



2012 Graphic Communication

Advanced Higher

Finalised Marking Instructions

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1. Using the “**Scottish Seabird Centre – Get Closer**” leaflet.

Identify **three Design Principles** that are used in the leaflet, and describe how they are used.

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. Using the “**Scottish Seabird Centre – Get Closer**” leaflet.

Identify **three Design Elements** that are used in the leaflet, and describe how they are used.

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

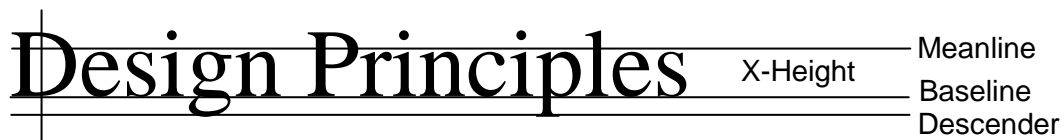
One mark for correctly describing the Design Element

No ½ marks

Total marks (6)

3. Label on the sample text, the typographical features given below.

- (a)
- X-height
 - Baseline
 - Descender
 - Meanline



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

- (b) Explain, with the aid of annotated sketches, the difference between a serif and a sans serif typeface.

H H

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. The choice of paper for a publication is important.

(a) State a suitable used for Calendered paper.

Smooth paper used for magazines (1)

(b) Explain what is meant by the term “Imposition” when related to publishing.

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) Explain the advantages of using 60 gsm paper as opposed to 100 gsm paper.

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) Explain why paper opacity is important in printing.

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) Symmetrical and Asymmetrical page layouts are found in DTP documents.

In the space below, use a sketch to illustrate the difference in these layouts.

One mark for each correct sketch/layout. (2)

- (b) In the space below, sketch and label a page with the following DTP terms.

Text runaround (wrap)
Bleed
Rule
Caption
Indent

One mark for correctly identifying each of the terms above. (5)

No ½ marks

Total marks (7)

6. This question relates to 3D CAD commands and knowledge.

- (a) In 3D CAD work explain, with the aid of sketches, the following Boolean terms.

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) Describe the difference between “solid of revolution” and “surface of revolution”.

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) Explain what is meant by the 3D modelling term “primitive”.

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

7 The elevation, end elevation and plan of a bungalow are given. Draw a measured two point perspective view of the bungalow. The spectator point (SP), picture plane (PP), ground line (GL) and eye level (EL) are all given.

Do not show hidden detail.

(13 marks)

7

Section B

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

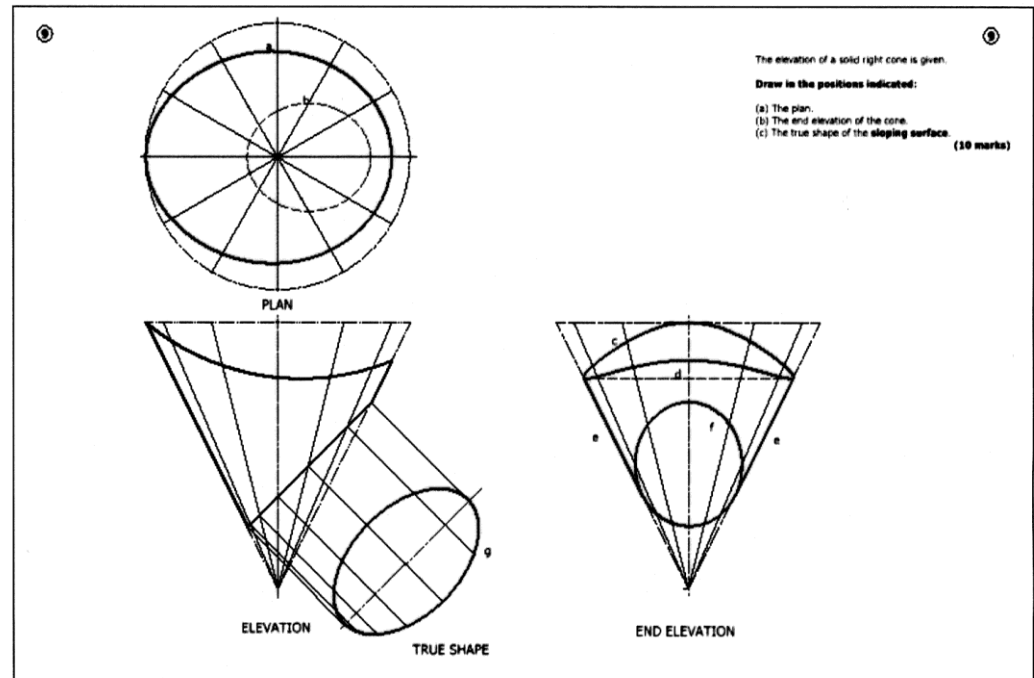
Candidate Name: _____

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

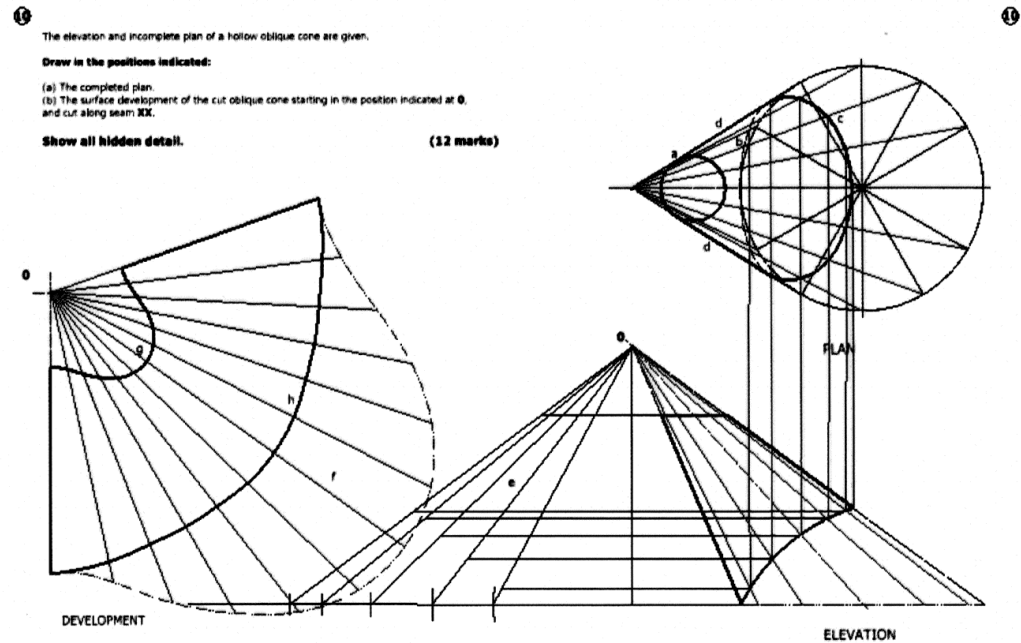
Plan

- (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]