

Design and Technology

Advanced Subsidiary GCE

Unit **F521/01/02**: Advanced Innovation Challenge

Mark Scheme for January 2013

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Outlines initial thoughts, these are predictable/non-creative.	Outlines initial thoughts in some detail, some creative thinking.	Clearly outlines initial thoughts in detail, responding with an open mind showing unexpected and/or challenging ways of thinking.	Box 1, 2	
Analyses the problem at a superficial level that lacks depth Some consideration of a user/market resulting in a design brief.	Analyses some aspects of the problem. Identifies a user/market, resulting in a design brief.	Analyses problem in depth, responds in a way that allows scope for innovation. Identifies a user/market resulting in a clear design brief.		Box 1, 2, 3 & 4
Produces a basic or superficial specification that is vague/generic.	Develops an adequate specification that gives some basic requirements of the product.	Develops a detailed specification that identifies the key features of the product.		
0 1 2 3	4 5 6	7 8 9		Box 5
Presents only a limited range of innovative/creative ideas	Presents a good range of innovative/creative ideas	Presents a wide range of innovative/creative initial ideas,		
using annotated sketching at a limited level with little detail of construction/materials Little or no reference made to the design specification.	using reasonable quality annotated sketching showing some detail of construction/materials. Some reference to the specification	using high quality annotated sketching showing full details of construction/materials. Good reference to the specification		
Presents only a limited and mainly subjective evaluation of ideas with little or no justification of decisions.	Presents an adequate and objective evaluation of ideas against the design specification and justifies most decisions.	Presents a detailed and objective evaluation of ideas against the design specification and justifies all decisions.		Box 6, 7 & 8
Presents a limited range of evidence to show the sources of inspiration and influences on the designing. Limited reflection on their design and little/if any response to feedback from others.	Presents an adequate range of evidence to show the sources of inspiration and influences on the designing. Some reflection on their chosen design and response to feedback from others.	Presents a wide range of evidence to show the sources of inspiration and influences on the designing. Reflects on their chosen design and responds to feedback from others, making further improvements if necessary.		
0 1 2 3 4	5 6 7 8	9 10 11 12		
Presents limited improvements, and limited evidence of modelling, experiments, testing, and modifications to their design,	Presents improvements, presents some evidence of modelling, experiments, testing, making modifications their design	Presents improvements, presents evidence of modelling, experiments, testing, making modifications to their design to define and refine it,		Box 11
Little if any consideration of materials, components or ingredients and methods of manufacture. Limited understanding of sustainability issues and how this affects their design.	Some consideration of materials, components or ingredients and methods of manufacture. Some consideration of sustainability issues	Thorough consideration of materials, components or ingredients and methods of manufacture. Good consideration of sustainability issues etc .		
Produces a simplistic action plan for making that shows limited awareness of materials/ingredients/resources etc.	Produces a reasonable action plan for making, to include a list of materials/ingredients/resources, etc	Produces a detailed action plan for making, to include a list of materials/ingredients/resources, etc.	Box 11, 12 & 13	
0 1 2 3	4 5 6	7 8 9		

Records progress at various stages but limited detail and thought Use of materials and processes is limited as are any further modifications to their design.	Record and reflects on progress at various stages Selects and uses materials adeptly and makes further modifications to their design.	Records and reflects on progress in detail at various stages Selects and uses materials innovatively and creatively and further develops idea to define and refine it.
Product/model is finished to a poor standard/or is incomplete.	Completes a product/model to a good standard. Model/product accurately reflects design.	Completes a product/model to a high standard. Model/product accurately reflects design.
Limited range of making skills apparent.	Demonstrates accuracy of making skills.	Demonstrates a range of making skills/ and or complexity.
0 1 2 3 4 5 6 7 8	9 10 11 12 13 14 15 16	17 18 19 20 21 22
Presents limited modifications to their idea, using basic annotated sketches.	Presents some realistic and detailed modifications to their idea, using annotated sketches.	Presents realistic and detailed modifications to their idea, using annotated sketches; improvements are creative.
Produces a limited evaluation of their product identifying some strengths and weaknesses and shows limited consideration of the users/market.	Produces a reasonable evaluation of their product identifying some strengths and weaknesses and shows good consideration of the users/market.	Produces a detailed evaluation of their product identifying strengths and weaknesses and shows good consideration of the users/market.
Some evidence of evaluation of their design against their product specification at a superficial level.	Reasonable evaluation of their design against their product specification.	Evaluates their design thoroughly against their product specification
0 1 2 3	4 5	6 7 8

Initial Thoughts	Designing	Development	Making	Evaluating

Name:	Candidate No:	Centre No:	Examiner

Box 14, 15, 16, 17, 18 and photos 1, 2 & 3
Box 18
Box 18
Box 18
Total /60
F521/01

	<p>02 Paper F521</p> <p>Two outline presentations to an expert/ panel will be presented; answers will be in the form of written material supported by annotated sketches. (10 Marks each). QWC is assessed in P and S.</p> <p>P and S are annotated on script where found, the only other annotation that can be included is the use of a vertical line against anything that is completely irrelevant to question.</p> <p>P relevant points/issues raised up to 4 marks Points must cover each bullet point within question and relate specifically to their product and the overriding question.</p> <p>One bullet point or one relevant point 1 mark Two bullets points or one bullet point and one relevant point 2 marks All three bullets points or two bullet points and one relevant point 3 marks All three bullets points and one further relevant point 4 Marks</p> <p>S supporting example and/or sketches up to 3 marks Must relate to the three bullet points</p> <p>QWC quality of written communication up to 3 marks (this is not annotated on paper as it is an overview of whole discussion)</p> <p>QWC Level descriptors</p> <p>3 Marks: Presents information and arguments in a clear and concise manner, using appropriate technical phrases and high quality written communication skills.</p> <p>2 Marks: Presents information and arguments in a reasonably clear and concise manner, with limited use of technical phrases and reasonable written communication skills</p> <p>1 marks: Presents information and arguments in a manner that lacks a clear and concise approach, with little or no use of technical phrases and basic written communication skills.</p> <p>Use the whole mark range, including maximum marks or zero where appropriate.</p>	
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<p>1</p>	<p>Discussion may include: Discussion may include, these points must be relevant to the product and all three bullet points must be addressed:</p> <ul style="list-style-type: none"> • USP's , the unique selling points and features, importance of visual impact to attract interest/sales aesthetics, colour and texture, styles and trends e.g. minimalist, eco design, organic foods etc, must relate to their product. • Commercial viability of their product and expected volume of sales and pricing. Product life cycle, growth – maturity- decline etc. product use and the feasibility of the product, comparisons with other products that are aimed at same market and are successful. Scale of production suitable for the design, details of chosen materials and manufacturing techniques all related to their product. • Marketing/advertising techniques that could be used to promote the products sales or useage, this must be specific to the product. Information about the market their product would be aimed at and trends that appeal to them, how they could be targeted – discussion must relate to the product designed in challenge, modifications to product to target particular markets and trends. The importance of visual impact to attract interest/sales – aesthetics, colour, form, texture, form and function, emotional response to products. Product comparisons and methods of targeting used by other companies. Customer needs, Promotions – BOGOF, trade fairs, publicity campaigns, personal selling, and advertising methods. Pricing and product placement. Must be specifically related to the product designed and market/markets identified. 	<p>Marketing methods must be relevant to the product designed and the intended market, eg the retailer, the end user, etc as appropriate.</p>
<p>2</p>	<ul style="list-style-type: none"> • Discussion may include, these points must be relevant to the product and all three bullet points must be addressed: • modifications you would make to your product to make it more ergonomically friendly to a broader range of users, eg the elderly, the disabled or children. Usability issues relating to product, age and ability, anthropometry and inclusive design. • materials and manufacturing techniques that could be used to improve ergonomics, must be specific to the product they designed. Could see Sketches of improvements. Materials and manufacturing should be specific and suitable for level of production intended. • the cost implications of any modifications. If cost is mentioned, just saying cost increases or decreases then no marks are awarded, what will specifically increase or decrease cost must be mentioned. 	<p>A maximum of 2p's could be awarded for bullet point 1 in the case of a candidate discussing why their product is already ergonomic. Supporting points can also be awarded.</p> <p>Colour can be awarded marks if related to partially sighted or useability and understanding to ease product use. No marks will be awarded for colour for aesthetic reasons, users popularity etc</p> <p>Inclusivity to do with inclusion for ethnic and cultural reasons can be credited.</p>

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