



National 5
Coursework
Assessment Task



2019 Graphic Communication Assignment

National 5

Finalised Marking Instructions

Wireless Earbuds

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General marking principles

This information is provided to help you understand the general principles that must be applied when marking candidate responses in this assignment. 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 is not covered by either the general marking principles or detailed marking instructions, 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)		<p>Related orthographic drawings and sectional views of the Earbud; earpiece, main body and wireless connector.</p> <p>Three related views of each component. Must be fully correct, including hidden detail;</p> <ul style="list-style-type: none"> Earpiece (1 mark) Main body (1 mark) Wireless connector (1 mark) <p>Correct section of end elevation and orientation across all three components. (1 mark)</p> <p>Enough dimensioning to allow for manufacture. (1 mark)</p>	5	<p>If candidate has not dimensioned the individual components, marks should be awarded where the views contain all relevant features and appropriate proportion.</p> <p>You may wish to look at other evidence in this task to help you make your judgement.</p> <p>Where evidence of dimensioning shows the potential for automatic rounding up having taken place due to a decimal point, award the mark for the component being correct.</p> <p>Apply follow on rule where appropriate.</p>
	(b)		<p>Related Orthographic Views of Assembly:</p> <p>Accurate assembly - no overlaps and no gaps. (1 mark)</p> <p>Relevant section, cutting through the vertical centreline. (1 mark)</p> <p>All views related and orientated correctly. (1 mark)</p>	3	<p>Apply follow on rule where appropriate</p>

Task			Expected response	Max mark	Additional guidance
	(c)		<p>Exploded isometric view of assembly:</p> <p>Correct orientation (isometric and orientation from data sheet 1a). (1 mark)</p> <p>Correct spacing and alignment - no overlap of components. (1 mark)</p>	2	<p>All components must be exploded to achieve full marks.</p> <p>Where colour has been applied, only award marks where visible edges (lines) are evident.</p> <p>Where only a fully rendered image is provided a maximum of 1 mark can be awarded if the spacing and alignment is correct.</p> <p>Apply follow on rule where appropriate.</p>
	(d)		<p>Standards and conventions:</p> <p>Sufficient range of evidence correct across all drawings. (3 marks)</p> <p>Sufficient range of evidence with some inconsistencies. (2 marks)</p> <p>Sufficient range of evidence with many inconsistencies. (1 mark)</p> <p>Poor range and/or many inconsistencies. (0 marks)</p>	3	<p>Evidence will come from:</p> <ul style="list-style-type: none"> • dimensioning • 3rd angle symbol • 3rd angle projection • suitable scale • component titles • line types • view labels • title blocks • correct hatching.

Task			Expected response	Max mark	Additional guidance
2.	(a)		<p>Rendered pictorial illustration:</p> <p>Suitable materials - obvious use of plastics and metal in the render and appropriate lighting/highlights/shadows. (1 mark)</p> <p>Appropriateness and quality of view. (1 mark)</p>	2	<p>Evidence may be found across the assignment task.</p> <p>Graphic must be a pictorial view to gain mark for appropriate view.</p>
	(b)		<p>Two layouts/thumbnails for the advert:</p> <p>Both layouts/thumbnails contains extended text and image. (1 mark)</p> <p>Clarity of the layouts/thumbnails. (1 mark)</p> <p>Clear identification of unity in layout 1. (1 mark)</p> <p>Clear identification of unity in layout 2. (1 mark)</p>	4	<p>Reference must be made to two or more features to award the marks for identifying unity.</p>
	(c)		<p>Final copy of earbud web banner with annotation and justification of design elements and principles.</p> <p>Correct size/proportion (scaled correctly) of layout. (1 mark)</p>	7	<p>Markers should measure this to ensure accuracy</p> <p>300 x 120mm <u>or</u> ratio must be 2.3 - 2.7 inclusive</p>
			<p>Good quality visual impact. (2 marks)</p> <p>Fair quality visual impact. (1 mark)</p> <p>Poor quality visual impact. (0 Marks)</p>		<p>Where an image has been used that has not been made by the candidate no marks can be awarded.</p>
			<p>2 Design elements/principles, other than unity, correctly labelled. (2 marks)</p> <p>Suitable justification for each of these design elements/principles. (2 marks)</p>		<p>Evidence may come from alignment; dominance; depth; contrast; line and use of colour.</p> <p>Maximum of 2 marks - 1 for each of these labelled or/and described correctly</p>

Task			Expected response	Max mark	Additional guidance
3.	(a)		<p>Orthographic sketches of components:</p> <p>For each individual component - correctly produced, all hidden detail included and correct dimensioning (look at dimensioning across all 3 components):</p> <ul style="list-style-type: none"> • Packaging top (1 mark) • Plastic insert (1 mark) • Packaging base (1 mark) <p>Application of proportion across all sketches. (1 mark)</p> <p>Application of construction/projection across all sketches. (1 mark)</p>	5	Clear difference between construction lines and outlines.
	(b)		<p>Orthographic sketches of assembly:</p> <p>Elevation correctly sketched to good proportions. (1 mark)</p> <p>End Elevation correctly sketched and projected from the Elevation. (1 mark)</p> <p>Plan correctly sketched and projected from the Elevation. (1 mark)</p> <p>Depth of Plan and End Elevation in good proportion with each other. (1 mark)</p>	4	<p>Follow-on error applies if elevation is incorrect. Views must be related and in 3rd angle.</p> <p>Use of straight edge is permitted.</p> <p>Clear evidence of the use of drawing board with set squares in producing these sketches will result in no marks being awarded.</p>

Task			Expected response	Max mark	Additional guidance
	(c)		<p>Rendered pictorial sketch:</p> <p>Sketching</p> <p>Good quality pictorial sketch. (2 marks)</p> <p>Fair quality pictorial sketch. (1 mark)</p> <p>Rendering</p> <p>High quality rendering (3 marks)</p> <p>Good quality rendering. (2 marks)</p> <p>Fair quality rendering. (1 mark)</p>	5	<p>No marks for any areas traced from data sheet 3.</p> <p>Use of straight edge is permitted.</p> <p>Clear evidence of the use of drawing boards and set squares will result in no marks for the sketch only.</p> <p>No marks awarded for poor quality sketching or rendering.</p> <p>If candidate sketches the lid in place then maximum sketching mark that can be awarded is 1 and maximum rendering mark that can be awarded is 2.</p> <p>If details are missing from the component then the maximum marks that can be awarded for sketching is 1.</p> <p>If only one colour has been used then the maximum marks that can be awarded for rendering is 2.</p>

[END OF MARKING INSTRUCTIONS]