

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

S.

OBSERVATION

UCT 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: <i>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)</i>	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		

8. Suggested tpestyles • Suitability • Readability • Legibility <i>(Award 1 mark for each item)</i>	1 1 1		
9. Suggested photographs/illustrations • Suitability • Accuracy • Size <i>(Award 2 marks or 0 for each item)</i>	2 2 2		
10. Suggested colour schemes for the book covers • High contrast • Gradient/Duotone <i>(Award 2 marks or 0 for each item)</i>	2 2		
Task 4: Create A Billboard Concept			
11. Suggested elements • Dimensions. • Technical accuracy • Scale • Clarity of elements <i>(Award 2 marks or 0 for each item)</i>	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		

• A billboard mock-up concept • All designs in digital formats <i>(Award 1 marks for each item)</i>	1		
	1		
TOTAL	70		
ASSESSMENT OUTCOME			
The candidate was found to be: Competent ☐ Not yet competent ☐ <i>(Please tick as appropriate)</i> <i>(The candidate is competent if s/he gets 50% and above).</i>			
Feedback from the candidate:			
Feedback to the candidate:			
Candidate's signature:	Date:		
Assessor's signature:	Date:		