

021105T4GPH

GRAPHIC DESIGN LEVEL 5

VA/OS/GD/CR/02/5

Create Digital Graphics

July/August 2025



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

PRACTICAL ASSESSMENT

TIME: 4 HOURS

INSTRUCTIONS TO CANDIDATE

1. In this practical assessment, you are required to perform the following tasks:
 - a) Create a digital mood board containing your research and case studies
 - b) Design Logo
 - c) Design a Business Card.
 - d) Create Brochure as a Marketing Collateral.

2. Design brief

You have been hired as a creative professional by Deli Allures, an upcoming bakery and confectionaries company that specializes in desserts, cakes, pastries, or other mouthwatering treats. The company is planning a rebranding initiative and wants to develop a new visual identity for their business.

TASK 1: Create a digital mood board

Create a digital mood board containing your research and case studies, images, corporate brand identity of logo and name and colours palette. . Choose colors that evoke a sense of freshness, health, and sustainability.

TASK 2: Design Logo design

Create a new logo for ‘**Deli Allures**’ that captures the essence of their desserts and treats. The logo should reflect the company's values, convey a sense of sweetness, and be visually appealing.

TASK 3: Design a Business Card

Design a stylish and elegant business card that represents the **Deli Allures** brand. Include the new logo, along with essential contact information such as company name, employee name, job title, phone number, email address, and website. The design should evoke a sense of sophistication and style.

TASK 4: Create Brochure as a Marketing Collateral

Develop digital designs for a brochure, A4 in size, as a marketing material, which can be used for online advertising and promotional campaigns.

TASK 5: Submission of Art wor

- Submit your mood board design al file formats PNG and PDF.
- Submit company’s logo design in digital file formats PNG and PDF.
- Submit the company’s business card in digital file formats PNG and PDF.
- Submit the company’s brochure in digital file formats PNG and PDF.
- Save all the above digital files in a well labelled digital folder.

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

- Computers with professional design software
- Internet connectivity
- A4 cartridge paper sheets
- Pencils
- Colored Markers
- Rulers
- Erasers
- Drawings set