

GRAPHIC DESIGN 2

1. GENERAL COMMENTS

The standard of the paper is comparable to those of the previous years. The questions were distributed across the topics in the syllabus. They were clear and unambiguous.

Generally, the performance of the candidates this year was above average.

2. SUMMARY OF CANDIDATES' STRENGTHS

The Chief Examiner noted these strengths in candidates' responses:

- (i) Candidates were able to identify the role that poster played during the outbreak of Covid 19 pandemic;
- (ii) Most of the candidates were able to identify the binding methods suitable for notepad and described the processes involved in binding it.
- (iii) Most of the candidates presented their responses sequentially and supported them with relevant examples. This was observed in candidates' responses to question 3(b); which demanded for binding of a notebook.
- (iv) Majority of the candidates adequately answered question 4. They sufficiently explained the concept of colour wheel and accurately drew the 12-point colour wheel indicating the various colour segments.

3. SUMMARY OF CANDIDATES' WEAKNESSES

The Chief Examiner noted candidates' inability to:

- (i) identify and elaborate on *pricing systems* that determine the value of products as required by question 1 (b);
- (ii) describe the steps involved in developing a screen using the photographic method- that is preparation of the photo emulsion solution, coating the screen and developing the screen;
- (iii) identify and discuss factors to consider in selecting *typefaces* for a graphic design project;
- (iv) adequately explain a *typeface* as demanded by question 6 (a).

4. **SUGGESTED REMEDIES**

The Chief Examiners highlighted the following remedies:

- (i) teachers should not leave-out topics pertaining to entrepreneurship. Resource persons could be invited to teach such topics. This would prepare candidates adequately to answer questions such as *pricing system* with ease;
- (ii) teachers can adopt the use of audio-visuals in teaching practical based topics, so that even if the schools do not have the requisite tools and materials, the candidates would not be disadvantage;
- (iii) candidates should engage themselves adequately in practical activities. This would prepare them well enough to answer practical base questions such as questions 3 (b) and 5 (a), (b) and (c).
- (iv) candidates should be encouraged to read extensively (notebooks, recommended textbooks and good use of the internet) to expand their knowledge in Graphic Design.

5. **DETAILED COMMENTS**

Question 1

(a) Explain the term pricing as it applies in Graphic Design.

(b) Identify any four pricing systems you are conversant with and discuss each.

Question 1 was attempted by majority of the candidates. However, their responses were not quite impressive, hence this led to below average performance.

For the (a) part of the question, most candidates had so many ideas from different sources and were able to answer the question very well. Hence attracted the entire score allocated to the question.

Majority were able to explain pricing as captured in the expected answers below:

- Pricing refers to the decision-making process that goes into establishing a value for a Graphic Design product. It is the cost structure for services provided by designers.

- It is the act of fixing the value that a Graphic Designer will receive in the exchange of services. Pricing is a crucial aspect of any business, as it directly impacts sales, revenue, and customer perception. There are various strategies and models that businesses use to determine the best prices for their products or services. These include cost-plus pricing, value-based pricing, competitive pricing, etc.

Despite this strength, a few of the candidates misconstrued *pricing* with *costing*. This led to candidates giving wrong answers which were farfetched from the expected answers.

The (b) part of the question tested candidates' in-depth knowledge on systems of pricing. This question posed a challenge to majority of the candidates. The following observations were made on how the candidates approach the question:

- some just enumerated the four systems without expatiating them;
- some gave answers which have no bearing on Graphic products;
- since the pricing systems look so vast, some of the students interchanged the explanations;

Amidst all these challenges, a few adequately reacted to the question as indicated in these expected answers:

(i) Introductory Pricing (also called market penetration pricing):

That is pricing below the actual market price to attract market share. This is only a temporary measure to get on to the market. It is usually good for a new product of a new enterprise.

(ii) The “going price” system:

That is charging the same price other suppliers of the same product are charging.

(iii) The “cost-plus” system (mark up):

This is the addition of a percentage to the total cost as profit.

- (iv) **The price discrimination system, also known as “what the market can bear”:**
Items are priced based on the income level of the customer- for example, selling a higher price in a big city than in a town or village depending upon the income level of people at different areas.
- (v) **The “price differentiation” system:**
That is selling the same product, but using cheaper packaging for some. The same product may be packaged differently or combined differently with other additives and priced differently.

Question 2

- (a) **Explain the term poster design as it applies in Graphic Design.**
(b) **Identify and describe four ways poster designs were useful during the global outbreak of the COVID-19 pandemic.**

This question was attempted by majority of the candidates, and the turnout was remarkable. The candidates provided responses that met the question's requirements, resulting in most achieving scores above the maximum marks allocated.

In the (a) part of the question, candidates provided ample response that is in consonance with the required answer. Majority of them indicated that a poster *“is a written, printed or painted piece of information posted or displayed on a notice board or a wall to communicate to the general public.”*

Typically, posters include both textual and pictorial elements, although a poster may be either wholly pictorial or wholly textual. Posters are designed to be both eye-catching and informative.

It is often made on paper, plastic, cards or metal sheet.”

For part (b), the question focused on the application of posters during the Covid-19 outbreak. The candidates successfully addressed the question by explaining how posters were utilized during the pandemic. Most provided concise responses, citing relevant scenarios and examples to support their points. Key roles mentioned included education, information dissemination, warnings, testing and vaccination promotion, mental health support, and government announcements.

Question 3

- (a) Suggest two binding methods suitable for binding a *notepad* intended to serve as a company souvenir.**
- (b) Systematically describe how any of the binding methods above can be executed support your presentation n with illustration.**

Question 3 did not attract many candidates; only a handful attempted it. It was a practical-based question and candidates were expected to apply their practical experiences in a theoretical write-up. Unfortunately, the responses for both parts (a) and (b) were not encouraging.

Part (a) asked for binding methods suitable for binding a notepad. Majority of the candidates failed to provide the required answers. Only a few met the requirements and indicated the following responses:

- Perfect binding
- Mechanical Binding (Spiral, Coil, Plastic Wire-O, etc.)
- Portfolio Binding
- Coptic Binding
- Saddle Stitching, etc.

In part (b), candidates were expected to describe how any of the binding types identified in part (a) could be executed. Many candidates had difficulty expressing themselves in this sub-section. The following issues were observed in their responses:

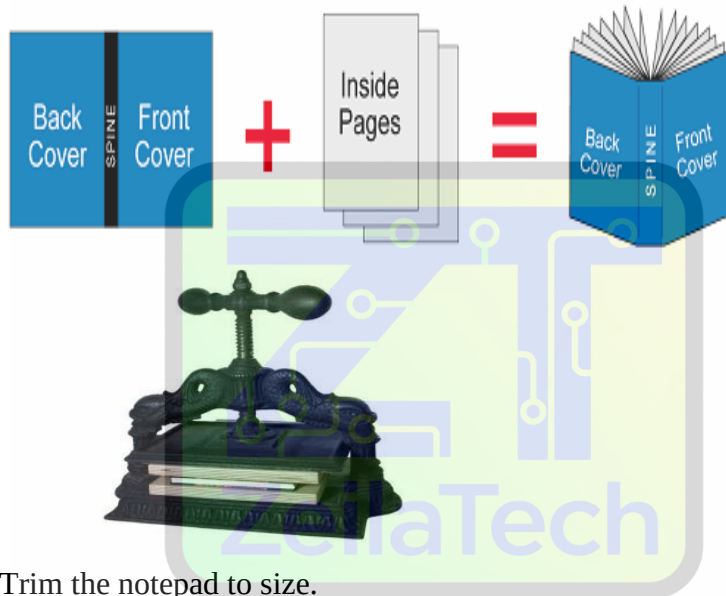
- Mixing up the processes and steps
- Failing to support their answers with appropriate illustrations
- Writing the process without indicating the tools and materials needed for binding
- Lack of use of technical terms, such as collate, jog, spine, etc.
- Total deviation, as part (a) is dependent on part (b); hence, if a candidate gets part (a) wrong, it automatically affects part (b).

The required processes for binding the notepad are as follows:

- **Perfect binding**
 - Gather materials (sheets, glue, cover, etc.);
 - Carefully collate sheets together and jog;
 - Smash the jogged sheets between boards to make it flat;
 - Hold book securely in a press or vice and sandpaper the spine to make it rough;



- Glue the spine, allow it to dry and glue again to strengthen the spine;
- Prepare the cover;
- Fix the cover and keep it in a press over night;



- Trim the notepad to size.

OR

- **Spiral/Coil/Plastic wire binding**

- Gather materials.
- Prepare the cover of the notepad
- Prepare the pages, mark the punching guidelines.
- Punch holes through the marks with a bodkin; both on the cover and the pages.
- Begin to spin the coil through the punched holes by hand.
- After the coil binding is started, hold the coil binding by the rubber rollers.
- Continue to spin the coil through the punched holes until it is fully inserted.
- Trim the excess wire.

Question 4

- (a) Explain the concept of colour wheel.**
- (b) Using a pair of compass and other assisting tools, draw the 12-point colour wheel and indicate the colours in each segment.**
- (c) From 4 (b) above, identify two examples of each of the following colours:**
 - (i) Analogous;**
 - (ii) Complementary.**

Question 4 was popular among the candidates, with the majority attempting it. Their responses were thorough, and the turnout was notably impressive. Overall, the candidates' performance on this question was above average.

In part (a), candidates were tested on their understanding of the colour wheel. Most provided satisfactory answers, which included:

- A colour wheel is a circular diagram that organizes colours in a way that demonstrates the relationships between them.
- A colour wheel is a circular display and arrangement of colours that shows their relationships to one another. The types of colour wheel includes: 3-point wheel (thus the primary colours), 6-point wheel (i.e. primary and secondary colours) and 12-point wheel (that is primary, secondary and the intermediate colours).

For part (b), most candidates successfully drew the 12-point colour wheel and correctly indicated the colours in each segment. However, the following mishaps were observed:

- A few candidates could not divide the segments of the wheel equally.
- Some intermediaries were not named correctly (e.g., green-blue instead of blue-green, orange-yellow instead of yellow-orange).
- Misplacement of colours in the segments.

In the part (c), the question tested candidates' ability in identifying analogous and complementary colours from the colour wheel they drew in part (b). It was observed that most of the candidates supplied answers which were similar to the expected ones, that is:

i) Analogous colours:

- **Blue, blue-green, green**
- **Red, red-orange, orange**
- **Yellow, yellow-orange, orange**

- Purple, blue-purple, blue
- Green, yellow-green, yellow, etc.

ii) Complementary colours:

- Green and red
- Blue and orange
- Yellow and purple
- Red-orange and blue-green
- Yellow-green and red-purple
- Blue-violet and yellow-orange, etc.

However, it was observed that:

- Some candidates focused on explaining the terms "*analogous*" and "*complementary*" instead of providing examples of those colours as required by question c (i) and (ii).
- Those who misplaced their colours on the wheel provided incorrect examples, as question 4(c) is dependent on part (b).

Question 5

Smart Learning Tools

Describe the following in developing a screen using the photographic method:

- (a) Preparation of the solution;**
- (b) Coating the screen;**
- (c) Developing the screen.**

This question did not attract the candidates, and those who did attempted it, failed to meet the necessary requirements. The question's practical nature required candidates to apply their hands-on experience in a theoretical context. Consequently, the overall performance in answering this question was abysmal.

In the part (a), most of the candidates were not able to mention the chemicals involved, neither the proportions at which it is mixed with the glue. The expected answer is indicated as follows:

Make the sensitizing solution by mixing an amount of emulsion and potassium/ammonium dichromate with a flat wooden stick such as paint stirrer normally under ordinary room light.

With the part (b), it was observed that only few of the candidates were able to satisfy the requirement of the question. Most of them rather focused on the preparation of the frame itself.

The expected response includes the following:

USE OF THE COATING BLADE

- Check that the screen fabric is perfectly clean;
- In the darkroom hold the screen in a vertical position;
- Pour the sensitizing emulsion onto the coating blade and apply a thin even coat vertically and horizontally to ensure fair distribution of the photo emulsion on the screen;
- Apply the coat to both printing and squeegee sides of the screen;
- Leave the coated screen in the darkroom to dry.

OR

USE OF THE SCOOP COATER

- Clean the scoop coater and its edges;
- Coat the screen under red or yellow safelight conditions;
- In the darkroom pour the photo-emulsion into the scoop coater and make sure the scoop coater is well filled with the emulsion;
- Once the emulsion makes contact with the mesh, proceed slowly and coat the both sides of the screen:
 - start from the bottom of the screen, firmly support the screen as you press the edge of the scoop coater against the mesh;
 - move slowly up the screen and slow down to the top;
 - twist the scoop coater upwards and off the mesh;
- Leave the coated screen in the darkroom to dry.

The part (c), requires that candidates would develop a screen using the photographic method. Only few of the candidates were able to supply sufficient answers, which were similar to the expected answers below:

- Design, trace and paint design in black rotary ink/black acrylic;
- Stretch a fine-mesh cloth over a wooden frame and wash it with soap and water and allow the screen to dry;
- Mix the photo-emulsion and coat the screen;
- Allow the screen to dry;
- Place the inked design face up on the glass of the developing table
- Put the screen on the design with the hollow part facing upwards;
- Fold a blanket, put sand/dust in a sack and lower it onto the hollow part of the screen to ensure firm contact between the design and the screen;
- Switch the fluorescent lights in the developing box on for some time depending on the potency of the photo-emulsion;
- After the required exposure, the screen is removed and washed immediately;
- Leave the screen to dry and check for pinholes;
- Secure/tape the edges with a masking tape.

Unfortunately, most of the candidates did not react to the question 5 (c). It was also observed that some misconstrued *Photographic method* with *Solar method*, and a few who elaborated on the *photographic method mixed the steps or the processes up*.

Question 6

- (a) **Explain the term typeface as it applies in Graphic Design.**
- (b) **Discuss four factors to consider when selecting a typeface for a graphic design project.**

Question 6 attracted most of the candidates and the performance was remarkable, especially with the part (b). The part (a) posed a challenge to some of the candidates.

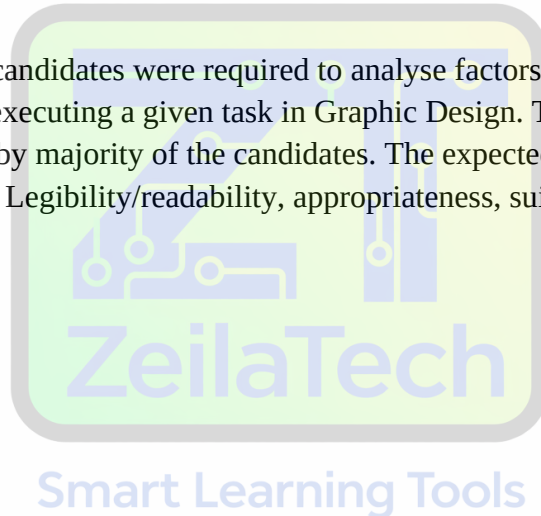
In the part (a), the question sought for explanation of a typeface. Majority did well in answering the questions but when it comes to the component of the typeface, some only mention “letters” and left out “symbols”, numbers and punctuation marks.

The candidates’ explanation is similar to the expected answers below:

- A typeface refers to a specific design of an alphabet. It is a particular set of characters in which all the letters, numerals and other symbols such as punctuation marks are designed in the same style and size so that they can match in all possible combinations. Examples are Times Roman, Gothic, Arial, Calibre, etc.
- A typeface is a design of letters, numbers, and symbols used in a display such as printing, handwritten or electronic. It includes variations in size, weight (like bold or light), slope (like italic), and width (like condensed). Typefaces are essential in design and communication, as they help convey the tone and readability of the text.

It was quite surprising that a few of the candidates rather focused on the definition of Graphic Design instead of typeface as question 6 (a) required. Of course, such candidates scored zero, since they totally deviated.

With the part (b), the candidates were required to analyse factors that would influence their choice of typeface in executing a given task in Graphic Design. This question was sufficiently answered by majority of the candidates. The expected answers that most of them elaborated on include: Legibility/readability, appropriateness, suitability, aesthetic, economy, etc.



GRAPHIC DESIGN 3

Question 1

Design and execute a paper wall calendar for the 1st Quarter of the year 2025, for All People Poultry Farm situated at YendiKrom. The calendar must have these features:

- **Three panels fixed on top of each other;**
- **Each panel must display dates for one month;**
- **A device for hanging;**
- **Full colour.**
- **Dimension: Size of calendar: 60 cm x 45 cm
 Size of panel: 30 cm x 20 cm**

Demands:

The final sketch should be executed using appropriate tools/equipment, materials and techniques as follows:

- (i) Tools/equipment: e.g. cutting knife/blade, stapler/pin, spray diffuser, pencil, ruler, brushes, etc.
- (ii) Materials e.g.: paper, printing ink, kerosene/thinner, glue, colour, etc.
- (iii) Preparation: camera ready design: colour, layout, image/illustration, lettering
- (iv) Fabrication of calendar by:
 - drawing of images depicting the theme “all people poultry farm”;
 - applying colour;
 - selecting and constructing letters/text;
 - adding any relevant information e.g. address, date, location, etc.

Performance

This question was attempted by the majority of the candidates, and most satisfied all the demands of the question. They combined a number of hand building techniques and were quite innovative and creative.

Question 2

Design and produce four pieces of bunting strung together to promote the sale of a new soap on the market. The bunting must have:

- **A brand name: PASVO SOAP**
- **Slogan: FOR FRESHER SKIN**
- **An appropriate:**
 - **Shape of your choice**
 - **Finishing**
- **Colour: Not more than three colours;**
- **Measurement: Height – not less than 25 cm**
- **Printing technique: Screen (photographic method)**
- **Substrate: Fabric**

Demands

The final product should be executed based on the chosen sketch using the appropriate tools/equipment, materials and techniques as follows:

- (i) Tools/equipment e.g. scissors, cutting knife/blade, stapler and pins, ruler, squeegee, frame, silk mesh, light box, printing table, etc.
- (ii) Materials: Fabric, paper, printing paste, cellotape, glue, potassium dichromate (photo emulsion), etc.
- (iii) Preparation and printing buntings as follows:
 - constructing and blocking text and images;
 - cutting out shapes of buntings from fabric;
 - preparation of frame and stretching mesh
 - developing screen by:
 - preparing sensitizer
 - coating screen
 - exposing screen on light box/solar
 - washing screen and blocking pinholes if any;
 - trial/test printing;
 - final printing, drying and ironing;
 - joining/stringing printed pieces of buntings;
 - trimming, stitching edges where necessary.

Performance

Most candidates selected this question, regardless of the multiple tasks involved. They were able to apply the photographic method silk screen developing techniques to make their screen and print the buntings.

Most candidates were quite creative and innovative. However, lack of adequate facilities were challenges encountered by some of the candidates. Poor registration of screens, uneven prints, bleeding of screens were also observed in the works of some of the candidates.