10

WORKSHEET 10 · EXAM TECHNIQUE

Think like a marker

designclass
design | engineering | technology

AH Graphic Communication
OVERPRINT · WS10

NAME _____ CLASS _____ DATE _____

Knowing the content is half the job. The other half is writing answers the way the marking instructions reward them: the right command word, cause and effect, and the context every time.

Learning intentions

- Understand how AH command words are marked
- Write answers that link cause and effect in context

Success criteria · I can...

- ☐ say what describe, explain, compare and identify require
- ☐ turn a statement into a cause-and-effect explanation
- ☐ mark and improve answers using marking instructions

22 marks
about 60 minutes
Course notes ch. 11

TASK 1 Command words

4 MARKS

For each question, write the command word and what the marking instructions require of the answer.

QUESTION	COMMAND	WHAT THE ANSWER MUST CONTAIN	
*"Describe, giving **two** examples, how negative space has been used in the logo."*			1
*"Explain, giving **two** reasons, why .png was used for the app icons."*			1
"Compare laser printing with offset lithography for printing 500 flyers."			1
"Identify a suitable file type for vinyl cutting."			1

TASK 2 Cause → effect

5 MARKS

Each cause is a typical half-answer. Complete it with an **effect** in the GLOAMIN' context.

CAUSE	EFFECT: "…SO…"	
CAUSE JPEG compression reduces the file size of the gallery photographs	EFFECT	1
CAUSE The logo is saved as a vector file	EFFECT	1
CAUSE Every photograph in the programme is 300 ppi at its printed size	EFFECT	1
CAUSE The flyer artwork has 3 mm of bleed	EFFECT	1
CAUSE The promo has captions	EFFECT	1

TASK 3 Be the marker

3 MARKS

Use the marking instruction extract to mark three candidate answers. Give the mark and a reason.

QUESTION · Explain, giving **two** reasons, why the .jpg file type was used for the photographs on the festival website. **[2]**
MI EXTRACT · compression reduces file size so the page loads more quickly · each pixel can be a different colour, so subtle tones are kept · widely compatible, so opens on any device or browser
Do not accept: "small file size", "it is a raster" etc. without an explanation. Do not accept repeated points.

CANDIDATE A
"JPEG is a small file and it is a raster."

MARK AWARDED AND WHY

1

CANDIDATE B
"JPEG compression makes the files smaller, so the pages load quickly on phones. JPEGs can show millions of colours, so the sunset photos keep their subtle tones."

MARK AWARDED AND WHY

1

CANDIDATE C
"JPEG files are compressed so the website loads faster. Also, because they are compressed, they are quicker to download."

MARK AWARDED AND WHY

1

TASK 4 Upgrade the answer

6 MARKS

a *Describe **two** ways silhouettes enhance the GLOAMIN' poster. [2]* 2

Weak answer: "There are silhouettes of people and a castle."

Rewrite it to gain full marks.

b *Explain why offset lithography is suitable for printing 20 000 programmes. [2]* 2

Weak answer: "Because it is suitable for the programme and it is good quality."

Rewrite it to gain full marks.

c *Explain, giving **two** reasons, why a Pantone colour is specified for the festival pink. [2]* 2

Weak answer: "To get the colour right. To make it look good."

Rewrite it to gain full marks.

TASK 5 Plan your time

2 MARKS

a The question paper has 90 marks and lasts 2 hours 30 minutes. Calculate the time available per mark. 1

b How long should you spend on an 8-mark question? 1

TASK 6 Deconstruct the question

2 MARKS

Pull this question apart before you answer it.

"Describe, giving two examples, how golden ratio has been used in the design of the programme cover." **[2]**

COMMAND | NUMBER | TOPIC | CONTEXT

Now plan each point: **which item** + **what is proportioned** (size or position) + **where**.

Keep this: what the marking instructions say

- **Describe**: a statement or structure of characteristics or features, not just an outline or a list, in context. Marks = number of points.
- **Explain**: relate cause and effect. A simple statement gains nothing.
- **Compare**: similarities and/or differences between things, methods or choices, in context.
- **Every answer**: no repeats, no rewording the question, no generic "saves time" or "good quality" without a reason. Sketches and annotations count.

Reflect

Which question was hardest, and what will you revise before the next lesson?

TOTAL

/ 22