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021106T4GPH

GRAPHIC DESIGN LEVEL 6

VA/OS/GD/CR/05/6

Develop Corporate Identity

July/August 2025

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

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PRACTICAL ASSESSMENT

OBSERVATION CHECKLIST/PRODUCT CHECKLIST

INSTRUCTIONS TO 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 CHECKLIST

Candidate's Name & Registration Code			
Assessors Name & Registration Code			
Unit of Competency	**Develop Corporate Identity**		
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 Hand-Drawn Sketches for Logo & Letterhead			
1. Prepared a working area *(Award 2 marks or 0)*	**2**		
2. Selected appropriate tools *(Award 2 marks or 0)*	**2**		
3. Sketched two concepts of a logo • Creativity • Relevance *(Award 2 marks or 0 for each)*	 **2** **2**		
Sub-Total 1	**8**		
Task 2: Create a Logo			
4. Created a logo • Creativity • Simplicity • Uniqueness • Appropriate colours scheme • Completeness *(Award marks as indicated)*	 6 2 2 4 2		
Sub-Total 2	**16**		
Task 3: Create Corporate Stationery			

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5. Created a Letterhead • Entity name • Creativity • Consistency with logo • Spacing • Footer • Aesthetics *(Award marks as indicated)*	1 3 1 1 1 1		
6. Created a Mock Up Carrier Bag • Creativity • Entity name • Consistency with logo • Footer • Aesthetics *(Award marks as indicated)*	2 1 1 1 1		
7. Created a Mock Up Coffee Cup • Creativity • Entity name • Consistency with logo • Footer • Aesthetics *(Award marks as indicated)*	2 1 1 1 1		
Sub-Total 3	**20**		
Task 4: Submit Work			
8. Submission requirements: • Sketches – on drawn papers in enclosed envelops	2 1		

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• Final Logo in digital files in raw files AI/CDR and in potable file (PNG or pdf) • Final Letterhead raw files AI/CDR and in potable file (PNG or pdf) • Mock up carrier bag • Mock up coffee cup • Submit the digital designs file formats in a well labelled folder *(Award marks as indicated)*	1 1 1 2		
Sub-Total 4	**8**		
GRAND TOTAL	**52**		

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%)

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Feedback from the Candidate:

Feedback to the Candidate:

Candidate Signature **Date:**

_____ _____

Assessor's Signature **Date**

_____ _____