



Higher  
Coursework  
Assessment Task



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# Higher Graphic Communication Assignment Finalised Marking instructions

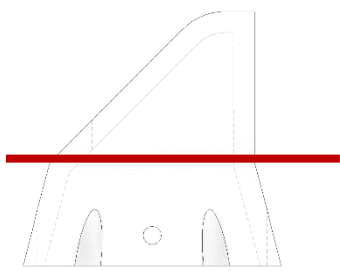
# General marking principles

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) | (i)  | Related orthographic drawing of the base (part 1)  | 5        | <ul style="list-style-type: none"> <li>• Accurate modelling of the bosses (1 mark)</li> <li>• Accurate modelling of the rest of the base (part 1) (1 mark)</li> <li>• Three related views of the base (must be correct orientation) (1 mark)</li> <li>• Detail view of the bosses (1 mark)</li> <li>• Appropriate dimensions for manufacture, annotations and scale (1 mark)</li> </ul>  |
|      |     | (ii) | Related orthographic drawing of the salt and pepper top (part 3)<br>ort<br><div style="text-align: center;"> <p>top half</p>  <p>bottom half</p> </div> | 6        | <ul style="list-style-type: none"> <li>• Accurate modelling of the top half of the salt and pepper top (part 3), excluding shell (1 mark)</li> <li>• Accurate modelling of the bottom half of the salt and pepper top (part 3), including shell (1 mark)</li> <li>• Three related views of the salt and pepper top (part 3) (must be correct orientation) (1 mark)</li> <li>• An auxiliary view of surface X (1 mark)</li> <li>• Relevant enlargement view showing one of the repeated semi-circles, taken from the plan (must include a minimum of one dimension) (1 mark)</li> <li>• Appropriate dimensions for manufacture, annotations and scale (1 mark)</li> </ul> |

| Task |     |  | Expected response              | Max mark | Additional guidance  |
|------|-----|--|--------------------------------|----------|--|
| 1.   | (b) |  |                                | 5        | <ul style="list-style-type: none"> <li>• Accurate modelling of the salt and pepper bottom (part 2) (1 mark)</li> <li>• Accurate modelling of the table number plate (part 4) (1 mark)</li> <li>• Correct sectioning through cutting plane X producing correct view (1 mark)</li> <li>• Correct stepped sectioning through cutting plane Y producing correct view (1 mark)</li> <li>• Relevant enlargement view showing correct assembly of parts 2 and 3 (1 mark)</li> </ul>   |
|      | (c) |  | Exploded isometric of assembly | 2        | <ul style="list-style-type: none"> <li>• Exploded isometric view (1 mark)</li> <li>• Correct alignment, spacing and order of components - no overlaps (1 mark)</li> </ul>  |
|      | (d) |  | Standards and conventions      | 3        | <ul style="list-style-type: none"> <li>• Evidence of each type of BS dimensioning has been applied, including: linear, radial, diameter and angular (1 mark)</li> <li>• The templates should include: 3<sup>rd</sup> angle projection symbol, candidate name, title of drawing, project title, scale, date, all sizes in mm (any three) (1 mark)</li> <li>• Evidence of views being correctly labelled a minimum of once per view type (elevation, end elevation, plan, detail #, section #-#, auxiliary plan #) (1 mark)</li> </ul> |

| Task |     |  | Expected response           | Max mark | Additional guidance   |
|------|-----|--|-----------------------------|----------|---|
| 2.   | (a) |  | Final copy of two-fold menu | 14       | <ul style="list-style-type: none"> <li>• Correct structure and proportion, and notice taken of fold <b>(1 mark)</b></li> <li>• Layout includes: <ul style="list-style-type: none"> <li>○ company logo on panel B2</li> <li>○ min. 2 CMYK colours excluding CMYK colour 1</li> <li>○ 1 background image on panel B2 and a minimum of 2 café images <b>(1 mark)</b></li> </ul> </li> <li>• CMYK colour 1 used on panel A2, following the shape stipulated on data sheet <b>(1 mark)</b></li> <li>• Correct use of copy text on stipulated panels and correct use of subheadings and footer <b>(1 mark)</b></li> <li>• Identifying effective use of rhythm <b>(1 mark)</b></li> <li>• Identifying effective use of alignment <b>(1mark)</b></li> <li>• Identifying effective use of two of the following; shape, texture, value, balance or white space: <ul style="list-style-type: none"> <li>○ Identifying effective use of two chosen design principles or elements <b>(2 marks)</b></li> <li>○ Identifying effective use of one chosen design principle or element <b>(1 mark)</b></li> <li>○ Award <b>0 marks</b> if candidate has not identified two principles or elements from the list</li> </ul> </li> <li>• Effective use of pull quote <b>(1 mark)</b></li> <li>• Effective use of cropping <b>(1 mark)</b></li> <li>• Effective use of two contrasting fonts <b>(1 mark)</b></li> <li>• Skill and visual impact of layout: <ul style="list-style-type: none"> <li>○ Produced with a high level of skill and significant visual impact <b>(3 marks)</b></li> <li>○ Produced with a good level of skill, providing some visual impact <b>(2 marks)</b></li> <li>○ Produced with simplistic level of skill, providing limited visual impact <b>(1 mark)</b></li> <li>○ Produced with basic level of skill, providing no visual impact <b>(0 marks)</b></li> </ul> </li> </ul> |

| Task |     |  | Expected response               | Max mark | Additional guidance   |
|------|-----|--|---------------------------------|----------|---|
| 2    | (b) |  | Rendered pictorial illustration | 9        | <ul style="list-style-type: none"> <li>• Menu holder assembly and all STEP files included, suitably scaled relative to each other (all files must be sited on surface and not floating) <b>(1 mark)</b></li> <li>• Menu holder assembly and all STEP files similarly positioned as shown on data sheet <b>(1 mark)</b></li> <li>• A range of appropriate materials/colours applied to STEP files and menu holder, taking notice of specification lists <b>(1 mark)</b></li> <li>• Table number decal correctly applied to table number plate <b>(1 mark)</b></li> <li>• Correct viewpoint and scale in both rendered views <b>(1 mark)</b></li> <li>• Application of appropriate lighting, highlights and shadows: <ul style="list-style-type: none"> <li>- Skilled application in both rendered views <b>(2 marks)</b></li> <li>- Good application in minimum one rendered view <b>(1 mark)</b></li> <li>- Limited application in both rendered views <b>(0 marks)</b></li> </ul> </li> <li>• Render output quality: <ul style="list-style-type: none"> <li>- High level of clarity with no pixelation or grain visible in rendered view(s) <b>(2 marks)</b></li> <li>- Good level of clarity with some pixelation or grain visible in rendered view(s) <b>(1 mark)</b></li> <li>- Poor clarity with significant pixelation or grain visible in rendered view(s) <b>(0 marks)</b></li> </ul> </li> </ul> |

| Task |     |  | Expected response  | Max mark | Additional guidance   |
|------|-----|--|--|----------|---|
| 3.   | (a) |  | <p>Pictorial sketch</p> <p><i>Must be a pictorial sketch or no marks can be awarded</i></p>                                  | 3        | <ul style="list-style-type: none"> <li>• Parts are sketched with a high level of skill and are in very good proportion. It is a highly accurate and realistic representation of the drinks cup in its holder <b>(3 marks)</b></li> <li>• Parts are sketched with a good level of skill and are in good proportion. It is an accurate and realistic representation of the drinks cup in its holder <b>(2 marks)</b></li> <li>• Parts are sketched with a limited level of skill and there is some evidence of proportion. It is a reasonable representation of the drinks cup in its holder <b>(1 mark)</b></li> <li>• If the sketch does not meet the lowest level of required skills, <b>0 marks</b> should be awarded.</li> </ul> |
|      | (b) |  | <p>Orthographic sketch</p> <p><i>Must be an orthographic sketch in third angle projection or no marks can be awarded</i></p> | 3        | <ul style="list-style-type: none"> <li>• Parts are sketched with a high level of skill and are in very good proportion. It is a highly accurate and realistic representation of the travel mug <b>(3 marks)</b></li> <li>• Parts are sketched with some level of skill and are in good proportion. It is an accurate and realistic representation of the travel mug <b>(2 marks)</b></li> <li>• Parts are sketched with a limited level of skill and there is some evidence of proportion. It is a reasonable representation of the travel mug <b>(1 mark)</b></li> <li>• If the sketch does not meet the lowest level of required skills, <b>0 marks</b> should be awarded.</li> </ul>   |

[END OF MARKING INSTRUCTIONS]