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GRAPHIC DESIGN LEVEL 6

VA/0S/GD/CR/05/6

Develop Corporate Identity

July/August 2025

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

PRACTICAL ASSESSMENT

easytvet.com

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE:

1. In this practical assessment, you are required to perform the following tasks:
    a) Develop hand done sketches
    b) Create the digital concepts
    c) Submit your work as instructed.

Design Brief – Green Bite Café

A graphic designer commissioned by *Green Bite Café*, a new eco-friendly café focused on sustainability, freshness, and creating a warm, inviting atmosphere. The café uses locally sourced, organic ingredients and is committed to reducing environmental impact.

Task 1: Create Hand-Drawn Sketches for Logo & Letterhead

Create two distinct and imaginative hand-drawn sketches for a logo and its corresponding letterhead design. These sketches should showcase your creative thinking, attention to visual hierarchy, and thoughtful design planning.

Task 2: Create A Logo

- Research and sketch a logo concept (hand-drawn) based on the café's theme.
- Digitize the logo using software of choice

Task 3: Create Corporate Stationery

Design the following corporate stationery for green bite café

- letterhead
- Mock up carrier bag
- Mock up coffee cup

  Include:

  - Café name, logo, address where necessary
  - Creativity
  - Space for letter content
  - Footer with social media handles (@GreenBiteCafe)

Task 4: Submit Work

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Submission requirements:

- Sketches – on drawn papers in enclosed envelops
- 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 files in a well labelled digital folder.

2. You are required to have the following resources to carry out the tasks:
   - Computer with professional design software (i.e Adobe, Corel)
   - Pencils
   - Rulers
   - Drawings set
   - Eraser