Mark Scheme (Results)

Summer 2018

BTEC Level 3 National in Art and Design
Unit 6: Managing a Client Brief
(31832H)

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Unit 6: Managing a Client Brief - Marking grid

General Marking Guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Marking grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the marking grid not according to their perception of where the grade boundaries may lie.
- All marks on the marking grid should be used appropriately.
- All the marks on the marking grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks if the learner's response is not rewardable according to the marking grid.
- Where judgment is required, a marking grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the marking grid to a learner's response, a senior examiner should be consulted.

Specific Marking guidance

The marking grids have been designed to assess learner work holistically.
Rows within the grids identify the assessment focus/outcome being targeted. When using a marking grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Unit 6: Managing a Client Brief

Assessment Outcomes	Mark Awarded
AO1: Demonstrate ability to select relevant information and material to inform ideas	Out of 12
AO2: Develop design ideas relevant to client brief	Out of 18
AO3: Justify the decisions in relation to brief, audience and client demands	Out of 18
AO4: Organise ideas, information and practical outcomes for presentation	Out of 12
TOTAL	**Out of 60**

Assessment outcome	Band 0	Band 1	Band 2	Band 3	Band 4
Marks	**0**	**1-3**	**4-6**	**7-9**	**10-12**
AO1 **Demonstrate ability to select relevant information and material to inform ideas**	**Level of response not worthy of credit**	• Basic selection of relevant materials and information. • Selected information and materials do not clearly inform ideas.	• All materials are selected for relevance. • Selected information and materials clearly inform ideas.	• All materials are selected for relevance with confidence. • Selected information and materials are appropriate and clearly inform ideas.	• Exceptional selection of materials for relevance. • Selected information and materials insightfully inform ideas.

Assessment outcome	Band 0	Band 1	Band 2	Band 3	Band 4
Marks	0	1-4	5-9	10-14	15-18
AO2 **Develop design ideas relevant to client brief**	**Level of response not worthy of credit**	• Basic ideas which are limited in development. • Ideas have limited relevance to the client brief. • Ideas demonstrates a basic use of visual communication.	• Competent ideas are adequately developed. • Ideas have some relevance to the client brief. • Ideas demonstrate a competent use of visual communication.	• Assured ideas are confidently developed. • Ideas are mostly relevant to the client brief. • Ideas demonstrate an assured use of visual communication.	• Exceptional ideas are comprehensively developed. • Ideas are fully relevant to the client brief. • Ideas demonstrate an exceptional use of visual communication.

Assessment outcome	Band 0	Band 1	Band 2	Band 3	Band 4
Marks	**0**	**1-4**	**5-9**	**10-14**	**14-18**
AO3 **Justify the decisions in relation to brief, audience and client demands**	**Level of response not worthy of credit**	• Some justification of decisions is communicated. • Justifications given are arbitrary or lack clear line of reasoning. • Minimal consideration of the demands of the client and audience.	• Competent justification of decisions is communicated. • Justifications given show a clear line of reasoning. • Adequate consideration of the demands of the client and audience.	• Justification of decisions is communicated confidently. • Justifications given show a coherent line of reasoning. • Assured consideration of the demands of the client and audience.	• Exceptional justification of decisions is communicated. • Justifications given show an excellent line of reasoning. • Comprehensive consideration of the demands of the client and audience.

Assessment outcome	Band 0	Band 1	Band 2	Band 3	Band 4
Marks	0	1-3	4-6	7-9	10-12
AO4 **Be able to organise ideas and information for presentation, demonstrating professional practice**	**Level of response not worthy of credit**	• Visual presentation is not suitable for ideas and client, showing little refinement and basic ability to engage the intended audience. • Information and ideas are unclear and not presented in a clear and logical sequence. • Presentation demonstrates tenuous understanding of professional practice.	• Visual presentation is generally suitable for ideas and client, showing competent refinement and adequate ability to engage intended audience. • Information and ideas are presented in clear and logical sequence. • Presentation demonstrates coherent understanding of professional practice.	• Visual presentation is entirely suitable for ideas and client, showing assured refinement convincing ability to engage intended audience. • Information and ideas are presented effectively in a clear and logical sequence. • Presentation demonstrates a thorough understanding of professional practice.	• Visual presentation enhances ideas and shows perceptive integration with client and a sophisticated ability to engage intended audience. • Information and ideas are presented comprehensively in a clear and fluent sequence. • Presentation demonstrates an in-depth understanding of professional practice.