



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme

June 2001

GCE

**Design and Technology:
Product Design**

Unit PD3D

Unit 3: 3D Design

SECTION A

Question 1

Brief outline of the relevance (ie importance) of corporate identity to the majority of manufacturers.

Seen through the use of logos/fixation with packaging styles – the coke bottle.

Specific use of colour/font/type face in product presentation. Advertising.

Examples to be expected from a wide range of application – from household name/wash powder to car manufacturers etc.

(8 marks)

Question 2

- (i) Mood board use of collage of pictures – collection of colours/textures etc which suggest a theme or mood relevant to the initial design brief at the conception of a new design.

(Accept image board – similar to the above but relevant to a specific user – age/gender group). Mood board could suggest a “sporty” image to a product.

(4 marks)

- (ii) Use of rendering in making free-hand sketching have realism by the use of pastel and marker pens. Ability to add light/shade/texture, to imply materials used – surface reflection etc.

(4 marks)

Question 3

- (a) Accept a wide range of statements provided they are relevant/viable –
e.g. expect reference to
- cost/raw material and manufacture cost
 - materials ability to use/be recycled
 - size/dimensions/weight – related to use and storage transport needs
 - aesthetic appeal
 - durability/life expectancy
 - corporate image – identity – use of log/colours

(10 marks)

- (b) Use of design software
- ease of edit facilities
 - link to other computers – ability to work away
 - transfer + save of image/data
 - ability to prototype model

design hardware accuracy

- production run from one-off prototype to volume link via CNC to robotic machine cutters/printing

(10 marks)

Total 36 marks

SECTION B**A-C**

Marks will be awarded for:

- | | | |
|--------|---|------------|
| (i) | Quality of communication | (10 marks) |
| (ii) | Appropriateness of materials and components | (6 marks) |
| (iii) | Originality/innovation of product | (10 marks) |
| (iv) | Range of ideas | (10 marks) |
| (v) | Development of the final idea | (20 marks) |
| (vi) | Methods of construction | (8 marks) |
| (vii) | Dimensions and dimensioning | (5 marks) |
| (viii) | Application of suitable finish | (3 marks) |
| (ix) | Evaluation | (8 marks) |

NB Orthographic drawings are not necessarily required for part (b).
3D exploded views which provide sufficient information for
manufacture and assembly are acceptable.

Total 80 marks

Question Total	116
SPG	4
Paper Total	120