



General Certificate of Education

Design and Technology: Product Design (5551/6551)

Unit 3 (Textiles) PD3T

Mark Scheme

2005 examination – June series

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this Mark Scheme are available to download from the AQA Website: www.aqa.org.uk

Copyright © 2005 AQA and its licensors. All rights reserved.

COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

Design and Technology: Product Design

Textiles (PD3T)

Quality of Written Communication

The following marks are allocated to the quality of the candidate's written communication. Make a separate assessment of the candidate's overall ability as demonstrated across the paper using the criteria given below.

<i>Performance Criteria</i>	Marks
The candidate will express complex ideas extremely clearly and fluently. Sentences and paragraphs will follow on from one another smoothly and logically. Arguments will be consistently relevant and well structured. There will be few, if any, errors of grammar, punctuation and spelling.	4
The candidate will express moderately complex ideas clearly and reasonably fluently, through well-linked sentences and paragraphs. Arguments will be generally relevant and well structured. There may be occasional errors of grammar, punctuation and spelling.	3
The candidate will express straightforward ideas clearly, if not always fluently. Sentences and paragraphs may not always be well connected. Arguments may sometimes stray from the point or be weakly presented. There may be some errors of grammar, punctuation and spelling, but not such as to suggest a weakness in these areas.	2
The candidate will express simple ideas clearly, but may be imprecise and awkward in dealing with complex or subtle concepts. Arguments may be of doubtful relevance or obscurely presented. Errors in grammar, punctuation and spelling may be noticeable and intrusive, suggesting weaknesses in these areas.	1

NB This mark scheme is intended as a guide to the type of answer expected but is not intended to be exhaustive or prescriptive. If candidates offer other answers which are equally valid **they must be given full credit.**

Many responses at this level are assessed according to the **quality** of the work rather than the number of points included. The following level descriptors are intended to be a guide when assessing the quality of a candidate's response.

(low mark range)
The candidate has a basic but possibly confused grasp of the issues. Few correct examples are given to illustrate points made. Description may be unclear.
(mid mark range)
The candidate has some knowledge but there will be less clarity of understanding. Some correct examples given to illustrate points made. Description better but unclear or confused in parts.
(high mark range)
The candidate has a thorough understanding of the issues and has provided relevant examples to support the knowledge shown. This candidate's answer shows clear evidence of understanding.

Question 1

- (a) It is expected that reference will be made to points such as the design concept launch of first products, including marketing, rise of popularity until the target market is satiated leading to the decline of the product.

Marks awarded as follows

- Little understanding shown, candidate may have misunderstood the question and, while there will be some creditworthy points, most of the response will be confused and disjointed. Few examples given. (1-3 marks)
- Candidate shows understanding of a product life cycle and gives examples to illustrate points made. There will be some lack of clarity of understanding. (4-7 marks)
- Candidate shows sound understanding of product life cycle and provides clear examples to illustrate points made. Information will be coherent and logical. (8-10 marks) (10 marks)

- (b) e.g. use of theme boards, catwalk shows, virtual catwalks, samples, powerpoint presentation, celebrities, fashion magazine spreads, video/DVD/CD presentation, websites.

Marks awarded as follows

- Little relevant knowledge shown, candidate typically makes superficial comments without considering a range of methods. Few examples given. (1-3 marks)
- Candidate shows some knowledge of the methods used in industry and gives some examples to illustrate points made. There may be some irrelevant or confused points. (4-7 marks)
- Candidate is knowledgeable about the methods used to present ideas and gives a range of appropriate examples to illustrate the points made. (8-10 marks) (10 marks)

Total 20 marks

Question 2

- (a) The candidate should show a range of initial ideas for products using the specification given.

Points to look for:

- wide range of ideas/products, not variations on one/two
- annotation to explain thinking
- appropriateness for end use

Marks awarded as follows

- Limited range of ideas which are very similar. Little annotation to indicate potential for development. Specification has not been explored fully with the result that the ideas are immature and limited. (1-5 marks)
- Range of appropriate ideas with some ideas for development. Designs will tend to be based on a limited number of ideas and possibly lack originality. The work is sound but ‘safe’. (6-10 marks)
- Wide range of ideas with thoughts for development. Designs will show originality and will be for different products. There is evidence that the specification has been explored fully and applied in the widest sense. (11-15 marks) (15 marks)

(b) (i) **Quality of communication**

Points to look for:
graphical skills – are details shown/clear?
use of notes
Assess across initial and final ideas.

Marks awarded as follows:

- Weak, untidy work with limited annotation to explain both initial and final design ideas. Limited communication techniques so that it is difficult to understand what is intended and see all aspects of design. Style details will be omitted. (1-3 marks)
- Weak but tidy work, annotation explains some of what is intended for initial and final ideas, work is limited but reasonably clear. The work is pedantic and there may be evidence that the candidate is nervous about drawing. A range of techniques has been attempted, e.g. pencil drawing, shading, colour. (4-6 marks)
- Neat and tidy work using a range of techniques, it is clear what the candidate intends. Annotation explains much of what is intended and style details are clear. There are sound attempts to explain thinking and ideas for development. The candidate shows confidence but lacks some flair in presenting work. (7-9 marks)
- Clear communication about what is intended, this candidate has some artistic ability and is able to communicate ideas with some flair using a range of techniques. Annotation adds further explanation to candidate's thinking in initial and final ideas. Style details will be clearly shown. (10-12 marks) (12 marks)

(ii) **Originality/innovation of product**

Points to look for:

- assessment based mainly on final idea but will also include initial ideas.
- consider shape and style
- innovative/unusual but appropriate use of fabrics/components

Marks awarded as follows:

- Limited and uninspiring design which may be inappropriate for intended end-use and will have little appeal to target market. Design may be a copy of existing product with little modification. (1-3 marks)
- The design is weak and immature; lacks interest and flair but would probably be appropriate for intended end-use. Design has limited appeal to target market and is probably a copy of existing design with minor modification. (4-6 marks)
- Candidate has attempted to produce imaginative designs but product lacks interest and design is not wholly relevant. Fabrics and components have not been explored fully with the result that the final design lacks flair. Work is sound, probably based on existing product with some modification to add interest. (7-9 marks)
- Sound idea with some originality in product shape and/or use of fabrics and components. Design is relevant and there has been an attempt to use materials in an innovative way. Strong attempt to be creative; product will have a lot of appeal to target market. Design moves away from safety of existing products. (10-12 marks)
- Highly original ideas which exploit use of fabrics and components and theme. Design is very relevant to situation and will have strong appeal to target market. (13-15 marks) (15 marks)

(iii) **Appropriateness of fabrics and components**

Consider range, use of ‘smart’ fabrics.

Marks awarded as follows:

- Limited range of fabrics and components across designs with little clear detail, e.g. ‘cotton’. May not be most appropriate for product. Little indication of how they are to be used. (1-3 marks)
- Range of appropriate fabrics and components with some indication of how they will be used in both initial and final designs. Some detail given of a range of materials. (4-7 marks)
- Wide range of appropriate fabrics and components used in initial and final designs with sound detail and clear explanation of how they will be used. (8-10 marks) (10 marks)

(iv) **Methods of construction**

As related specifically to the making of the product, not making of fabric or decoration.

Marks awarded as follows:

- Limited information about sizing/dimensions and how the **product** will be constructed. (1-4 marks)
- Some information about **product** construction methods. These may not always be most appropriate for product but will take batch manufacture into consideration. Some large scale diagrams to show what is intended. Some detail of dimensions and/or sizes. (5-8 marks)
- Clear information about appropriate construction techniques to be employed in a number of areas. These techniques will be suitable for batch production and for the **product** shown. Detail of a number of dimensions and overall sizing. (9-12 marks) (12 marks)

(v) **Specification criteria met**

Points to consider:

- is it suitable for small scale production?
- does it promote the corporate image?
- have a range of fabrics/components been used?
- Is it clothing, a sports bag or a furnishing product?
- Would it be appropriate in a leisure centre?

Marks awarded as follows:

- Limited use of criteria with lack of clarity of its interpretation. The candidate has not exploited the theme to produce exciting ideas for a range of products. (1-4 marks)
- Sound attempts to interpret criteria but there may be some irrelevant ideas included in an attempt to apply all criteria. Work is of reasonable quality in terms of design and suitability for intended end use. The candidate has thought carefully about the criteria given but has not been innovative and/or thorough in their interpretation. (5-8 marks)
- Criteria have been interpreted in an original way and it is clear how they have been used to produce high quality ideas. All criteria have been given careful thought and the candidate has been thorough in the interpretation and application. (9-12 marks) (12 marks)

Total 76 marks