

General Certificate of Education  
June 2006  
Advanced Subsidiary Examination



**DESIGN AND TECHNOLOGY: PRODUCT DESIGN PD3D**  
**(3D DESIGN)**  
**Unit 3 Design and Market Influences**

Tuesday 6 June 2006 9.00 am to 10.30 am

**For this paper you must have:**

- a lined answer book (AB08) which is provided separately
- normal writing and drawing instruments

Time allowed: 1 hour 30 minutes

**Instructions**

- Use blue or black ink or ball-point pen. Use pencil and coloured pencils only for drawing.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is PD3D.
- Answer **all** questions.
- Two sheets of A3 paper are provided for use with **Question 2**. No further sheets are to be used.
- Securely attach the two sheets of A3 paper to your answer book at the end of the examination.

**Information**

- The maximum mark for this paper is 100.  
4 of these marks are for the Quality of Written Communication.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in all answers.

**Advice**

- Illustrate your answers with sketches and/or diagrams wherever you feel it is appropriate.

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Answer **all** questions.

**You should spend about 20 minutes on Question 1 and about 1 hour 10 minutes on Question 2.**

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- 1 (a) (i) Describe how Computer Aided Design (CAD) could be used in the *design* of a point of sale display. (4 marks)
- (ii) Describe how Computer Aided Manufacture (CAM) could be used in the *manufacture* of a point of sale display. (4 marks)
- (b) Explain how a designer could use the theme of nature to develop ideas for a point of sale display. (8 marks)
- (c) Describe the safety factors that should be considered when designing a point of sale display. (4 marks)

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Use the two separate A3 sheets provided to answer Question 2 where appropriate.  
Clearly indicate the sections of the question you answer on the sheets.

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2 You have been asked to produce a design for a point of sale display to promote a unisex deodorant made from natural ingredients. The deodorant is called 'Nature'. Your designs should meet the following specification.

- Reflect the theme of nature
- Reflect the use of natural ingredients in the product
- Be suitable for both male and female consumers
- Be manufactured from materials that will enable the point of sale display to have a lifespan of a minimum of six months
- The point of sale display must have a section to hold a tester can of deodorant. The can will be approximately 140 mm high and 40 mm diameter.

Note: You are **not** concerned with the design of the can, logo or name. You should concentrate **only** on the overall design, materials and construction of the point of sale display.

(a) On sheet **1** produce a range of annotated initial ideas. *(15 marks)*

(b) On sheet **2** develop a final solution for the display to include the following:

- a final presentation drawing
- details of construction
- details of materials and components
- appropriate dimensions.

Marks will be awarded for:

- |   |                   |
|---|-------------------|
| (i) quality of communication                      | <i>(10 marks)</i> |
| (ii) originality and innovation of product        | <i>(10 marks)</i> |
| (iii) appropriateness of materials and components | <i>(10 marks)</i> |
| (iv) methods of construction                      | <i>(10 marks)</i> |
| (v) dimensions and dimensioning                   | <i>(6 marks)</i>  |
| (vi) details of finish                            | <i>(5 marks)</i>  |
| (vii) specification criteria met.                 | <i>(10 marks)</i> |

**END OF QUESTIONS**

**There are no questions printed on this page**