



2012 Graphic Communication

Advanced Higher

Finalised Marking Instructions

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- | | | | |
|----|--------------------------------------|--------------------|------------------------------|
| 1. | Balance
Proportion
White Space | Contrast
Rhythm | Alignment
Proximity/Unity |
|----|--------------------------------------|--------------------|------------------------------|

Candidates to pick three of the above principles and **with reference to the leaflet** describe how the principles have been used to enhance the leaflet. The candidates can make reference in their answer to both sides of the leaflet.

One mark for correctly identifying a Design Principle.

One mark for correctly describing a Design Principle.

No ½ marks

Total marks (6)

- | | | | |
|----|-------------------------|------------------------|-----------------|
| 2. | Lines
Size
Colour | Mass/weight
Texture | Shapes
Value |
|----|-------------------------|------------------------|-----------------|

Candidates to pick three of the above elements and **with reference to the leaflet** describe how the elements have been used to enhance the leaflet. The candidates can make reference in their answer to both sides of the leaflet.

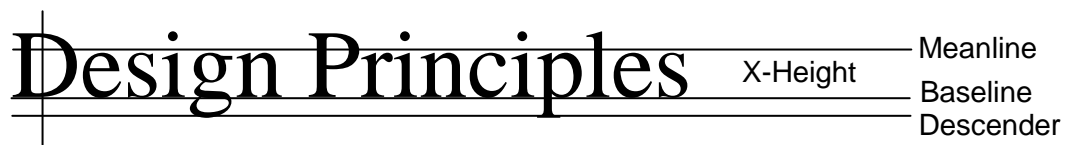
One mark for correctly identifying a Design Element

One mark for correctly describing the Design Element

No ½ marks

Total marks (6)

3. (a)



1 mark for each of the terms correctly marked on the diagram – 4 marks

- (b) Serif is a term for characters that have a line crossing or tail between the two free ends of the stroke. Sans serif, sans means without, is a typeface without serifs.

1 mark for both of the sketches and 1 mark for the explanation – 2 marks

No ½ marks

Total marks (6)

4. (a) Smooth paper used for magazines (1)
- (b) Imposition is the process of ordering the pages to be printed in such a way that they will read correctly when trimmed and bound using the least amount of paper and ink. An imposition of pages is known as a signature. (1)
- (c) Cost – 60gsm paper will be less expensive than 100gsm to purchase.
A document printed on 60gsm paper will weigh less and therefore will be much cheaper to post/transport.
Size/bulk – a manual printed on 60gsm paper will be much smaller/thinner than an identical one done on 100gsm eg phone book.
Any two from the three above as long as the costing answers are justified. (2)
- (d) Some papers are not suitable for heavy-duty printing or double-sided printing because of “show-through”. How transparent the paper is has to be taken into consideration before printing. (1)
- No ½ marks**
- Total marks (5)**

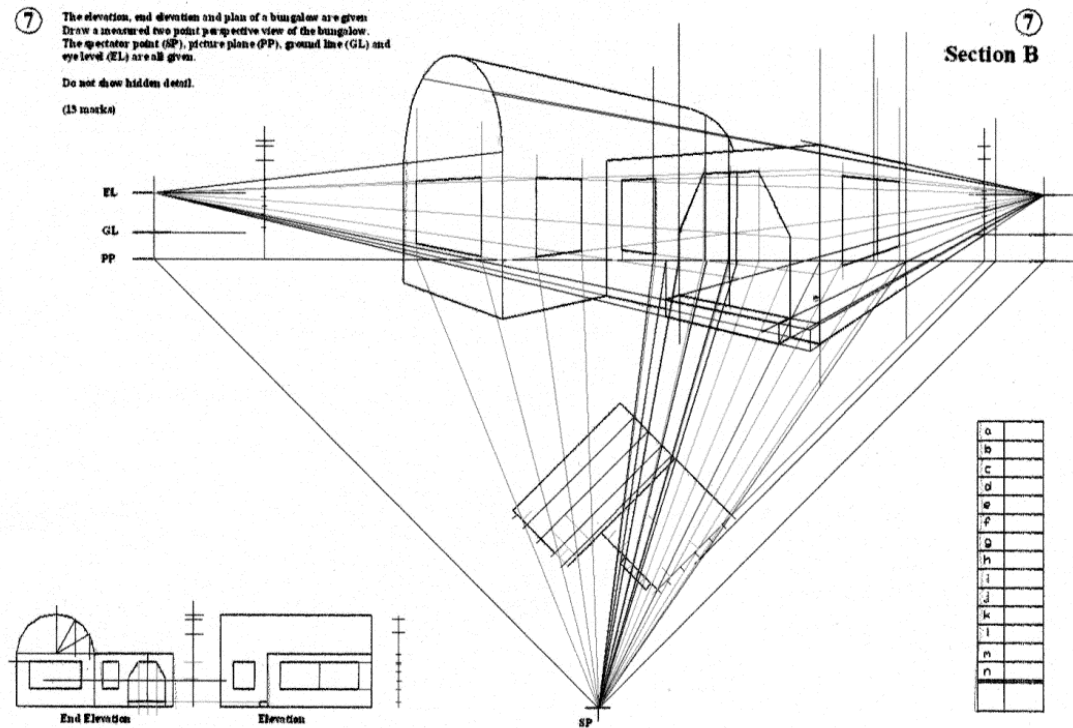
5. (a) **One mark for each correct sketch/layout.** (2)
- (b) **One mark for correctly identifying each of the terms above.** (5)
- No ½ marks**
- Total marks (7)**

6. (a) **Union** The addition of two or more surfaces or solids to form a new single entity/shape.
- Subtraction** The removal of one or more surfaces/solids from an entity.
- Intersection** The overlap between two surfaces/shapes once the non-overlapping portions are removed.
- All above must be accompanied by appropriate sketches.** (3)
- (b) Solid of revolution is a solid shape created by revolving a 2D shape about an axis.
- Whilst a surface of revolution is a line or series of lines revolved about an axis leaving only a surface shape to the 3D item. (1)
- (c) A solid primitive is any standard 3D shape eg box, sphere, cylinder, cone, wedge, torus which is stored in a library and can be manipulated/changed by the user. (1)
- No ½ marks**
- Total marks (5)**

7. Measured perspective – Bungalow

- (a) VP1 & VP2 (both for 1) 1
- (b) Height line (H1) 1
- (c) Vertical lines 5 $3-5 = 1$ 1
- (d) Lines back to the VP's 8 $7-8 = 2$
 $5-6 = 1$ 2
- (e) Semi circle front curve 5 points $4-5 = 1$ 1
- (f) Back curve $2-3 = 1$ 1
- (g) Windows 17 lines $16-17 = 4$
 $12-15 = 3$
 $8-11 = 2$
 $4-7 = 1$ 4
- (h) Door & step 13 lines $11-13 = 2$
 $9-10 = 1$ 2

Total 13 marks



8. Transition

- (a) True lengths
8 = 2
5-7 = 1
- (b) Perimeter
3-5 = 1
- € 13 points
13 = 6
11-12 = 5
9-10 = 4
7-8 = 3
5-6 = 2
3-4 = 1
- (d) Smooth curve

2

1

6

1

Total 10 marks

8

The plan and elevation of a transition piece are given.
Draw, in the position indicated, the surface development, cut
along section XY

Section B **8**

Elevation

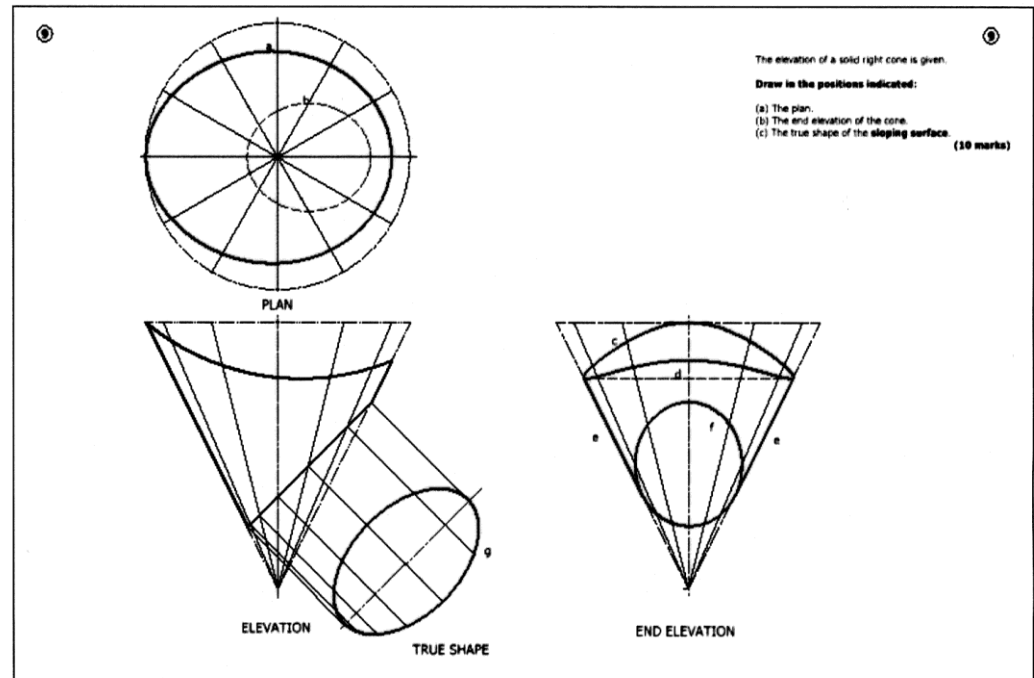
Candidate Name: _____

a	
b	
c	
d	
e	
f	
g	
h	
i	
j	
k	
l	
m	
n	

9. Right Cone

- (a) Large surface
10-12 = 2
7-9 = 1 2
- (b) Small surface must be hidden
10-12 = 2
7-9 = 1 2
- End Elevation**
- € Large surface
10-12 = 2
7-9 = 1 2
- (d) Hidden detail line 1
- € Sides 2 lines 1
- (f) Small surface
8-12 = 1 1
- True Shape**
- (g) Curved shape
8-12 = 1 1

Total 10 marks



10. Oblique Cone

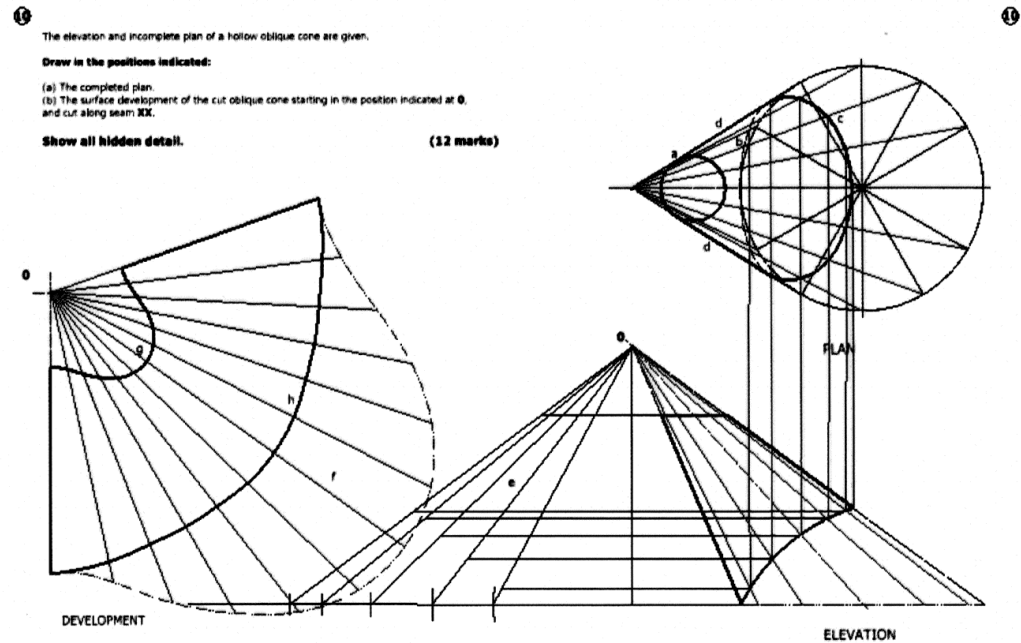
Plan

- (a) Small circle 1
- (b) Hidden curve 1
4-5 = 1
- (c) Curve 1
8-9 = 1
- (d) Two edges 1

Development

- (e) True length construction 2
5 = 2
3-4 = 1
- (f) Generators 2
13 = 2
11-12 = 1
- (g) Top curve 2
12-13 = 2
10-11 = 1
- (h) Bottom curve points 2
12-13 = 2
10-11 = 1

Total 12 marks



[END OF MARKING INSTRUCTIONS]