



Question Paper Brief

Advanced Higher Graphic Communication C735 77

This edition: November 2015 (version 1.0)

This document may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged. Additional copies can be downloaded from SQA's website at www.sqa.org.uk.

Note: You are advised to check SQA's website (www.sqa.org.uk) to ensure you are using the most up-to-date version.

© Scottish Qualifications Authority 2015

Question Paper Brief — Advanced Higher Graphic Communication

Marks: 80

Duration: 2 hours

Sections: 1

- ◆ Consisting of a number of structured, context-based questions, some of which will integrate content from across the Course — 80 marks

Proportion of 'A' and 'C' type questions:

- ◆ approximately 30% of marks 'A' type
- ◆ approximately 50% of marks 'C' type

Structure:

Area	Range of marks
Demonstrate understanding of the range of techniques and practices used in technical, commercial, and visual media graphic communications	18-22
Demonstrate reasoning ability, by interpreting the graphic communication needs of specific audiences	18-22
Justify presented graphics, in terms of purpose and audience needs	12-16
Demonstrate an understanding of the use and impact of contemporary graphic communication technology, in the creation of effective technical or commercial and visual media graphics	16-20
Comment knowledgeably on graphic communication, as it impacts on our environment and society	8-12