

General Certificate of Education
Summer 2001
Advanced Subsidiary Level Examination



**DESIGN & TECHNOLOGY: PRODUCT DESIGN
(3D DESIGN)**

5551

Unit 3 – Design and Market Influences (PD3D)

Thursday 14 June 2001 Afternoon Session

In addition to this paper you will require:

- normal writing and drawing instruments;
- a 12-page answer book;
- 2 sheets of A3 paper.

Time allowed: 2 hours

Instructions

- Use blue or black ink or ball-point pen. Pencil and coloured pencils should only be used 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.**

Information

- The maximum mark for this paper is 120 marks, 4 marks of which are for quality of written communication,
- Mark allocations are shown in brackets.
- This paper carries 30 per cent of the total marks for AS and 15 per cent for A Level.
- You are reminded of the need for good English and clear presentation. The quality of your written communication will be assessed across all questions.

Advice

- Your answers should be illustrated with sketches and/or diagrams wherever you feel it is appropriate.



Answer **all** questions.

You should spend about 30 minutes on Section A.

SECTION A

- 1** Explain the relevance and use of corporate identity in the promotion and advertising of a specific product. *(8 marks)*
- 2** Explain how a designer might make use of each of the following when initiating and developing a design proposal:
- (i) a mood board
 - (ii) rendering. *(2 × 4 marks)*
- 3** (a) Write a design specification for a display system to advertise a new paperback book in a retail chain of bookshops. *(10 marks)*
- (b) Explain how CAD and CAM technology could be used by the designer of the display system to improve the effectiveness of his work and also by the manufacturer to improve the quality of the product. *(10 marks)*

SECTION B

You should spend about 1 hour 30 minutes on Section B.

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

- 1** You have been asked to produce a design for a CD rack which is to be given as a free gift when consumers purchase a collection of CDs, The gift must be “flat-pack” so that it can be assembled by customers at home.
- (a) You should produce a range of initial ideas and annotate and evaluate them.
- (b) Develop a final solution for the CD rack which shows the following features.
- A working drawing of the product
 - Styling features and an identifiable graphic image to add impact to the product
 - How the product is assembled
- (c) Evaluate your design solution. How does your design satisfy the requirements of the brief? How could the design be improved?

Marks will be awarded for

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

(Total 80 marks)

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE