

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)**

OBSER

CKLIST

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 / PRODUCT 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: CREATING A MOOD BOARD			
1. Prepared a working area as per requirements	2		
2. Selected appropriate tools as per SOPs	2		
3. Generated computer mood board	4		
SUB TOTAL 1	8		
TASK 2: CREATE PACKAGE PLA			
4. Sketched package brand image	4		
5. Generated computer typography and colour palette	5		
6. Determined image(s)	3		
7. Created layout and organisation of elements	5		
8. Developed dimensions and appropriate marks	5		
SUB TOTAL 2	22		
PART 2: PRODUCT CHECKLIST			
TASK 3: CREATE 3 DIMENSIONAL CONCEPT MOCK-UP			
9. Determined visual appeal	5		
10. Developed graphics and imagery	3		
11. Achieved creativity and originality	5		
12. Developed alignment of product identity	4		
13. Developed layout and organisation of elements	5		
SUB TOTAL 3	22		

TASK 4: SUBMISSION REQUIREMENTS			
14. Submitted digital formats	2		
15. Submitted package design plan/net	2		
16. Submitted package design mock-ups	2		
17. Submitted designs in a well labelled folder	2		
SUB TOTAL 4	8		
GRAND TOTAL	60		
ASSESSMENT OUTCOME			
The candidate was found to be: Competent ☐ Not yet competent ☐ <i>(Please tick as appropriate)</i> <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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