

021106T4GPH

Graphic Design Level 5

VA/OS/GD/CR/01/5

Conceptualize Graphic Design

July /August 2025



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

OBSERVATION CHECKLIST

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 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: <i>Please award marks as appropriate. Give a brief comment on your observation.</i>	Marks available	Marks obtained	Comments
PART 1: OBSERVATION CHECKLIST			
TASK 1: SKETCHING			
1. Prepared a working area as per requirements	2		
2. Selected appropriate tools as per the brief	2		
3. Sketched two book covers, which had: • Clear layout – organisation of el • Relevant typeface selection • Suitable illustration ideas • Balance of white space • Readable text • Legibility illustrations <i>*Award 1 mark for each item</i>	1 1 1 1 1 1		
4. Sketched book covers portrayed: • An accurate idea generated • Impactful graphics • Emphasis and visual Hierarchy • Clear margins <i>*Award 1 mark for each item</i>	3 2 2 2		
SUB TOTAL 1	19		
PART 2: PRODUCT CHECKLIST			
TASK 3: CREATED MOOD BOARD			

5. Determined visual appeal for book cover elements through:			
• Clarity	2		
• Visual balance	2		
• Proportion and scale	2		
• Balance between positive and negative space	2		
<i>*Award 2 marks for each item</i>	2		
6. Developed book cover graphics with:			
• Suitability illustration technique	3		
• Legible and readable images	4		
<i>*Award 1 mark for each item</i>			
7. Achieved creativity and originality	4		
8. Developed alignment of cover elements	2		
9. Developed rhythm in the organisation of elements	2		
SUB TOTAL 2	25		
PART 2: PR HECKLIST			
TASK 3: CREATE A BOOK COVER SPREAD			
10. Determined visual appeal:			
• Relevant/symbolic colour scheme	2		
• Harmonious colour combination	2		
• Appropriate typestyle	2		
• Appropriate illustration choice	2		
• Appropriate drawing technique	2		
• Dominance of the main subject	2		
<i>*Award 2 marks for each item</i>			
11. Developed illustrations using a suitable technique	4		
12. Achieved creativity and originality	4		
13. Developed proper alignment of elements	2		
14. Developed organization and rhythm of elements	4		

15. Inserted printers' marks:			
• Cropmarks	4		
• Fold lines marks	2		
• Cutting marks	4		
*Award 2 marks for each item			
SUB TOTAL 3	36		
TASK 4: SUBMITTED WORK			
<i>Submitted work in digital formats (PDF) in a well-labelled folder</i>	4		
16. Submitted two thumbnail sketches	4		
*Award 2 marks for each item			
• Submitted the mood board	2		
*Award 2 marks			
17. Submitted a comprehensive concept	2		
*Award 2 marks			
18. Submitted the billboard quotation	12		
*Award 2 marks for each item			
GRAND TOTAL	70		
ASSESSMENT OUTCOME			
The candidate was found to be: Competent ☐ Not yet competent ☐ (Please tick as appropriate) <i>(The candidate is competent if the candidate obtains at least 50%)</i>			
Feedback from candidate: 			
Feedback to candidate: 			
Candidate's Signature		Date	

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Assessor's Signature	Date
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