![NCFE logo]

Non-Exam Assessment

NCFE Level1/2 Technical Award in Graphic Design (603/7011/7)

Learner copy

SAMPLE

Contents

Introduction

The internal non-exam assessment (NEA) is a formal internal synoptic assessment that requires the learner to independently apply an appropriate selection of knowledge, understanding, skills and techniques, developed through the full course of study, in response to a real-world situation, to enable them to demonstrate an integrated connection and coherence between the different elements of the qualification.

The NEA will contribute 60% towards the overall qualification grade and therefore it is important that the learner produces work to the highest standard that they can. The learner, therefore, should not be entered for the NEA until they have been taught the full course of study, to ensure that they are in the best position to complete the NEA successfully.

What is synoptic assessment?

Synoptic assessment is an important part of a high-quality vocational qualification because it shows that learners have achieved a holistic understanding of the sector and that they can make effective connections between different aspects of the subject content and across the breadth of the assessment objectives in an integrated way. The Department for Education (DfE) has consulted with awarding organisations and agreed the following definition for synoptic assessment:

"**A form of assessment which requires a candidate to demonstrate that s/he can identify and use effectively in an integrated way an appropriate selection of skills, techniques, concepts, theories, and knowledge from across the whole vocational area, which are relevant to a key task.**"

Synoptic assessment enables learners to show that they can transfer knowledge and skills learnt in one context to resolve problems raised in another. To support the development of a synoptic approach, the qualification encourages learners to make links between elements of the course and to demonstrate how they have integrated and applied their increasing knowledge and skills.

As learners progress through the course, they will use and build upon knowledge and skills learnt across units. The NEA will test the learners' ability to respond to a real-world situation.

Information for learners

Introduction

The internal non-exam assessment is a formal assessment that will contribute **60%** towards your overall qualification grade. It takes the form of a synoptic project that will require you to draw on your knowledge and understanding of the entire qualification, it is therefore important that you produce work to the highest standard that you can.

You will be assessed on your ability to independently select, apply and bring together the appropriate knowledge, understanding, skills and techniques you have learnt throughout your course of study, in response to a brief, set in a real-world situation.

The non-exam assessment will be assessed holistically using a levels of response mark grid and against five integrated assessment objectives. These assessment objectives and their weightings are shown below.

Assessment Objective
AO1 – Recall knowledge and show understanding The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding. **16 marks (13.33%)**
AO2 – Apply knowledge and understanding The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations. **24 marks (20%)**
AO3 – Analyse and evaluate knowledge and understanding The emphasis here is for learners to develop analytical thinking skills to make reasoned judgements and reach conclusions. **8 marks (6.67%)**
AO4 – Demonstrate and apply relevant technical skills, techniques, and processes The emphasis here is for learners to demonstrate the essential technical skills relevant to the vocational sector, by applying the appropriate processes, tools, and techniques. **44 marks (36.67%)**
AO5 – Analyse and evaluate the demonstration of relevant skills and techniques. The emphasis here is for learners to analyse and evaluate the essential technical skills, processes, tools and techniques relevant to the vocational sector. **28 marks (23.33%)**

Preparation and research task

Maximum time: 2 hours

In addition to the allocated assessment time for this non-examined assessment (NEA), you are permitted to spend a maximum of **2** hours to undertake research and develop a pack of resources that you can refer to during the formal NEA assessment time. During this 2-hour period, you may access all learning materials, internet access and other published materials.

You should use this time to create your own resource pack and it is this pack alone that you may use during the allocated time given to the NEA. This is the only support material that is permitted during the completion of NEA tasks (unless otherwise stated within each task instructions).

All research or data used in your final NEA **must** be referenced appropriately. As a minimum this should include the following:

- the use of quotation marks to clearly identify any passages not of your own words
- date accessed
- name of source / author.

Evidence requirements: research pack of no more than four sides of A4, font size 12 (if word processed) to be returned to your tutor at the end of each task / session and submitted with the completed NEA.

Maximum completion time

You have been provided with a total of **17.5** hours (plus 2 hours for preparation and research).

You may use some or all of the time provided for each task.

You are allowed to use time allocated to one task to rework previous tasks up to the maximum time allowed.

You are not allowed to exceed the total number of hours.

You should not start your NEA until you have been taught the full course of study. This will ensure that you are in the best position to complete the NEA successfully.

NCFE Level 1/2 Technical Award in Graphic Design (603/7011/7)

Non-Exam Assessment

Sample

To be given to learners on or after XX XXXX XXXX

Learner instructions

- Read the project brief carefully before you start the work.
- You **must** clearly identify and label all of the work you produce during the supervised time.
- You **must** hand in all of your work to the supervisor at the end of each timed session.

Learner information

- This non-exam assessment will assess your knowledge and understanding from across the qualification.
- Total marks **120**.
- The **maximum** completion time for this NEA is **17.5 hours** (plus 2 hours preparation and research time).
- All of the work you submit **must** be your own.

Please complete the details below clearly and in BLOCK CAPITALS.

Learner name

Centre name

Centre number

Learner number

Learner signature

Client brief

Camino Hostels – Travel, explore and dream big!

Camino Hostels have commissioned you, as a graphic designer, to produce a graphic design solution.

Camino Hostels is a new and exciting travel agent that helps people plan trips safely across the world. They will have travel shops across the UK as well as a website.

Camino Hostels wants to target 18–24 year olds and encourage them to book with them in 2021.

Camino Hostels' key values are that their accommodation should be basic, affordable, and safe.

The company wants their key values to be communicated in a stylish and innovative way for their upcoming launch.

Camino Hostels want you to produce a portfolio of work that responds to **one** of the following:

- a landing page for the new website
- a printed or digital poster to promote Camino Hostels
- graphic design(s) that can be used on promotional product giveaways at the launch
- front cover designs that can be used on the printed or digital monthly magazine.

Client requirements:

The final graphic design solution must:

- include the title and tagline Camino Hostels – travel, explore and dream big!'
- use visual language appropriate for the target audience
- communicate the company's key values in a stylish and innovative way.

You may submit your proposed ideas in a printed or digital portfolio.

Project instructions:

You must include evidence of the following in your portfolio:

1. primary and secondary research in response to your chosen solution from the client brief
2. developed ideas informed by your research
3. plans for a final graphic design solution appropriate to the needs of the client brief
4. final graphic design solution
5. portfolio presented in an appropriate format
6. evaluation of your final graphic design solution.

Assessment tasks

Task 1 – Initial design ideas	
Maximum time	3 hours
Content areas assessed	1. Components of graphic design 2. Work of graphic designers 3. Requirements of a graphic design brief
Assessment objectives	AO1 – 4 marks AO2 – 4 marks AO3 – 4 marks

Using the brief, you are required to:

- carry out both primary and secondary research before you develop any ideas for your chosen graphic design solution.

Your research must be focused on **both** your chosen graphic design solution **and** the client's requirements in the brief.

- Using your research and your research findings, create some initial design ideas
- You should indicate where you have drawn inspiration from other designers' work in your research.
- Justify how your initial ideas meet the requirements of the brief.

[12 marks]

Evidence	Portfolio
	You must provide: - initial design ideas - justification for your initial designs - your internet browsing history used for research and planning purposes. This could be presented as: - written report with diagrams and/or illustrations - journal/diary - sketch pad - research sheets - blog or vlog - video(s) - visuals with audio commentary.

Task 2 – Development	
Maximum time	3 hours
Content areas assessed	1. Components of graphic design 3. Requirements of a graphic design brief 4. Planning, development and experimentation
Assessment objectives	AO1 – 8 marks AO2 – 8 marks AO4 – 12 marks

You are required to:

- use your initial ideas and research the requirements of the brief to develop your ideas further
- provide evidence of your development work in a portfolio (digital or physical).

[28 marks]

Evidence	Portfolio
	You must evidence the following areas within your development work: - select and use appropriate tools, materials and techniques - ideas generation (for example mood boards, sketches, mind maps and visualisation) - experimentations, tests and refinement of ideas - applying graphic design language in the development work. This could be presented as: - sketch pad - journal / diary - development sheets - blog or vlog - video(s) - presentation - visuals with audio commentary. You must also submit your internet browsing history used for research and planning purposes.

Task 3 – Review of development work	
Maximum time	**1 hour**
Content areas assessed	4. Planning, development and experimentation
Assessment objectives	AO3 – 4 marks AO5 – 8 marks

The next stage is to review the development of your ideas before you move on to planning and creating your final graphic design solution:

You are required to:

- review the development of your work undertaken in task 2, in a portfolio (digital or physical).

[12 marks]

Evidence	Portfolio

	You must provide evidence of reviewing the following areas of your development work:
	
	- client requirements
	- communication of ideas
	- appropriateness for target audience
	- potential problems and solutions:
	  o time
	  o resources
	  o skills
	- effective use of resources.
	
	This could be presented as:
	
	- sketch pad
	- journal / diary
	- development sheets
	- blog or vlog
	- video(s):
	  o presentation
	  o visuals with audio commentary.
	
	You must also submit your internet browsing history used for research and planning purposes.
	
	You must record the review process through annotation at key points in the development work at different stages.

Task 4 – Planning	
Maximum time	**2 hours**
Content areas assessed	4. Planning, development and experimentation
Assessment objectives	AO1 – 4 marks AO2 – 8 marks

You are required to:

- design a detailed production plan for your **chosen** graphic design solution for Camino Hostels.

[12 marks]

Evidence	Portfolio
	You need to provide evidence of your production planning in a portfolio (digital or physical). This could include: - thumbnail sketches - layout drawings - journal / diary - video(s). This could be presented as: - written plan - blog or vlog - presentation (for example, PowerPoint). You must also submit your internet browsing history used for research and planning purposes.

Task 5 – Production	
Maximum time	**5.5 hours**
Content areas assessed	1. Components of graphic design 4. Planning, development and experimentation 5. Graphic design production
Assessment objectives	AO4 – 24 marks AO5 – 8 marks

You are required to:

- create your final graphic design solution for Camino Hostels
- show evidence of ongoing review to modify the design solution.

[32 marks]

Evidence	Portfolio
	You need to provide evidence of the creation of your final graphic design solution in a portfolio (digital or physical). You must show evidence of the following: - your creation of a final solution that builds on your development work and planning - your creation process of the final solution and decisions that you made - your use of ongoing review of essential technical skills, processes, tools and techniques to modify the design solution - how you justify the final graphic design solution so that it meets the requirements of the client brief. This could be presented as: - annotated sketch pad(s) - annotated design sheets - annotated technical drawings - journal/diary - blog or vlog - video(s) - presentation (for example, PowerPoint) - final graphic design solution. You must also submit your internet browsing history used for research and planning purposes.

Task 6 – Presentation	
Maximum time	**1.5 hours**
Content areas assessed	6. Design, present and promote graphic design work
Assessment objectives	AO2 – 4 marks AO4 – 8 marks

You are required to:

- present your final work to Camino Hostels in an appropriate presentation format.

[12 marks]

Evidence	Portfolio
	You need to provide evidence of your final graphic design solution in an appropriate format (digital or physical). **You must show evidence of the following:** • your creation of a final solution that builds on your development work and planning • your creation process of the final solution and decisions that you made • your use of ongoing review to modify the design solution • how you justify the final graphic design solution so that it meets the requirements of the client brief. **This could be presented as:** • physical portfolio • physical mounted work • finalised design sheets • showreel • exhibition • video(s) • presentation. You must also submit your internet browsing history used for research and planning purposes.

Task 7 – Evaluation	
Maximum time	**1.5 hours**
Content areas assessed	4. Planning, development and experimentation 5. Graphic design production 6. Design, present and promote graphic design work
Assessment objectives	AO5

You are required to:

- evaluate your graphic design solution in response to the requirements of the client brief.

[12 marks]

Evidence	Portfolio
	You need to provide evidence of your evaluation (digital or physical) in the following areas: • meeting the needs of the client • communication of ideas • appropriateness for target audience • identify successes with the design • identify improvements. This could be presented as: • sketch pad(s) annotations • written report • journal / diary • blog or vlog • video(s) • audio recording • presentation (for example, PowerPoint).

This is the end of the internal synoptic project.

Documentation

Declaration of Authenticity

The learner and assessor must complete the form at the end of the assessment and before any marking takes place. The assessor must check the number of tasks submitted by the learner is accurate.

The completed form must be retained within the centre and is not to be sent to the moderator or NCFE unless specifically requested.

Learner name:	
Task(s) submitted:	
Learner declaration:	
I certify that the work submitted for this NEA is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.	
Learner signature:	
Date:	

Assessor name:	
Assessor declaration:	
I certify that the work submitted is the learner's own. The learner has clearly referenced any sources used in the work. I confirm that all work was conducted under conditions designed to assure the authenticity of the learner's work.	
Assessor signature:	
Date:	

NB: Once completed, the declaration of authenticity must be stored securely within the centre, in line with the following NCFE Regulations for Conduct of NEA. A copy of this declaration form must be made available to NCFE upon request.

GDPR Consent

Section A: This section <u>must</u> be completed by the learner

- NCFE may select your work for use at teacher training or standardisation events. Your work will be anonymised by removing your name. All materials will be reviewed regularly and will be removed if no longer required
- NCFE may select your work at some point in the future for use in teaching and learning resources published on QualHub.co.uk. Your work would be anonymised by removing your name. All materials will be reviewed regularly and will be removed if no longer required
- you understand that this agreement may be terminated at any time through written request
- for further details about how we process your data please read more www.ncfe.org.uk/legal-information.

Please tick the option that applies, sign and date in the box below:

	Tick one only
I consent to my work being used in the manner detailed in Section A	
I **do not** consent to my work being used in the manner detailed in Section A	
Learner Signature:	
Date:	

Section B: This section <u>must</u> be completed by any participants who feature in the work

Over 13

- I am over 13 and I give my permission for my video and/or photographic image to be used as detailed in Section A (above).

Under 13

- I give my permission for my child's video and / or photographic image to be used as detailed in Section A (above).

Name of participant (Printed)	**Participant/Parent signature**	**Date**

If any of the participants have declined permission, please tick here: ☐