking scheme

Note: candidates must not trace drawings for any part of the assignment: they will gain no marks 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 Higher Graphic Communication.

This assignment is worth 50 marks. This is 36% of the overall marks for the course assessment.

It assesses the following skills, knowledge and understanding:

- ◆ creativity when responding to graphic design tasks and situations
- ◆ using graphic communication technologies to meet a purpose
- ◆ producing preliminary, production and promotional graphic items in response to a situation or problem
- ◆ applying illustration and presentation techniques to create graphics with relevant visual impact
- ◆ producing 2D and 3D production drawings, applying appropriate standards, protocols and conventions
- ◆ producing promotional graphic publications to meet an agreed content and style
- ◆ reviewing and evaluating your progress, giving justification for your choice of graphic items and the graphic communication techniques employed

This is a closed-book assessment. Your teacher or lecturer will let you know if there are any specific conditions for doing this assessment.

In this assessment, you have to produce a range of graphics in response to a brief:

- ◆ in the order presented
- ◆ which assess aspects of the skills and knowledge listed above
- ◆ in 8 hours, excluding the time needed to set up and clear away any equipment and for any printing that is required

There are three tasks, with marks allocated as follows:

Task 1 – 20 marks: producing production drawings for a table lamp
(production = 20 marks)

Task 2 – 21 marks: producing preliminary and promotional graphics for the table lamp and a trifold table talker
(preliminary = 7 marks, promotional = 14 marks)

Task 3 – 9 marks: producing preliminary and promotional graphics for the table lamp and trifold table talker
(preliminary = 3 marks, promotional = 6 marks)

Your teacher or lecturer will provide you with:

- ◆ tasks sheets 1-3 – graphic communication briefs, including some initial research information
- ◆ data sheets 1, 2, 3, 4, 5, 6, 7 and 8
- ◆ STEP/IGES files of a nut, washer and machine screw (for task 1)
- ◆ electronic files of the graphics shown in data sheets 6 and 7 (for tasks 2a, 2b and 2c)

You must label each piece of evidence with the task number (for example task 3a), and the back of each page with your:

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

Graphic Communication brief

A new tabletop study lamp is being proposed by the company NRG.

NRG is hoping to attract students and young professionals to purchase their new study lamp. Initial market research has identified that people are looking for a lamp that is **inexpensive and brightly coloured**.

As part of the graphic proposal, NRG has asked you to create:

- ◆ production drawings to manufacture the table lamp
- ◆ a 3D promotional display item, with relevant desktop published graphics for display at point of sale:
 - you have a company logo, font and colours, and some copy text for this purpose
 - you cannot alter the company name, logo, font, and logo colours
- ◆ a simple, realistic, illustrated scene of the proposed lamp and promotional display item

You have data sheets to guide you through the assignment.

Task 1: table lamp

A graphic artist has prepared a series of sketches to aid the manufacture of the table lamp.

Using the preliminary sketches and information shown on data sheets 1, 2, 3, 4 and 5, model the lamp components using 3D CAD software.

From these models, produce production drawings based on the lamp shown.

You may use top-down modelling or bottom-up modelling in your work.

- 1a Produce a sectional elevation, a plan and an end elevation of the base (part 1) and the shade (part 3).

Your drawings must be complete with hidden detail, appropriate dimensions for manufacture, annotations and to a suitable scale.

(6 marks)

- 1b Produce a sectional elevation and an end elevation of the assembled lamp, to a suitable scale. Include a nut, washer, and machine screws in these views.

Your drawings should include detail views to show assembly:

- ◆ at the base of the lamp – how parts 1, 2, 6 and 7 fit together
- ◆ at the lampshade – how parts 2, 3, 4 and 5 fit together

(8 marks)

- 1c Produce an exploded isometric view of the assembled lamp. Include the nut, washer, and machine screws in this view.

(3 marks)

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

(3 marks)

Note: you must create all the production drawings for task 1 electronically and print out all your work.

You should complete task 1 on four or five single-sided A3-sized pages.

Your completed assignment (tasks 1 to 3) should be on no more than 10 single-sided A3-sized pages; however, there is no penalty for exceeding this.

You should spend approximately 3 hours on task 1.

Task 2: table lamp and promotional display item

NRG is hoping to attract students and young professionals to purchase their new study lamp. Initial market research has identified that people are looking for a lamp that is:

- ◆ brightly coloured
- ◆ has memorable branding and a positive product identity

Produce preliminary and promotional graphics for the lamp, using the information on data sheets 6, 7 and 8, and the following instructions.

2a Using the assembled table lamp you created in task 1, produce and print off a 3D CAD rendered pictorial illustration of your lamp.

Your lamp must:

- ◆ be complete with appropriate colours, materials, highlights, shadows, reflections and textures
- ◆ have the logo from data sheet 6 attached to at least one component part

(4 marks)

2b Produce two preliminary layouts/thumbnails of a trifold table talker, using data sheets 6, 7 and 8.

Your layouts/thumbnails must include:

- ◆ the design principles of rhythm and emphasis
- ◆ the assembled lamp from task 1
- ◆ the company name, logo, colours and copy text from data sheet 6
- ◆ at least one image from data sheet 7

You must label, annotate and justify where you have used rhythm and emphasis in your layouts/thumbnails.

You can add any other graphic items you wish, however you must create them within the 8 hours of this assignment.

You can use the images on data sheet 7 as they are, or you can edit them to suit your design.

(7 marks)

2c Produce and print off a full-size version of your trifold table talker chosen from your preliminary layouts/thumbnails.

This must be complete with the assembled lamp, company name, logo, copy text and your chosen image(s).

You must use:

- ◆ the design features given on data sheet 6 – company name, font style, logo, colour scheme and copy text
- ◆ at least one image from data sheet 7
- ◆ your lamp
- ◆ the sizes shown on data sheet 8

Label your printout to identify where you have used rhythm and emphasis.

(10 marks)

Note: you must produce tasks 2a and 2c electronically and print out all your work.

Complete task 2b manually or electronically; if electronically, you must print out all your work.

You should complete task 2 on two or three single-sided A3-sized pages.

Your completed assignment (tasks 1 to 3) should be on no more than 10 single-sided A3-sized pages; however, there is no penalty for exceeding this.

You should spend approximately 3 hours on task 2.

Task 3: table lamp scene

3a Sketch a 2-point perspective view of a simple scene.

- ◆ Your view should include two walls and a flat surface, a counter or a tabletop that displays and includes your assembled table lamp and the trifold table talker.

(3 marks)

3b Using the table lamp you created in task 2a and the trifold table talker you created in task 2c, produce a promotional 3D CAD rendered pictorial illustration of your simple scene.

Your illustration should include:

- ◆ the lamp and table talker placed in a suitable simple scene, based on your sketches from task 3a
- ◆ two walls and a flat surface, a counter or a tabletop with appropriate materials attached to them
- ◆ appropriate colours, materials, highlights, shadows and textures

(6 marks)

Note: you can complete task 3a manually or electronically; if electronically, you must print out all your work.

You must complete task 3b electronically and print out all your work.

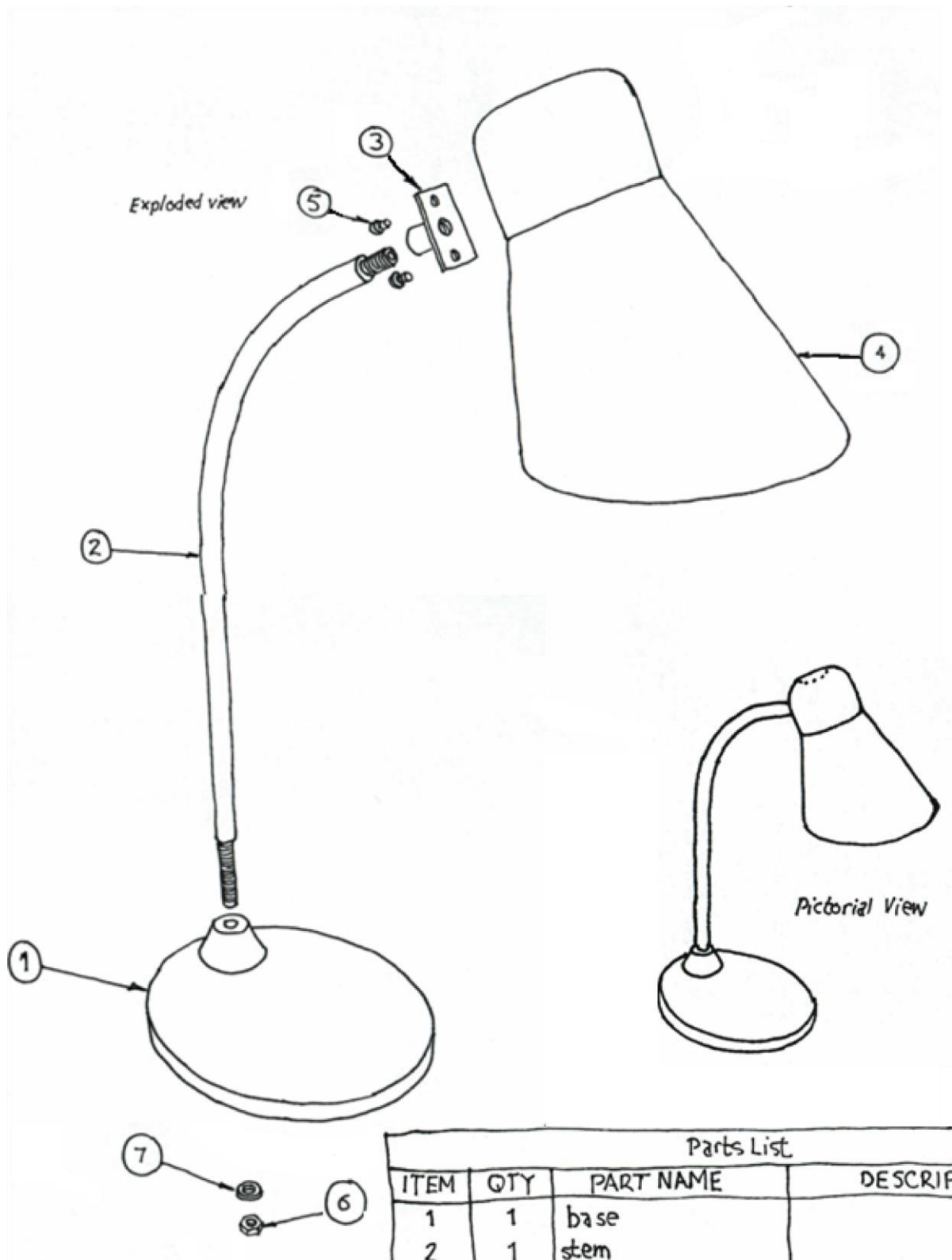
You will not gain any marks if you trace any views or parts.

You should complete task 3 on one or two single-sided A3-sized pages.

Your completed assignment (tasks 1 to 3) should be on no more than 10 single-sided A3-sized pages; however, there is no penalty for exceeding this.

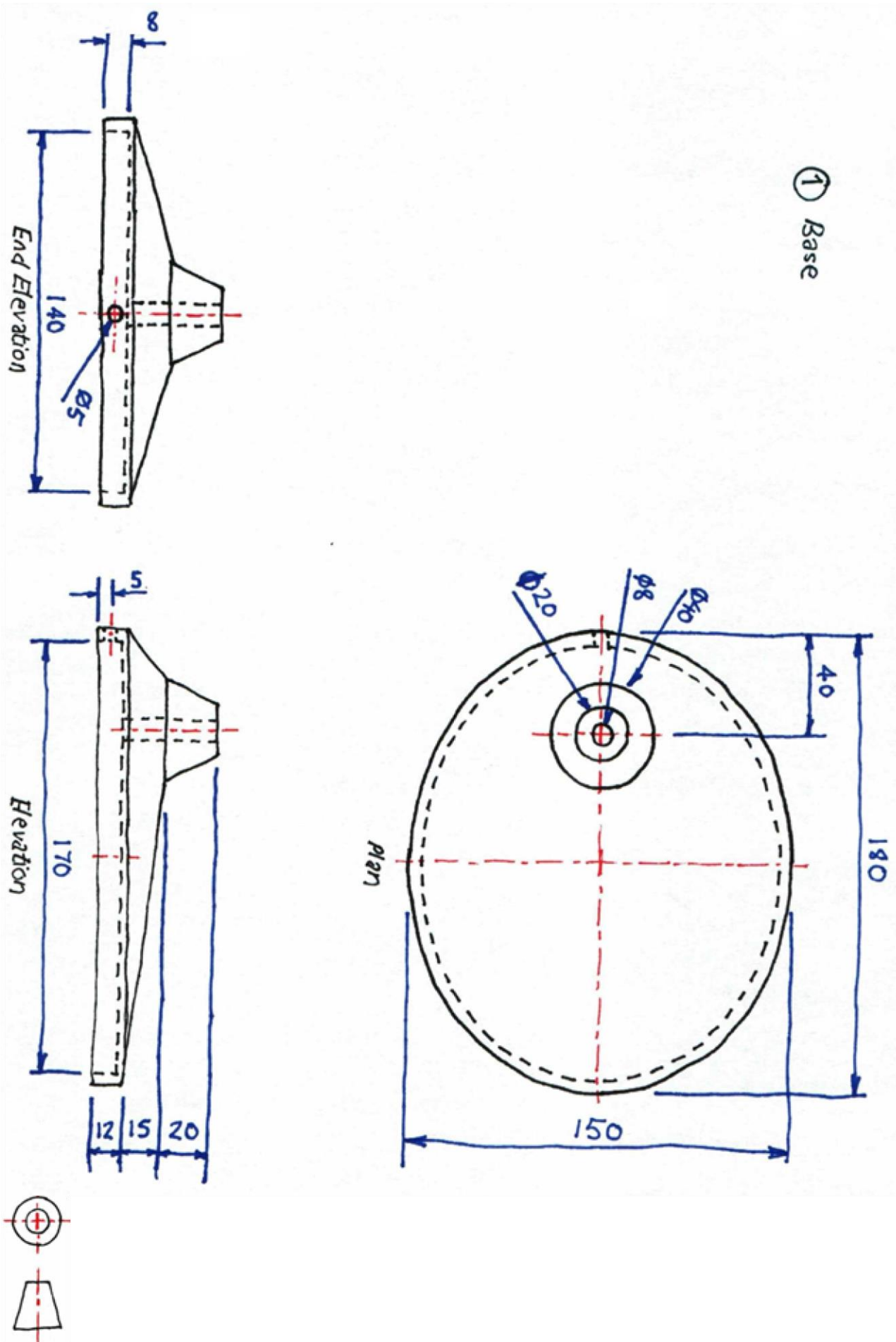
You should spend approximately 2 hours on task 3.

Data sheet 1 – sketches of table lamp and its components



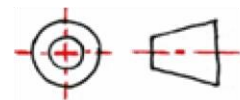
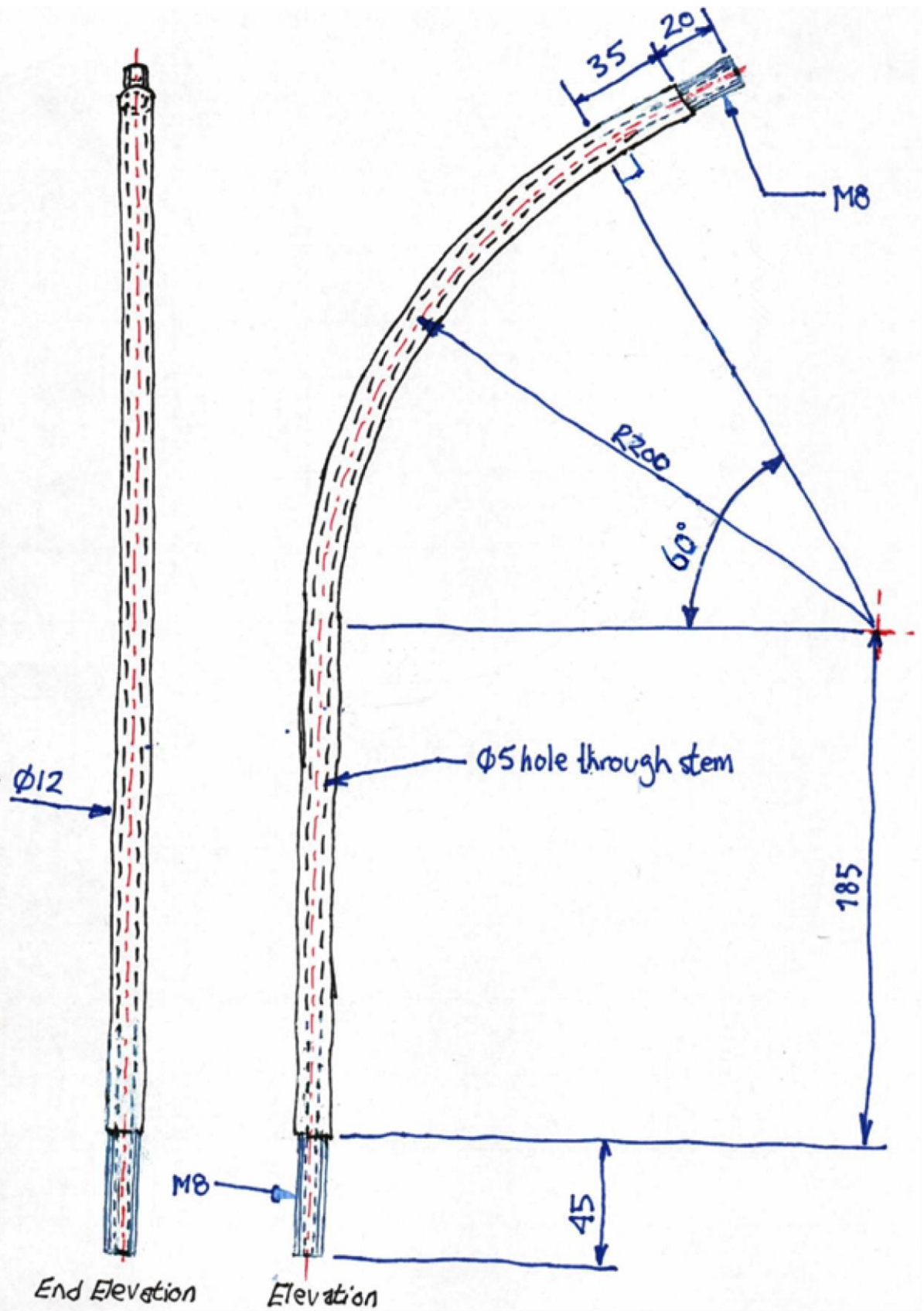
Parts List			
ITEM	QTY	PART NAME	DESCRIPTION
1	1	base	
2	1	stem	
3	1	boss	
4	1	shade	
5	2	M4 machine screw	M4 x 6mm machine screw
6	1	lock nut	M8 lock nut, 6mm thick
7	1	washer	∅ 8 washer, 2mm thick

Data sheet 2 – sketches of table lamp and its components



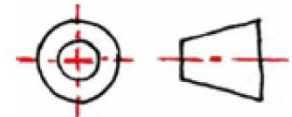
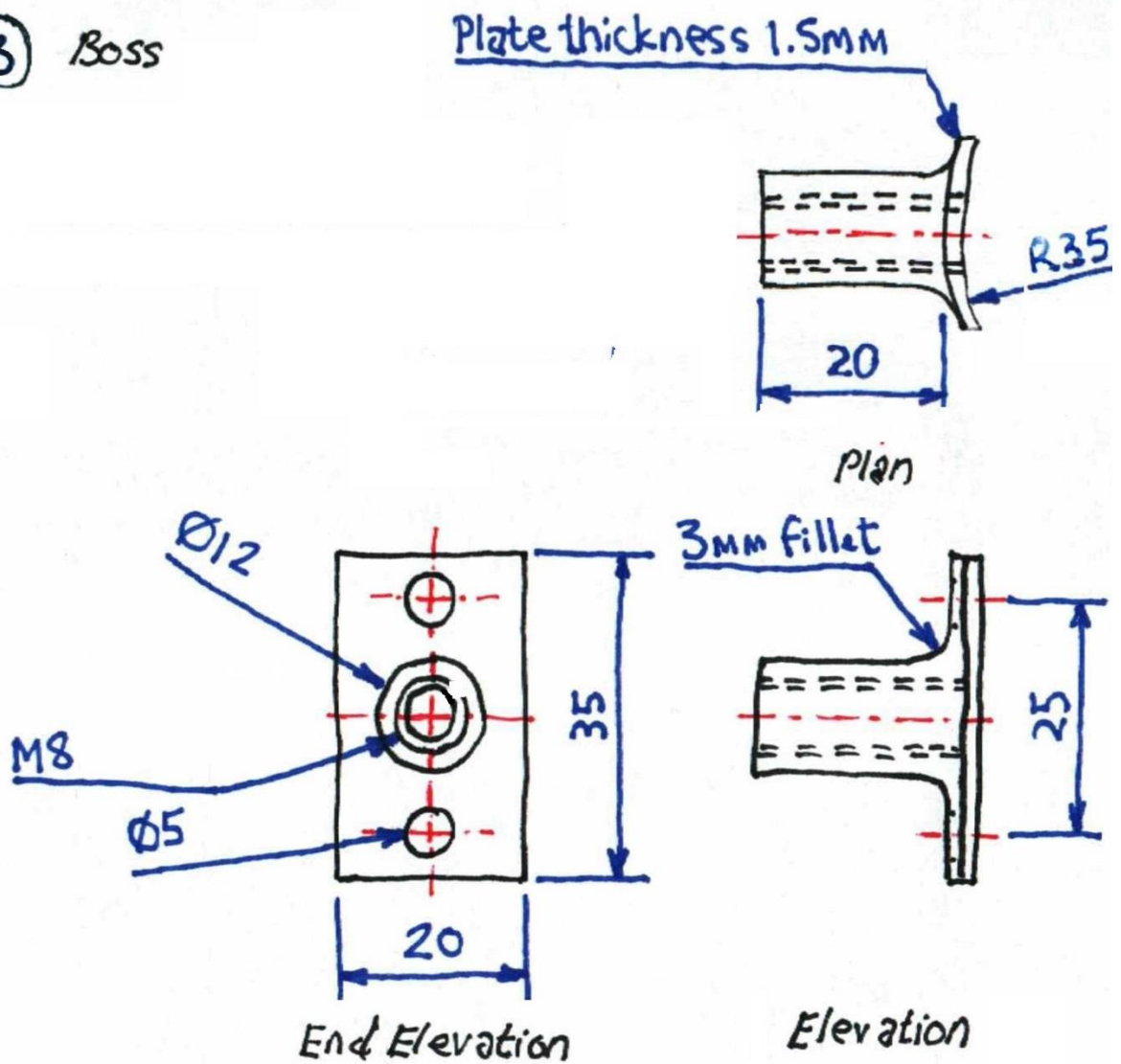
Data sheet 3 – sketches of table lamp and its components

② Stem



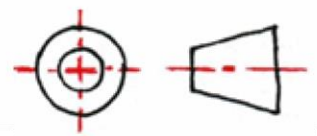
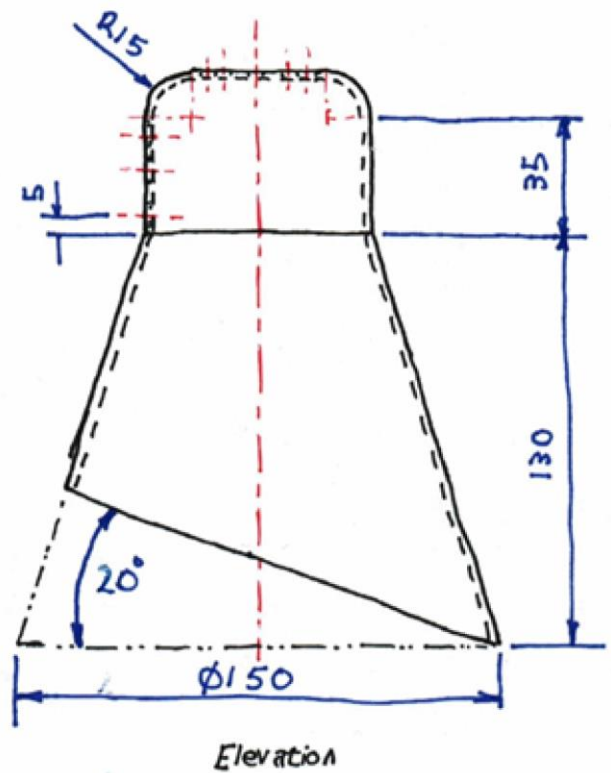
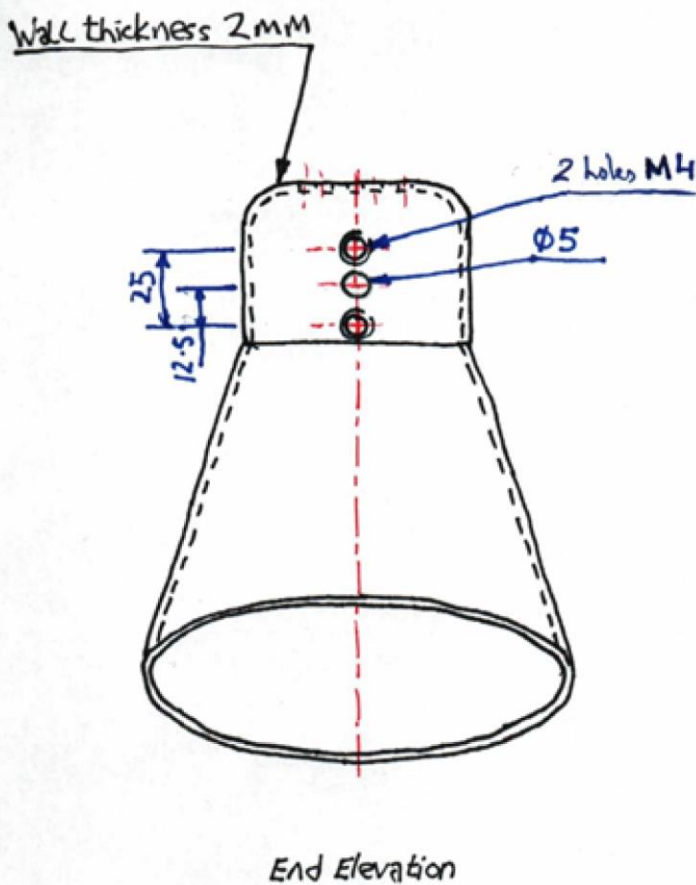
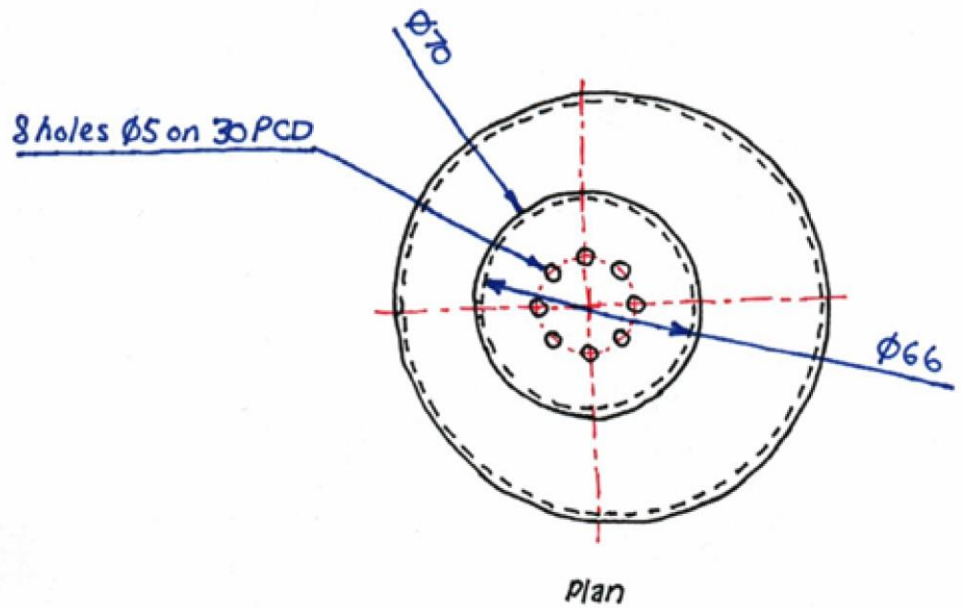
Data sheet 4 – sketches of table lamp and its components

③ Boss



Data sheet 5 – sketches of table lamp and its components

④ Shade



Note: for this task, you also need 3D CAD models of an 8 mm nut (approximately 6 mm thick), an 8 DIA washer (approximately 2 mm thick) and an M4 \times 6 mm machine screw.

Your teacher or lecturer will provide you with a STEP/IGES file of these components.

Data sheet 6 – logo, font, colour scheme and copy text

Copy text:

“The table lamp has become more than simply a functional addition to the home; it has adapted into a range of unique, innovative creations, incorporating traditional and contemporary designs.

The modern table lamp can enhance a room’s atmosphere, creating an inviting, warm and relaxed atmosphere for every room in the home. From the inviting lamp placed on a side table in the hallway, to the relaxing living room lamp creating soft, ambient tones.

It’s also the last light you switch off at your bedside at night.”

Company name: **NRG**

Font: **Impact**

Logo: supplied as a png file



Logo colours:

Colour 1

C 100
M 0
Y 35
K 18

Colour 2

C 0
M 100
Y 100
K 9

Colour 3

C 47
M 0
Y 16
K 57

Promotional display item:

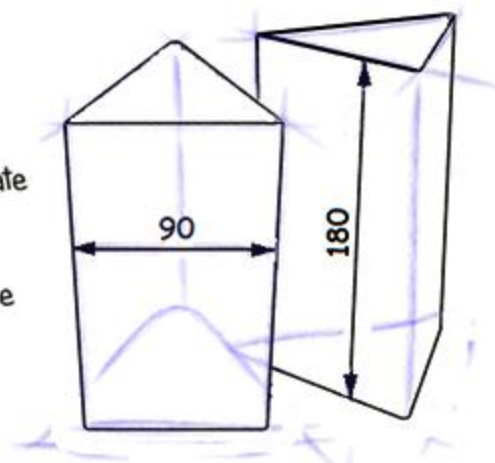
A4 sheet, folded to make table mounted display as shown opposite.

Each folded panel must be 180 mm x 90 mm.

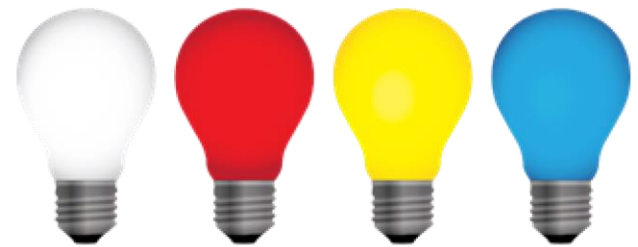
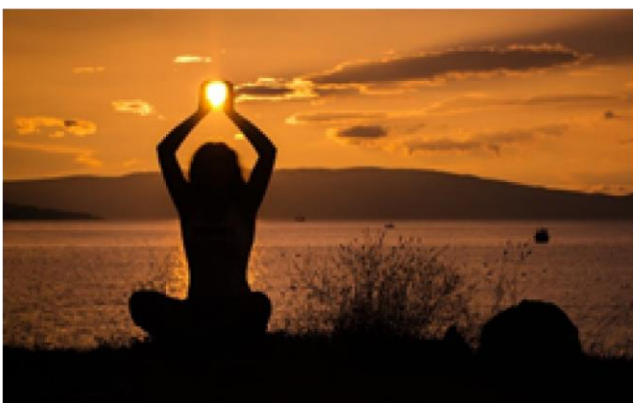
Table Talker

Folded material to create a prism.

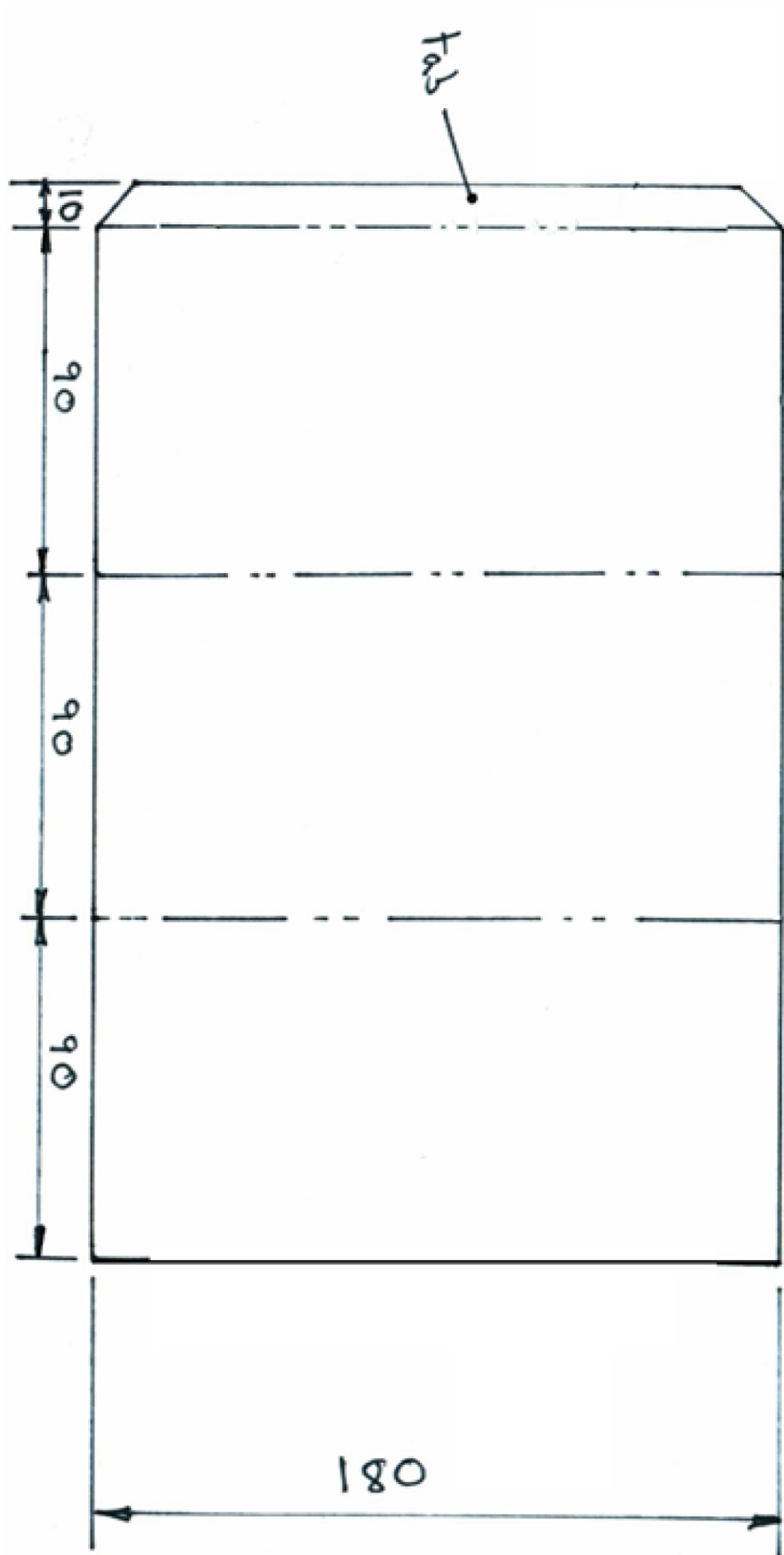
Graphics on each face of the prism.



Data sheet 7 – promotional display item images



Data sheet 8 – table talker item sizes



Marking instructions

The following marking instructions are for the Higher Graphic Communication specimen assignment. 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 are not provided for annual assessment tasks. Candidates' evidence is submitted to SQA for external marking.

General marking principles

Always apply these general principles. Use them in conjunction with the detailed marking instructions, which identify the key features required in candidates' responses.

- a Always use positive marking. This means candidates accumulate marks for the demonstration of relevant skills, knowledge and understanding; marks are not deducted for errors or omissions.
- b If a candidate response does not seem to be covered by either the principles or detailed marking instructions, and you are uncertain how to assess it, 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 both components, parts 1 and 3	6	<ul style="list-style-type: none"> ◆ three related views of both components (must be correct and accurate to sizes given) – 1 mark for each component (maximum 2 marks) ◆ accurate hidden detail shown in end elevation and plan of both components – 1 mark for each component (maximum 2 marks) ◆ appropriate/relevant sectioning (elevations must be sectioned through centre line only) (1 mark) ◆ dimensioning to allow for manufacture (this mark is for recognising important dimensions, not British Standard) (1 mark)
1	b	Related orthographic views of assembly	8	<ul style="list-style-type: none"> ◆ accurate modelling of parts 2 and 3 (1 mark) ◆ sectional elevation and end elevation of assembly provided (1 mark) ◆ relevant section, cutting through all components on centre line of elevation (1 mark) ◆ accurate modelling and assembly of all components at base (no overlaps or gaps) – follow on from 1a (1 mark) ◆ accurate modelling and assembly of all components at shade (no overlaps or gaps) – follow on from 1a (1 mark) ◆ correct hatching to British Standard (nut, washer, and machine screw must not be sectioned) (1 mark) ◆ two detailed views (must be relevant and suitably scaled) – 1 mark for each view (maximum 2 marks)

Task		Expected response	Max mark	Additional guidance
1	c	Exploded isometric view of assembly	3	<ul style="list-style-type: none"> ◆ good practice/quality of view — correct axis/explosion direction and line clarity (1 mark) ◆ correct projection, alignment and order of components (1 mark) ◆ correct spacing of components – no overlap (1 mark)
1	d	Standards and conventions	3	<ul style="list-style-type: none"> ◆ correct across all drawings (3 marks): <ul style="list-style-type: none"> — award 2 marks if there are some inconsistencies — award only 1 mark for limited adherence <p>Evidence will come from:</p> <ul style="list-style-type: none"> — dimensioning — 3rd angle symbol — suitable scale(s) — titles and annotations — line types — labels — title blocks — hatching in 1a

Task		Expected response	Max mark	Additional guidance
2	a	Rendered pictorial illustration	4	<ul style="list-style-type: none"> ◆ high quality, realistic looking render, where candidate demonstrates a high degree of skill when applying materials, lighting, highlights/reflections and shadows (for full marks, candidate must apply the logo and scale it correctly within the pictorial illustration) (4 marks): <ul style="list-style-type: none"> — award 3 marks for realistic looking render, where candidate demonstrates a good degree of skill when applying materials, lighting, highlights/reflections and shadows (candidate must apply the logo) — award 2 marks for render where candidate demonstrates a fair degree of skill when applying materials, lighting, highlights/reflections and shadows (candidate must apply the logo) — award only 1 mark for render where candidate demonstrates a limited degree of skill when applying materials, lighting, highlights/reflections and shadows
2	b	Two layouts/thumbnails for trifold table talker with annotation and justification of principles, elements and DTP features	7	<ul style="list-style-type: none"> ◆ clarity of both layouts/thumbnails (1 mark) ◆ identifying and fully justifying rhythm, with elements and features correctly identified (2 marks): <ul style="list-style-type: none"> — award only 1 mark for partial justification ◆ identifying and fully justifying emphasis, with elements and features correctly identified (2 marks): <ul style="list-style-type: none"> — award only 1 mark for partial justification ◆ layouts/thumbnails must each include three panels, with the assembled lamp, company name, logo, and body text, plus selected image/images (candidate must demonstrate a range of effective ideas/possible solutions) (2 marks)

Task		Expected response	Max mark	Additional guidance
2	c	Final copy of table talker	10	<ul style="list-style-type: none"> ◆ includes all relevant details from the brief, correct size and subject, and notice taken of folds and glue tab (candidate only has to have the panels set up correctly – the actual shape of tab is not marked) (1 mark) ◆ includes lamp, company name, logo, colours, copy text and at least one given/edited image (2 marks): <ul style="list-style-type: none"> — award only 1 mark if one or more are omitted ◆ rhythm and emphasis, labelled correctly (1 mark) ◆ very good use of design principles and elements providing relevant visual impact (3 marks): <ul style="list-style-type: none"> — award 2 marks if good use of design principles and elements, providing some relevant visual impact — award only 1 mark if limited use of design principles and elements providing limited visual impact ◆ DTP features applied with a high level of skill and significant visual impact (3 marks): <ul style="list-style-type: none"> — award 2 marks if DTP features applied with some level of skill and relevant visual impact — award only 1 mark if DTP features applied with a limited level of skill

Task		Expected response	Max mark	Additional guidance
3	a	Perspective sketch of scene	3	<ul style="list-style-type: none"> ◆ high quality/clarity of line work of appropriate pictorial view, proportion and scale of lamp, trifold table talker relevant to scene (3 marks): — award 2 marks for good quality/clarity of line work of appropriate pictorial view, proportion and scale of lamp, trifold table talker relevant to scene — award only 1 mark for limited quality/clarity of line work of appropriate pictorial view, proportion and scale of lamp, trifold table talker relevant to scene — award 0 marks if work is traced
3	b	Creation of rendered scene	6	<ul style="list-style-type: none"> ◆ correctly assembled environment – for example walls, tabletop (1 mark) ◆ materials applied on walls and surface, suitably scaled (1 mark) ◆ lamp included and suitably scaled relative to scene (lamp must be sited on surface and not floating) (1 mark) ◆ trifold leaflet included, scaled relative to the scene (trifold item must be sited on surface and not floating) (1 mark) ◆ skilled application of suitable/appropriate lighting, highlights, shadows and reflections (rendered scene must be appropriately scaled and viewed, not floating or pixelated) (2 marks): — award only 1 mark for good application of suitable/appropriate lighting, highlights, shadows and reflections
		Total marks	50	

Copyright acknowledgements

Data sheet 6: logo – Creative Commons CC0 and sourced www.pixabay.com

Data sheet 7: various images – Creative Commons CC0 and sourced www.pixabay.com

All other images copyright SQA

Administrative information

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History of changes

Version	Description of change	Date
1.1	Changes made to the part numbers in the bullet points in task 1b, on page 8. Amendment made to the symbol on the end elevation on page 15.	October 2018

Note: you are advised to check SQA's website to ensure you are using the most up-to-date version of this document.

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