

021105T4GPH

Graphic Design Level 5

VA/OS/GD/CR/01/5/A

Conceptualize Graphic Design

March/April 2025



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

PRACT

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INSTRUCTIONS TO CANDIDATE

1. In this practical assessment, you are required to perform the following tasks:
 - a) Analyse the project brief.
 - b) Develop hand done thumbnail, rough and comprehensive sketches
 - c) Create a digital mood board
 - d) Create the digital concept
 - e) Submit your work as instructed.

2. You are required to have the following resources to carry out the tasks:

- A4 cartridge papers
- Pencils
- Colour pencils
- Rulers
- Tissue/cloth
- Drawings set
- Eraser
- Computer with professional design software
- Internet connectivity

3. ***Kapa Oil Refineries would like to cut down on import duty of their raw materials by utilising what is locally available. From crude palm oil, the company will utilise avocado fruit that is commonly found locally for cooking oil products.***

TASK 1: Create a mood board

You are tasked with the responsibility to design a new brand of cooking oil called “Kaddo Cooking oil” that is rich in health benefits and has a pleasant taste for the consumers who love healthy eating. The quantity of the oil is 2 litres.

Create a digital mood board for the product packaging designs that include provision for packaging information such as ingredients, dates, weight, barcode, company contacts etc. Present it in pdf format

TASK 2: Create a package plan

Develop a package plan/net concept for the product packaging, with the product brand image, as well as the logo, typography, colour palette, and visual elements. Present it as print-ready copy in pdf format.

TASK 3: Create a package concept mock-up

Develop 3 dimensional concept mock-up for the product packaging design including the logo, typography, colour palette, and visual elements. Present it in pdf format

TASK 4: Submit work

Submission requirements:

- a) Deliverables
 - Digital mood board
 - Package plan/net concept
 - 3 dimensional concept mocks up
- b) Submit your designs in digital formats (PDF) in a well labelled folder.