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021106T4GPH

Graphic Design Level 6

VA/OS/GD/CR/11/6

Create Advertising Design

July/August 2025

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

PRACTICAL ASSESSMENT

4 HOURS.

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OBSERVATION/PRODUCT CHECKLIST

Candidate's name & Registration No.			
Assessor's name & Reg. code			
Unit(s) of Competency	**Create Advertising Design**		
Venue of Assessment			
Date of assessment			
Items to be evaluated: *Indicate the marks available and marks obtained respectively. Award marks appropriately as guided for in the items for evaluation indicated. Give a brief comment where necessary)*	**Marks Awarded**	**Marks Obtained**	**Comments**
Task 1: Develop Manual Sketches			
1. Prepared a working area as per requirements	**2**		
2. Selected appropriate tools as per brief	**2**		
3. Sketched artwork ideas manually • Positioned of elements (typeface, images, symbol)	**2**		

• Dimensions • Spacing (*Award 2 marks or 0 for each item)*	**2** **2**		
Task 2: Create A Moodboard			
4. Suggested elements **Visual cohesion** • Images • Colour • Typography • Relevance to brief • Creativity and originality *(Award 2 marks or 0 for each item)*	**2** **2** **2** **2** **2**		
5. Colour Palette • Symbolism • Harmony • Intended mood *(Award 2 marks or 0 for each item)*	**2** **2** **2**		
6. Layout & Organization • Organization • Logical flow *(Award 2 marks or 0 for each item)*	**2** **2**		
Task 3: Develop A Billboard Concept			
7. Laid out composition • Dominance • Balance • Alignment • Hierarchy *(Award 2 marks for each item)*	**2** **2** **2** **2**		

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8. Suggested typestyles • Suitability • Readability • Legibility *(Award 1 mark for each item)*	**1** **1** **1**		
9. Suggested photographs/illustrations • Suitability • Accuracy • Size (*Award 2 marks or 0 for each item)*	**2** **2** **2**		
10. Suggested colour schemes for the book covers • High contrast • Gradient/Duotone (*Award 2 marks or 0 for each item)*	**2** **2**		
Task 4: Create A Billboard Concept Mock-Up			
11. Suggested elements • Dimensions. • Technical accuracy • Scale • Clarity of elements (*Award 2 marks or 0 for each item)*	**2** **2** **2** **2**		
Task 5: Submission Of Artworks			
12. Submitted the following: • Created a labelled folder • Converted to PDF • Hand-done sketches • Digital mood board • A billboard concept	**1** **1** **1** **1** **1**		

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• A billboard mock-up concept • All designs in digital formats (*Award 1 marks for each item)*	**1** **1**		
TOTAL	**70**		

ASSESSMENT OUTCOME

The candidate was found to be:

Competent ☐ Not yet competent ☐

(Please tick as appropriate)

(The candidate is competent if s/he gets 50% and above).

Feedback from the candidate:

Feedback to the candidate:

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Candidate's signature:	**Date:**	
Assessor's signature:	**Date:**	