Website Exemplar
GCE (A2) Graphic Products
Unit: 6GR04
Topic: Yakult Bottle and POS

		Note
A	Research Analysis	The analysis is detailed and areas around the problem are discussed at length. The involvement of the client at this stage is essential in demonstrating the start of a commercial design methodology. The lack of client input here would indicate a less thorough approach throughout. If it were going to be real then the client would be involved at the outset. It feels like the client has really been involved and the problem is just that, a problem, rather than an idea that is going to be built from the outset. The research is in depth and well analysed. No hesitation here in allocating the maximum. Ultimately there's a lot of work here for 4 marks, but one can argue that some aspects could be left out but much of the remainder is of use as the candidate is working on 4 different aspects. 3-4 mark range.
B	Specification	There is scope for 2d as well as 3d design work. This is covered in the various aspects of the specification offered here. There are numerous technical and measurable points, including aesthetics that can be measured by market research. Others can be actually measured – 65ml bottles, application of logo, legal info, easily reach the product from the POS, etc. The work is linked to the client consultation, by a statement at the end, but more importantly the points raised by the client at the start as issues are now addressed in the specification. Sustainability is evidenced, hence access to the top assessment criteria is acceptable 4-6 Marks range.
C	Design	The design work offered here is excellent, the candidate starts with the design of a logo as discussed with her client. At a point where a decision is to be made the client is involved and disagrees with the direction the designer is going in. Market opinion is sought. Market opinion agrees with the client! The designer changes tack at this point. This is exactly what is sought in the demonstration of commercial design activity. The logo is then sensibly finalised and developed (marks carried forward later). The bottles are now designed, as the logo is a known quantity. Bottles are modelled in polystyrene and are ergonomically tested. The label is developed after decisions are made on the bottle shape. Client is constantly in touch, and CAD is appropriately used at this stage. Modelling is used to establish a design for the multi-pack, the fact that the candidate is dealing with these issue in an ordered way shows that the product is

		really developing, not meeting the preconceived ideas of a designer that knows what they are going to make fro the outset. 7-10 mark range.
C	Review	Objective evaluation offered and formally addressed the specification (under the flaps). The work is also reviewed as the candidate progresses a through the design process. Client input is included throughout. 3-4 mark range
C	Develop	The work clearly moves on. Technical input is in evidence and the comments offered are mature and relevant. More modelling and experimentation takes place and decisions are justified. There is a proposal made for both 2d and 3d elements. The use of CAD is relevant and used to develop answers rather than present a drawing or final idea, client involvement is constant modelling is used too. Final designs are offered and technical detail included. 7-10 mark range.
C	Communicate	A wide range of techniques has been used. There is evidence of ICT in the development, with extensive modelling elsewhere. The work is clearly presented, but the working drawings are lacking in detailed measurements. It would be possible to manufacture from this, but it would need some input from an external party to complete it. However there is a list offered justifying the choice of materials with sizes that will assist in the manufacture of the actual model. 4-6 mark range.
D	Planning	A plan is submitted via a schedule table. Detailed deadlines are also planned on a Gantt chart. Timescales are realistic enough and detailed enough for the level. Time, QC and health and safety issues are included. 4-6 mark range
E	Use of Tools and Equipment	Wood turned bottle has been made, it is reasonably simplistic but has a good finish, although a rough top. A quite big polystyrene and polyfilled/modroc mountain made, this is appropriate and has a good finish. A clay modelled 'Yak', made detailed and painted well. Laser cut acrylic edges, heat bent and moulded to model. Routed MDF stand, laser-cut HIP's, hand-cut balsa. Handmade neoprene flowers and wires. Laser cut card multi-pack… A wide range of techniques, some at a higher level, some simplistic some CAM work, but a balance that is ok. Due to the slight demand question in some of the techniques, we have

		to adjust in the top box. Precision and accuracy is evident for some parts not all, this candidate has been evidenced as an independent worker the mid range of marks would be harsh for this range of processes and components so access to the higher category is acceptable. 7-9 mark range
E	Quality	The product matches the final design proposal well and is made appropriately and to a good standard. The overall assembly is that of a well-made model. However there are minor elements such as the top for the bottle that leave questions, the multi-pack also seems a little flimsy. The materials and manufacturing processes seem to be well documented and the product functions fully. This said access to the top range is acceptable. 11-16 mark range.
E	Level of Demand	The task is reasonably demanding. The 3d element is integrated well with the 2d and the product is of appropriate demand, although challenging is a word that does fit, but there is a question over precision; we would still expect this to get into the top range though. 7-9 mark range.
F	Testing and Evaluating	Tests are not really justified, client is involved, evaluation is focused on test results and third party input is evident as well as client. Life cycle analysis is applied to the products and is realistic, the focus is often too much on the model rather than the intended product after production and in this case the final product is considered. 7-10 range marks.