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# Question Paper Brief

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## Higher Graphic Communication

**C735 76**

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## Question Paper Brief — Higher Graphic Communication

Marks: 70

Duration: 2 hours

Sections: 1

- ◆ Consisting of a number of structured, context-based questions, some of which will integrate content from across the Course — 70 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 their understanding of computer-aided design techniques, including commercial/industrial practice	18-20
Demonstrate reasoning ability, by justifying graphics in specific contexts	3-4
Explain the use of digital technology in graphic communication	3-4
Interpret/respond to given 2D, 3D, and pictorial drawings and sketches, including those with complex features or combinations of views. Demonstrating spatial awareness and visual literacy	8-10
Identify, describe and apply drawing standards, protocols and conventions	7-8
Define, describe and evaluate the use of recognised desktop publishing features	10-12
Describe, define, and evaluate the use of design elements and principles in promotional graphics	10-12
Comment knowledgeably on graphic communication, as it impacts on the environment and society	3-4