



Higher
Coursework
Assessment Task



2019 Graphic Communication Assignment

Higher

Finalised Marking Instructions

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Marking instructions

The following marking instructions are for the Higher Graphic Communication 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

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.

Task		Expected response	Max mark	Additional guidance
1.	(a)	Related orthographic drawings and sectional views of both components, parts 1 and 2	6	<ul style="list-style-type: none"> • Three related views of both components (must be correct orientation and accurate to sizes given) - 1 mark for each component (maximum 2 marks) • Accurate hidden detail shown in elevation and plan of both components - 1 mark for each component (maximum 2 marks) • Correct sectioning of both end elevations through the given cutting planes (1 mark) • The majority of dimensions given to allow for manufacture (this mark is for recognising important dimensions, not for applying British Standards) (1 mark)
	(b)	Related orthographic views of assembly	8	<ul style="list-style-type: none"> • Accurate modelling of part 1 (1 mark) • Accurate modelling of part 2 (1 mark) • Accurate modelling of part 3 (1 mark) • Accurate modelling of part 4 (1 mark) • A stepped section cutting plane added to the drawing (ie perpendicular, starts and ends above and below the elevation). Correct position not assessed at this stage (1 mark) • The stepped section shows how parts 2 and 3 fit together (1 mark) • The stepped section shows how parts 1 and 4 fit together (1 mark) • Relevant enlargement view showing how parts 2 and 3 fit together (1 mark)

Task		Expected response	Max mark	Additional guidance
1.	(c)	Exploded isometric view of assembly	3	<ul style="list-style-type: none"> • Exploded isometric view (1 mark) • Correct alignment and order of components (1 mark) • Correct spacing of components - no overlap (1 mark)
	(d)	Standards and conventions	3	<p>Evidence will come from:</p> <ul style="list-style-type: none"> • dimensioning • 3rd angle projection symbol • suitable scale(s) • information in title block • annotations (eg PCD, chamfer, part numbers) • line types • view labels (eg End Elevation etc) • hatching <p>If there is evidence of 6 or more from the above list (3 marks)</p> <p>If there is evidence of 4 or 5 from the above list (2 marks)</p> <p>If there is evidence of 1 to 3 from the above list (1 mark)</p>

Task		Expected response	Max mark	Additional guidance
2.	(a)	Rendered pictorial illustration	7	<ul style="list-style-type: none"> • Correct assembled environment - for example: walls, table top (1 mark) • Materials applied on walls and surface, suitably scaled (1 mark) • Speaker casing and minimum of 1 STEP file included suitably scaled relative to each other (speaker casing and STEP file must be sited on surface and not floating) (1 mark) • A variety of appropriate materials applied to the correct scale to speaker casing, components and STEP file(s) (1 mark) • Logo graphic applied to speaker casing or a given STEP file and scaled correctly (1 mark) • Skilled application of suitable/appropriate lighting, highlights and shadows. Rendered scene must be appropriately scaled, viewed and not pixelated. (2 marks) • Good application of suitable/appropriate lighting, highlights and shadows. Rendered scene must be appropriately scaled, viewed and not pixelated. (1 mark) • Limited application of suitable/appropriate lighting, highlights and shadows. Rendered scene is inappropriately scaled, viewed or pixelated. (0 marks)

Task			Expected response	Max mark	Additional guidance
2.	(b)		Two layouts/thumbnails for twofold leaflet (both sides)	3	<ul style="list-style-type: none"> • Clarity and quality of both layouts/thumbnails (1 mark) • A range of effective ideas/possible solutions (1 mark) • Layouts/thumbnails must each include the front, back and double panel spread with <ul style="list-style-type: none"> - the assembled speaker - company name/logo - body text - a minimum of 2 selected images (1 mark)

Task		Expected response	Max mark	Additional guidance
2.	(c)	Final copy of twofold leaflet (both sides)	12	<ul style="list-style-type: none"> • Correct proportion (length ≈ double the height) and notice taken of folds (1 mark) • Leaflet includes: <ul style="list-style-type: none"> - speaker - company name/logo - colour(s) - copy text - 2 or more given/edited images (1 mark) • Identifying and justify rhythm (2 marks) • Award 1 mark for identifying use of rhythm, award 1 mark for justifying use of rhythm. • Identifying and justify depth (2 marks). Award 1 mark for identifying use of depth, award 1 mark for justifying use of depth. • Elements and principles applied with a high level of skill and significant visual impact (3 marks) • 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) • Award 2 marks if DTP features applied with some level of skill and relevant visual impact • Award only 1 mark of DTP features applied with a limited level of skill and limited visual impact.

Task		Expected response	Max mark	Additional guidance
3.	(a)	Exploded pictorial sketch	4	<ul style="list-style-type: none"> • An appropriate pictorial sketch, in proportion which gives an accurate representation of all 3 components: <ul style="list-style-type: none"> - High quality sketch meeting all of the above - criteria (2 marks) - Good quality sketch meeting some of the above criteria (1 mark) - If work is traced or of limited quality/clarity (0 marks) • A rendered sketch of parts a and c, including appropriate highlights and shadows <ul style="list-style-type: none"> - High quality rendered sketch (2 marks) - Good quality rendered sketch (1 marks) - Poor quality rendered sketch (0 marks)

Task		Expected response	Max mark	Additional guidance
3.	(b)	Final copy of luggage tag graphic (both sides)	4	<ul style="list-style-type: none"> Includes the colours, text and an image from the brief, correct size (168 x 64), and notice taken of bleed margins (there should be no text within this margin, but may include graphics) (1 mark) <p>Text from brief (Century Gothic):</p> <p>Side 1 www.LWRmusic.co.uk The ultimate online music catalogue</p> <p>Side 2 Name: Address: Tel:</p> <p>Text from brief (Calibri):</p> <p>Side 1 www.LWRmusic.co.uk The ultimate online music catalogue</p> <p>Side 2 Name: Address: Tel:</p>

Task			Expected response	Max mark	Additional guidance
3.	(b)		(continued)		<ul style="list-style-type: none"> • Tag should include DTP techniques from list; <ul style="list-style-type: none"> - cropping - rotate - transparency - reverse - bleed - flow text along a path - drop shadow - colour fill • 3 or more used effectively within layout(s) (2 marks) • 2 from list used effectively within layout(s) (1 mark) • DTP techniques labelled (1 mark)

[END OF MARKING INSTRUCTIONS]