National
Qualifications
RESOURCE

X835/75/01 Graphic Communication

Marking Instructions

Please note that these marking instructions have not been standardised based on candidate responses. You may therefore need to agree within your centre how to consistently mark an item if a candidate response is not covered by the marking instructions.

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General marking principles for National 5 Graphic Communication

Always apply these general principles. Use them in conjunction with the specific 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.

(c) For 'Describe' questions
Candidates must provide a statement or structure of characteristics and/or features, not just an outline or a list. For example they can refer to a concept, experiment, situation or facts in the context of and appropriate to the question. The number of marks available for a question indicates the number of factual/appropriate points required.

(d) For 'Explain' questions
Candidates must relate cause and effect and/or define relationships. This must be in the context of the question, or a specific area within the question.

(e) For 'Compare' questions
Candidates must demonstrate knowledge and understanding of the similarities and/or differences between things, methods, or choices. This must be in the context of the question, or a specific area within the question.

(f) Candidates can respond to any question using text, sketching, annotations or combinations of these. Award marks for the information conveyed. Do not award marks for the quality of sketching.

Marking instructions for each question

Question			Expected response	Max mark	Additional guidance
1.	(a)		• High contrast is good to grab attention • Red/white contrast creates visual excitement • Red is an exciting colour • White is a clean/sterile colour • Any other relevant colour connotation	**1**	Any other relevant response
	(b)		• Highlights one of the main features of the bottle. • Shows that it will be easy to hold • More realistic representation	**1**	
	(c)		Fillet 17·5mm all relevant outside edges (1) Shell 3mm (1) and remove top surface only (1)	**3**	Any other accurate response Responses must include accurate dimensions to achieve full marks
	(d)		Chamfer	**1**	
	(e)		Correct profile with dimensions (1) Revolve 360 degrees (axis identified) (1) Correct 2D sketch on top surface (1) Extrude-subtract 2mm (1)	**4**	Accept "Subtract" Any other accurate response Responses must include accurate dimensions to achieve full marks
	(f)		Mirror	**1**	
	(g)		Fillet	**1**	

Question			Expected response	Max mark	Additional guidance
2.	(a)		• No additional clarity would be found on a sectional end elevation. • There is enough information/ detail on the provided views.	**1**	
	(b)		• Initial half profile with all dimensions (1) • Revolve 360 degrees around specified axis (1) • Correct placement of the 'opening' sketch with all dimensions (1) • Extrude-subtract 'opening' profile (ensure that all material is removed) (1) • Shell 10mm wall thickness (1) • Remove faces from 'opening' (1)	**6**	
	(c)		• Materials are added • Textures are added • Reflections/shadows/highlights are more realistic	**2**	Do not accept – 'more realistic' on its own.

Question			Expected response	Max mark	Additional guidance
3.	(a)		• More realistic • Materials can be seen • Light/shadow/reflection/highlights can be seen • Colours are shown • Better idea of how it might look in an environment • Easier for non-graphics specialists to understand	**2**	Any other acceptable response
	(b)	(i)	Two of • Scanner • Camera • Graphics tablet • Camera function on a smart device	**2**	Do not accept 'phone/smartphone' only
		(ii)	Crop tool	**1**	
	(c)		• Specialist software required • Training required • Cost of updating software • Hardware costs to run software • Initial setup costs	**2**	Any other relevant response
	(d)		• No need to re-draw repeated components • Less chance of errors • Speeds up production • Standardisation • Same component can be used over and over	**2**	
	(e)	(i)	1·6m	**1**	*Check scale on printed copy*
		(ii)	6·4m	**1**	*Check scale on printed copy*
		(iii)	8·8m	**1**	*Check scale on printed copy*
	(f)	(i)	Public w/c	**1**	
		(ii)	Local council building	**1**	

Question			Expected response	Max mark	Additional guidance
4.	(a)		• Greater accuracy than manual methods. • Layout tools (snap to grid etc.) increase speed of development. • Placement and spacing of elements are already in place ready for swapping out to final elements. • The thumbnail is basically a first draft of the layout. • Allows experimentation of different font styles for large features such as headings. • Ease of sharing with client electronically.	**2**	
	(b)		Feature A: Title Feature B: Margin Feature C: Column Feature D: Footer Feature E: Gutter	**5**	A; Accept Heading C; Accept body text
	(c)		Edit A: Flow text along path Edit B: Transparency Edit C: Drop shadow Edit D: Rotate Edit E: Text wrap	**5**	
	(d)		• Introduction of different media • Embed video • Embed sound • Dynamic effects • Introduce transitions	**2**	
	(e)	(i)	• Through the use of colour - yellow and black-grey/black and white • Thick (pie chart) and thin lines or outlines (icons) • Vertical element (transparent fill) and horizontal element (image) • Hex shaped icons and circular shaped chart • Background image and whitespace • Black and white areas of the pie chart/black text and reverse text.	**2**	Accept any other relevant response

Question			Expected response	Max mark	Additional guidance
4.	(e)	(ii)	• Repeating the same shapes in the icons and columns of text • Physical connection of transparent fill and main image • Fill is the same colour as the yellow cabs • Black fill of the icons is harmonious with the black and white of the image • Icons and chart are connected through the background image sitting behind both elements.	**2**	Also accept any other relevant response
		(iii)	• Transparent fill in front of image • Icons overlap and sit in front of the background image • The chart has a drop shadow. • Yellow is an advancing colour	**2**	Also accept any other relevant response
		(iv)	• The icons are aligned centrally with the bottom of the image. • Each icon is centrally aligned with the text below it. • The left-hand edge of the first column of text and the left-hand edge of the yellow square. • The right-hand edge of the last column of text and the right-hand edge of the footer.	**2**	Also accept any other relevant response Any response must refer to the relationship between separate items.

Question			Expected response	Max mark	Additional guidance
5.	(a)		Top right	**1**	
	(b)		Top left	**1**	
	(c)		Bottom right	**1**	
	(d)		Top left Bottom middle	**2**	
	(e)		Top right Bottom left	**2**	
	(f)		View B helps show the consumer how the product can be fitted together and not just the two parts.	**1**	

[END OF MARKING INSTRUCTIONS]