021106T4GPH

GRAPHIC DESIGN LEVEL 6

VA/OS/GD/CR/02/6/B

Conceptualize Graphic Design

July/August 2025

TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION COUNCIL (TVET CDACC)

PRACTICAL ASSESSMENT

INSTRUCTIONS TO THE ASSESSOR

1. Assess the candidate as the practical progresses observing the critical areas.

2. You are required to mark the practical as the candidate perform the tasks.

3. You are required to take video clips at critical points.

4. Ensure the candidate has a name tag and registration code at the back and front.

OBSERVATION / PRODUCT CHECKLIST

Candidate's name & Registration Code			
Assessor's name & Registration Code			
Unit of Competency	Conceptualize Graphic Design		
Venue of Assessment			
Date of assessment			
Items to be evaluated: *Please award marks as appropriate. Give a brief comment on your observation.*	**Marks available**	**Marks obtained**	**Comments**
Task 1: Create a Mood Board			
1. Prepared a working area as per requirements	**2**		
2. Selected appropriate tools as per the brief	**2**		
3. Generated computer mood board as per the brief • Colour palette • Typography • Imagery • Inspiration references *(Award 2 mark for each item)*	**2** **2** **2** **2**		
Sub Total 1	**12**		
Task 2: Create Sketches for Logo Mascot Design			
4. Sketched Mascot Logo Layout • Creativity • Character Concept • Relevance: *(Award 2 marks for each item)*	**2** **2** **2**		
5. Sketched poster design layout • Accuracy • Refined graphics • Composition • Clear margins	**2** **2** **2** **2**		

• Art borders (*Award 2 mark for each item*)	**2**		
6. Generated computer typography • Suitability • Legibility • Readability (*Award 1 mark for each item*)	**1** **1** **1**		
7. Determined image(s) • Clarity • Composition and layout • Proposition and scale (*Award marks as indicated for each item*)	**1** **2** **1**		
Sub Total 2	**23**		
Task 3: Create Design Concept Logo Mascot			
8. Concept and Originality • Creativity: • clear personality • Relevance (*ward 2 mark for each item*)	**2** **2** **2**		
9. Aesthetic and Visual Appeal • Colour Scheme • Form and Proportion • Style Consistency (*Award 2 mark for each item*)	**2** **2** **2**		
10. Functionality and Usability • Versatility • Reproducibility: • Memorability (*Award 2 mark for each item*)	**2** **2** **2**		
Sub Total 2	**18**		
Task 4: Create A Poster Design Concept			
11. Determined poster visual appeal			

• Clarity	**2**		
• Composition and layout	**2**		
• Proposition and scale	**2**		
• Clear margins	**2**		
• Art Borders *Award 2 mark for each item*	**2**		
12. Developed graphics and imagery	**2**		
13. Achieved creativity and originality	**2**		
14. Developed alignment of poster elements	**2**		
15. Developed layout and organisation of elements	**2**		
Sub Total 3	**18**		
Task 5: Submission Of Artworks			
16. Submitted thumbnail sketches	**3**		
17. Submitted the final mascot logo digital files	**3**		
18. Submitted the final poster design digital files	**3**		
Sub Total 4	**9**		
Grand Total	**80**		

ASSESSMENT OUTCOME

The candidate was found to be:

Competent ☐ Not yet competent ☐

(Please tick as appropriate)

(The candidate is competent if the candidate obtains at least 50%)

Feedback from candidate:

Feedback to candidate:

Candidate's Signature	**Date**
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Assessor's Signature	**Date**
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