National Qualifications 2016

2016 Graphic Communication

National 5

Finalised Marking Instructions

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General Marking Principles for National 5 Graphic Communication

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the detailed marking instructions, which identify the key features required in candidate responses.

(a) Marks for each candidate response must always be assigned in line with these General Marking Principles and the Detailed Marking Instructions for this assessment.

(b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.

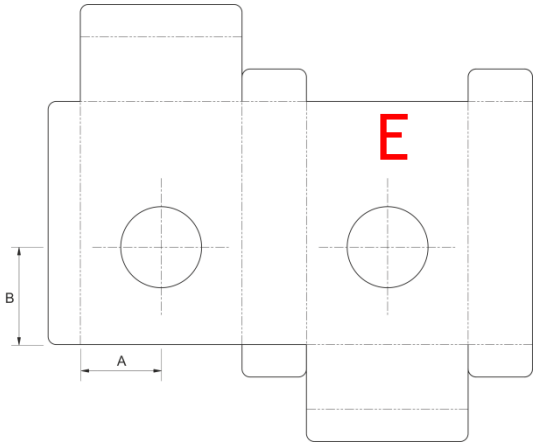
(c) If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader.

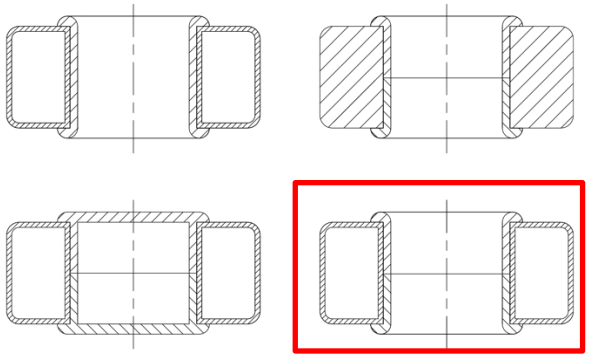
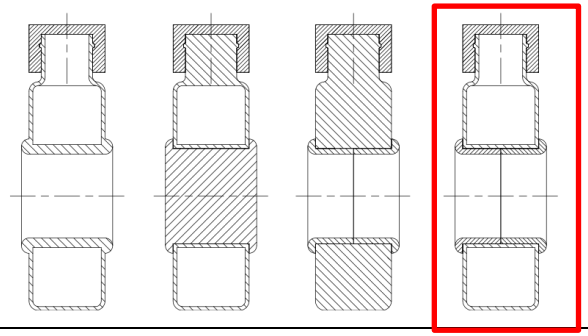
Detailed Marking Instructions for each question

Question			Expected Response	Max Mark	Additional Guidance
1.	(a)		• Generate ideas quickly. • Generate a range of ideas. • Allow for evaluation of ideas. • Ideas can be shared with the client.	**2**	
	(b)		• Layer function can be used to overlap elements • Ease of editing • Images can be manipulated • Variety of fonts are available to try • Grid/guide tools can be used to enable accurate alignment of elements. • Speed of production • Layouts and files can be sent quickly over long distances via email, remote working, share with client. • Wide range of colour schemes available. • Access to a wide range of additional media. • Layout would be more accurate. **Or any other relevant advantage that is related to the context**	**3**	**Do not accept;** • Easier to produce • Environmental type responses
	(c)		• Creates unity. • Green colour creates a calming effect. • Harmonises with the blue. • Sound wave line relates to the product. • Contrasting wave against horizontal lines creates visual impact. • Depth created by wave line • Depth created by gaps in straight lines • Use of line leads eye across whole page	**2**	

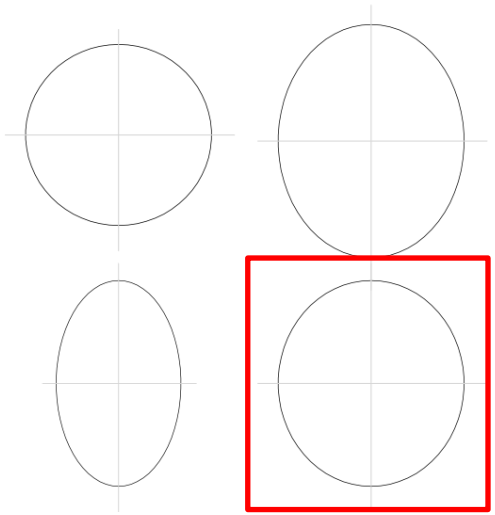
Question			Expected Response	Max Mark	Additional Guidance
	(d)	(i)	**Depth:** • Overlapping of various elements • Faded background image appears further away • Drop shadow on the pictorial gives illusion of depth	**2**	Candidates should provide two distinct examples **OR** One example with a detailed explanation.
		(ii)	**Dominance:** • Focal point is created by large exploded view. • Bold and capitalised text • Faded image recedes and makes the exploded view more dominant. (2 marks for identification and justification) • Smaller images are scaled down to make the focal point more dominant. (2 marks for identification and justification)	**2**	Candidates should provide two distinct examples **OR** One example with a detailed explanation.
		(iii)	**Alignment:** • Vertical/left alignment of heading with other written content makes the layout feel organised and structured. (2 marks for identification and justification) • Horizontal/central alignment of heading with small icons and/or horizontal green line also makes the page appear structured and organised. (2 marks for identification and justification) • Horizontal alignment of Bluetooth logo with green line/text • Top of green wave aligned with top of speaker • Bottom of speaker aligned with bottom of green wave • Alignment of text elements on left hand side of page.	**2**	Candidates should provide two distinct examples **OR** One example with a detailed explanation. Any response must make reference to the **relationship** between **separate** items.
	(e)		• Transparency has been used to make sure the background graphic does not distract from the main focus of the promotional item. • To make the speaker stand out more.	**1**	
	(f)		• The line/image/wave runs off the edge of the advert • Image overlaps the side/edge of the advert/webpage.	**1**	

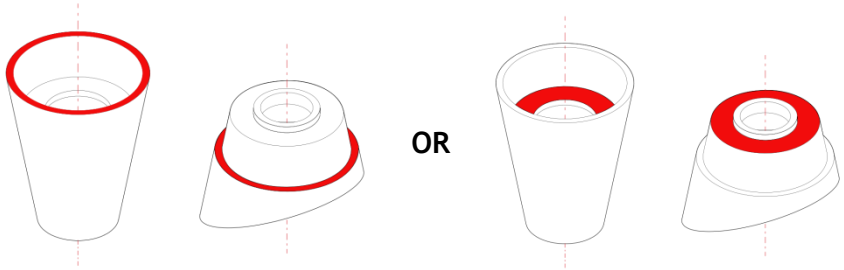
Question			Expected Response	Max Mark	Additional Guidance
	(g)		• No ink would be used • No paper would be used • No surplus of posters would be wasted • No transport required to take posters around the country/world • Only consumers interested in the product would use a webpage Any other relevant environmental benefit.	**2**	Two marks should be awarded where candidates have provided a very detailed and in-depth response on one point.

Question			Expected Response	Max Mark	Additional Guidance
2.	(a)		• Make packaging from recyclable/biodegradable materials • Make packaging from recycled materials • Reduce the amount of material used for packaging • Environmentally friendly inks • Limit amount of ink used • Reusable packaging • Highlight recyclability of materials. • Efficient layout of multiple parts when manufacturing.	**2**	
	(b)			**1**	
	(c)	(i)	40mm	**1**	Accept anywhere in range of 38-42mm
		(ii)	50mm	**1**	Accept anywhere in range of 48-52mm
	(d)		• Size of media • Size of object • Level of detail • Drawing type	**1**	

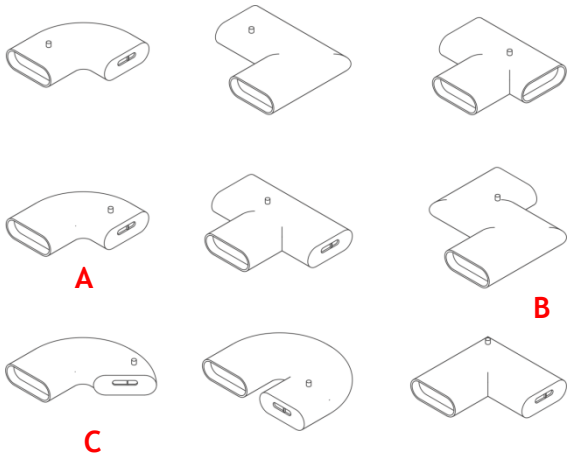
Question			Expected Response	Max Mark	Additional Guidance
	(e)	(i)	Chain dimensioning	1	
		(ii)	Parallel dimensioning	1	
	(f)			1	
	(g)			1	

Question			Expected Response	Max Mark	Additional Guidance
3.	(a)		**Revolve approach;** 1. Initial profile (1 mark) correctly dimensioned (1 mark) 2. Revolve (1 mark) 3. Dimensioned and correctly positioned angled profile (1 mark) 4. Subtraction of all appropriate material (1 mark) 5. Shell, 3mm wall thickness and remove correct face (underside) (1 mark) **Extrusion approach;** 1. ⦸28 circle, extrude 3mm (1 mark) 2. ⦸48 circle, taper extrude 20mm (1 mark) 3. ⦸61 circle, taper extrude 40mm (1 mark) 4. Dimensioned and correctly positioned profile (1 mark) 5. Subtraction of all appropriate material (1 mark) 6. Shell, 3mm wall thickness and remove correct face (underside) (1 mark) **NB.** Taper angle not required **Loft approach;** 1. ⦸28 circle, extrude 3mm (1 mark) 2. ⦸48 loft to ⦸55, 20 mm between profiles (1 mark) 3. ⦸61 loft to ⦸76, 40mm between profiles. (1 mark) 4. Dimensioned and correctly positioned profile (1 mark) 5. Subtraction of all appropriate material (1 mark) 6. Shell, 3mm wall thickness and remove correct face (underside) (1 mark)	**6**	

Question			Expected Response	Max Mark	Additional Guidance
	(b)			**1**	
	(c)		Mirror & axis (single profile) (top) – 1 mark Mirror & axis (two profiles)(bottom) – 1 mark	**2**	Also accept **radial array** approach with appropriate description Also accept **Copy** and position (1 mark) and **Rotate** (1 mark). *In order to achieve these marks the final outcome must be achieved*
	(d)		Modelling Tree edit that moves shell (1 mark) command after the extrude command in the modelling tree. (1 mark)	**2**	Also accept the following approach; 1. Delete original shell 2. Re-do shell

Question			Expected Response	Max Mark	Additional Guidance
	(e)		Centre axis – 1 mark Shading of appropriate surface - 1 mark  **OR** Mate – 1 mark	**3**	

Question			Expected Response	Max Mark	Additional Guidance
4	(a)	(i)	Promotional	1	
		(ii)	• Used to promote the product, company, service. • Provide potential customers with an idea of what the finished construction project will look like. • They can appear 'less technical' than production drawings • They tend to be more easily understood than production drawings	1	**Apply F.O. where appropriate.**
	(b)		• Easy to send electronically to relevant people • Easy to collaborate with more people in different locations • Allows 24 hour working globally • Option to work at different locations other than their own office • Reduction in need to travel	2	
	(c)	(i)	Location plan	1	
		(ii)	1:1250	1	**Apply F.O. where appropriate.**
	(d)	(i)	Oblique OR Cabinet Oblique	1	
		(ii)	• It is the preferred option when there are circles or radii involved in the front view – as is the case with the lodge. • Ability to show an accurate elevation but also giving the impression of 3D form.	1	**Apply F.O. where appropriate.**
	(e)	(i)	*X = 5 Metres*	1	Accept anywhere in range of 4.8m – 5.2m Award mark where candidates have provided alternative units. ie 5,000mm (units must be correct)

Question			Expected Response	Max Mark	Additional Guidance
		(ii)	*Y = 14 Metres*	**1**	Accept anywhere in range of 13.8m - 14.2m Award mark where candidates have provided alternative units. ie 14,000mm (units must be correct)
	(f)		Contour Lines	**1**	
	(g)		South East	**1**	Accept SE
	(h)		Sinktop Switch Wash basin Sawn Timber	**4**	Accept only these terms as per standards and conventions document.
	(i)			**3**	

[END OF MARKING INSTRUCTIONS]