



General Certificate of Education

AS Design and Technology Product Design 5551

PD3T Design and Market Influences

Mark Scheme

2008 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.

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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

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. This candidate does not have a clear idea of what s/he is writing about.
(mid mark range)
The candidate has some knowledge but there will be less clarity of understanding. Some correct examples given to illustrate points made. This candidate knows what s/he is writing about but is confused in part.
(high mark range)
The candidate has a thorough understanding of the issues and has provided relevant examples to support the knowledge shown. This candidate knows what s/he is writing about and provides clear evidence of understanding.

- 1 (a) (i) e.g. to boost flagging sales of standard ranges, higher prices result in greater profits, to appeal to a wider market, to entice customers to shop in the store, to capture a niche market, to achieve greater recognition as a designer brand, to promote the image of exclusivity. E.g. Kate Moss range at Topshop, Autograph and Limited ranges at M&S.

Marks awarded as follows:

- Some understanding shown, candidate will tend to concentrate on limited number of reasons. Few examples given and points not explained. A candidate who only describes testing of the market may be given 1 mark. 0 - 3 marks
- Candidate shows sound understanding of a number of reasons and provides clear examples. 4 - 5 marks (5 marks)

- 1 (a) (ii) e.g. in-store displays, fashion/catwalk shows, including virtual shows, high quality fashion magazines, TV, internet sites, posters/billboards, radio, celebrity endorsement.

Marks awarded as follows:

- Little knowledge shown, candidate will tend to list a limited number of techniques with little, if any, evaluation. Some of the response will be confused and disjointed. Few examples given with points not explained. 0 - 2 marks
- There is knowledge of a range of techniques with examples to illustrate points made. Candidate will typically deal with a limited number of factors in some depth, or superficially with a wider range. There may be some lack of clarity of understanding. Evaluation but this will be limited in scope and, at times, understanding 3 - 5 marks
- Candidate shows sound knowledge of a range of techniques and provides clear examples to illustrate points made. Information will be coherent and logical. There will be full evaluation of some of the methods. 6 - 7 marks (7 marks)

- 1 (b) Points a designer of performance outfits will need to consider:

e.g. cool, flexible, appropriate size to ensure comfort in wear during strenuous performance, spectacular appearance, may need to stand up to several performances, care issues, budget, how the theme will be represented, how the outfit will appear under spotlights/from a distance, appropriate colours. They may refer to style features or fabric qualities, but should not be just about fabric properties.

The factors should be specific to performance outfits rather than generalized points.

Marks awarded as follows:

- Little information given, candidate will tend to concentrate on one particular area and some of the response will be confused and disjointed. Information will be generalized rather than specific to performance outfits. Few realistic examples given with points not explained.
0 - 2 marks
- There is knowledge of a range of factors, including ones specific to performance outfits, with examples to illustrate points made. Candidate will typically deal with a limited number of factors in some depth, or superficially with a wider range. There may be some lack of clarity of understanding.
3 - 5 marks
- Candidate shows sound knowledge of a range of factors and provides clear examples to illustrate points made. Information will be coherent and logical.
6 - 8 marks (8 marks)

2 (a) Range of initial ideas

The candidate should show a range of initial ideas for performance outfits using the specification given. The range may include many different ideas for a similar product, or many ideas for different products, but not simple variations on one or two products. Look for variety of colour, shape, decoration, use of fabrics and components, originality and interest, appropriateness for end use.

There should be annotation to explain thinking.

Marks awarded as follows:

- Limited range of ideas which are very similar. Little annotation to indicate potential for development.
Design theme has not been explored fully with the result that the ideas are immature and limited, and probably inappropriate for intended use. These ideas will generally be worthy of 1 mark per drawing. 0 - 4 marks
- Range of ideas which are adequate but lack interest and novelty. The candidate has tried to use the design theme in a variety of ways but this may show as an unco-ordinated array of ideas. Products may be appropriate for end use but are very ordinary and similar to existing products. Ideas will generally be worth 1-2 marks per drawing. 5 - 8 marks
- Range of appropriate ideas with some ideas for development. Designs will tend to be based on a limited number of ideas but will show some originality and variety. Although small in number, there will be some variety in ideas with alternative design features and/or use of materials. The work is sound but 'safe' but designs will be of good quality. Ideas will generally be worth up to 3 marks per drawing 9 -12 marks
- Wide range of good quality ideas with thoughts for development. Designs will show originality, will be appropriate, and will be for different products. There is evidence that the design theme has been explored fully and applied in the widest sense, including use of style features, materials. There will be excitement in the designs. Ideas will generally be worth 3-4 marks per drawing. Candidates with fewer ideas but ones of very good quality should be able to access this mark band. 13 - 15marks (15 marks)

2 (b) (i) Quality of communication

Assessed across both initial and final ideas.

This is about quality of graphical skills and the use of annotation.

Are style details shown?

Is the work clean and tidy?

Have colour and shading been used to enhance the quality of the work?

Has the candidate enlarged some sections to show detail more clearly?

Do notes add to the detail and possibly compensate for weaknesses in graphical skills?

Marks awarded as follows:

- Weak, untidy work, mainly 2D, 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.
0 - 2 marks
- Weak but tidy work, annotation explains some of what is intended for initial and final ideas, Work is limited but reasonably clear with 2D and some 3D drawings. The work lacks interest with weak graphical skills. Some care has been taken with presentation and a range of techniques attempted, e.g. pencil drawing, shading, colour.
3 - 5 marks
- Neat and tidy work using a range of techniques including 2D and 3D, 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.
6 - 8 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.
9 - 10 marks (10 marks)

2 (b) (ii) Originality/innovation of product.

This is based on the final product.

Consider the shape and style of the product. Are there original and interesting features or is it very similar to an existing product?

Have fabrics and components been used innovatively?

Does the design have a 'wow' factor?

Will it appeal to the target market?

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.
0 - 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 may be a copy of existing design with minor modification.
4 - 6 marks
- Candidate has attempted to produce imaginative design but product lacks interest and design is not wholly relevant to the situation given. Work is sound, probably based on an existing product with some modification to add interest.
Fabrics and components have not been explored fully with the result that the final design lacks flair although there will probably be 2/3 examples of innovative features/use of materials.
7 - 9 marks
- Sound idea with several examples of originality in product shape and/or use of fabrics and components. Design is relevant and there has been a strong attempt to be creative; product will have a lot of appeal to target market.
Design moves away from safety of existing products and has some 'wow' factor but lacks the sparks to take it into the top mark category.
10 - 13 marks
- Highly original ideas which exploit use of fabrics and components and theme. There will be numerous occasions where the candidate has shown innovative design features and use of fabrics and components.
Design is very relevant to situation, will have strong appeal to target market, is exciting and challenging.
14 - 16 marks (16 marks)

- 2 (b) (iii) Appropriateness, use and justification of choice of fabrics and components. (F)

Assess across both initial and final designs.

Includes main fabrics, trimmings, fastenings, interfacings, threads, linings.

There should be some reference to weight, colour, fabric finish, fibre content and fabric type.

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. There will be scant, if any, justification of choices 0 - 3 marks
- Range of mainly appropriate fabrics and components with some indication of how they will be used in both initial and final designs. Basic detail given of a limited range of materials, e.g. 'lightweight cotton'. There will be repetitive use of fabrics and little justification for choices; some of the reasons will be simplistic and may be confused. 4 - 6 marks
- Good range of appropriate fabrics and components with clear indication of how they will be used. There will be clear detail of the fabrics, such as fibre content and indication of fabric type, e.g. 'lightweight woven cotton'. Use of trimmings and other components is sound and the candidate may have specified ones which tie in with the theme. There may be some lack of variety but there will be sound attempts to justify choices. 7 - 9 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. e.g. 'lightweight knitted cotton fabric gives flexibility and drape' The candidate will offer sound justification for choices made and may include novelty trimmings to link with theme. 10 - 12 marks (12 marks)

2 (b) (iv) Sizing and dimensioning (S)

Marks awarded as follows:

- Max 1 mark for overall size, e.g. 'standard 12'.
A 'length' should be different for different sections or products.
- 1 mark each for appropriate dimensions of individual sub components/ sections. (4 marks)

2 (b) (v) Method used to construct one area of the product (C)

Methods of making the product, not the fabric.

e.g. seam type, shaping, edge finish, decorative techniques used as part of the product construction, e.g. appliqué, beading, specialized embroidery effects, padding and quilting.

This does not include decoration which forms part of the fabric manufacture, e.g. printing, dyeing, all-over embroidery.

Candidate may include shapes of pattern pieces or use a flowchart to present this information.

Marks awarded as follows:

- Limited information about how a major area of the product will be constructed. This will typically be limited to the simple labelling of a basic method, e.g. seam type 0 - 3 marks
- Minimal information about a product construction method, This may not be a major area of construction, may not be the most appropriate for product and may not take batch manufacture into consideration. At least one aspect of the construction/ manufacturing method sketched and explained. 4 - 5 marks
- Some information about a product construction method which will generally be appropriate for product and will take batch manufacture into consideration. Some large scale diagrams and/or brief notes to show what is intended. 6 - 8 marks
- Clear information about an appropriate and important construction technique which will be suitable for batch production and for the product shown. There will be accurate and clear instructions for the manufacturing steps. 9 - 10 marks (10 marks)

2 (b) (vi) Specification criteria met

1 Has the 'historical costume meets rock chic' theme been fully explored and developed?

Is there evidence of ideas being developed throughout the paper?

Is the work exciting and vibrant?

Are the products suited to the end use? (T)

2 Has a range of fabrics and components been used to enhance the design work?

Are these fabrics and components used in a considered and effective way?

Does the choice of colour make the design outstanding or is it pedantic and uninspiring?

3 Is the product appropriate for small scale manufacture?

Have industrial techniques been used and described?

Has the candidate explained how the product is suited to industrial manufacture? (IM)

Marks awarded as follows:

Specification point	Not met	Just met	Adequately met	Met very well
Uses the theme of 'historical costume meets rock chic'	0 mark	1 mark	2 marks	3 marks
Uses a range of fabrics, components and colours	0 mark	1 mark	2 marks	3 marks
Suitable for small scale industrial production	0 mark	1 mark	2 marks	3 marks

(9 marks)

Question 1: **20 marks**
 Question 2: **76 marks**
 Quality of written communication **4 marks**

Paper total: **100 marks**