



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme

June 2003

GCE

Design and Technology

Product Design

Unit PD3T

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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-lined 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.

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.

(low 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.

(mid 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.

(high mark range)

Question 1

- (a) E.g. Youth culture, disaffection with traditional values, desire to shock stemming from mid-late 20th century attitudes. Adoption of 'street style' fashion rather than that of traditional couture houses. Influence of workwear, pop and film stars. Minimalist design. Reference to fabrics, including new technologies, and components.

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 the origins of urban style and gives examples of typical fashions but will lack some clarity of understanding. 4 – 7 marks
- Candidate shows sound understanding of the style's origins and provides clear examples to illustrate points made. Information will be coherent and logical. 8 – 10 marks (10 marks)

- (b) E.g. various types of market research such as questionnaires, survey of existing products, study of trend forecasts, studying the work of other designers, observing what celebrities wear.

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 and gives some examples to illustrate points made. There may be some irrelevant points. 4 – 7 marks
 - Candidate is knowledgeable about the methods used and gives a range of appropriate examples to illustrate the points made. 8 – 10 marks (10 marks)
- Total 20 marks**

Question 2

(i) Quality of Communication

Marks awarded as follows:

- Weak, untidy work with limited annotation to explain both initial and final designs ideas. Limited communication techniques so that it is difficult to understand what is intended. 1 – 3 marks
- Neat and tidy work, annotation explains most of what is intended for initial and final ideas. It is reasonably clear what the candidate intends. 4 – 7 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. 8 – 10 marks (10 marks)

(ii) Range of Ideas

Marks awarded as follows:

- Limited range of ideas which are very similar. Little annotation to indicate potential for development. 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 6 – 10 marks
- Wide range of ideas with thoughts for development. Designs will show originality and will be for different products. 11 – 15 marks (15 marks)

(iii) Originality of the Products and use of Theme

Marks awarded as follows:

- Limited use of theme to produce uninspiring initial ideas and final design which are stereotypical. Designs will probably be inappropriate for intended end-use. 1-3 marks
- Broad use of theme to produce a range of initial ideas which will typically be unrelated to each other. The designs are weak and the final design will lack interest and flair but would probably be appropriate for intended end-use. 4 – 6 marks
- Candidate has attempted to produce imaginative designs but products lack interest and designs are not wholly relevant to theme. Materials and components have not been explored fully with the result that the final design lacks flair. 7 – 9 marks
- Sound idea clearly linked to theme with attempt to be original. Ideas are relevant and there has been an attempt to use material in an innovative way. 10 – 12 marks
- Highly original ideas which exploits use of materials and theme. Design is very relevant to situation 13 – 15 marks (15 marks)

(iv) Appropriateness of Materials and Components

Marks are awarded as follows:

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

(v) Methods of Construction

Marks awarded as follows:

- Limited information about sizing/dimensions and how the product will be constructed. 1 – 3 marks
- Some information about construction methods but these may not always be most appropriate. Some detail of dimensions and/or sizes 4 – 7 marks
- Clear information about appropriate construction techniques to be employed in a number of areas. Detail of a number of dimensions and overall sizing. 8 – 10 marks (10 marks)

(vi) Presentation Drawing of Final Solution

Marks awarded as follows:

- Weak presentation, difficult to see all aspects of design, style details omitted. Difficult to see how final design links with initial ideas, or may be exactly the same as initial. 1 – 4 marks
- Sound presentation with aspects of design shown, including some style details. Some evidence of development but this will be minimal with the result that the final idea is very similar to initial idea or it may be an uncoordinated mix of several. 5 – 8 marks
- Sound presentation with most aspects of design shown, including style details. There is evidence of real development of the initial ideas to produce a final design. 9 – 12 marks
- Clear and detailed presentation with all aspects of design shown. Style details are clear and there is evidence that initial ideas have been developed so that final idea is based on, but not identical to, an initial idea.

Candidate will have used annotation and/or enlarged sections to show detail. Work will be neat and well proportioned. (13-16 marks) (16 marks)

Total 76 marks

Question Total	96 marks
Quality of Written Communication	4 marks
Paper Total	100 marks