



Mark Scheme (Results)

Summer 2019

BTEC Level 2 Technical Diploma in
Design Production

Unit 6: Creative Design Production
(21244K)



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Unit 6: Creative Design Project – Sample 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.

Assessment Focus Research				
0	0-3	4-6	7-9	10-12
No rewardable material	<ul style="list-style-type: none"> Limited selection of research which shows tentative relevance to the theme and chosen trend Limited understanding of target audience based on superficial research Limited research into existing products in the sector 	<ul style="list-style-type: none"> Basic selection of research which is partially relevant to the theme and chosen trend Basic understanding of target audience based on generally adequate research Basic research into existing products in the sector 	<ul style="list-style-type: none"> Competent selection of research which is mostly relevant to the theme and chosen trend Competent understanding of target audience based on effective research Effective research into existing products in the sector 	<ul style="list-style-type: none"> In-depth selection of research which is fully relevant to the theme and chosen trend Assured understanding of target audience based on comprehensive research Comprehensive and pertinent research into existing products in the sector

Assessment Focus Statement of intent				
0	1-3	4-6	7-9	10-12
No rewardable material	<ul style="list-style-type: none"> Proposed ideas have limited connection to the brief The proposed ideas are tentatively informed by research Limited consideration of the materials, techniques and processes required to develop the proposed design work 	<ul style="list-style-type: none"> Proposed ideas have partial connections to some aspects of the brief The proposed ideas are partially informed by research Basic consideration of the materials, techniques and processes required to develop the proposed design work 	<ul style="list-style-type: none"> Proposed ideas have logical connections to most aspects of the brief The proposed ideas are clearly informed by research Effective consideration of the materials, techniques and processes required to develop the proposed design work 	<ul style="list-style-type: none"> Proposed ideas have sustained and pertinent connections to all aspects of the brief The proposed ideas are comprehensively informed by research Comprehensive consideration of the materials, techniques and processes required to develop the proposed design work

Assessment Focus
Development of design work

0	1-6	7-12	13-18	19-24
No rewardable material	<ul style="list-style-type: none"> • Choice and use of materials/ equipment is arbitrary to the development of the design • Demonstrates limited exploration of techniques and processes to develop design • Demonstrates limited ability to refine ideas • Demonstrates limited ability to make choices that support realisation of creative intentions 	<ul style="list-style-type: none"> • Choice and use of materials/ equipment has partial impact on the development of the design • Demonstrates basic exploration of techniques and processes to develop design • Demonstrates partial ability to refine ideas • Demonstrates generally adequate ability to make choices that support realisation of creative intentions 	<ul style="list-style-type: none"> • Choice and use of materials/ equipment has clear impact on the development of the design • Demonstrates competent exploration of techniques and processes used effectively to develop design • Demonstrates competent ability to refine ideas • Demonstrates effective ability to make choices that support realisation of creative intentions 	<ul style="list-style-type: none"> • Choice and use of materials/ equipment has a significant and sustained impact on the development of the design • Demonstrates comprehensive exploration of techniques and processes used fluently to develop design • Demonstrates assured ability to refine ideas • Demonstrates accomplished ability to make choices that support realisation of creative intentions

Assessment Focus**Production of final design outcome and portfolio**

0	1-6	7-12	13-18	19-24
No rewardable material	<ul style="list-style-type: none">• The final design demonstrates a limited ability to apply materials, techniques and processes• The final design is simplistic and superficially addresses some aspects of the brief• Arbitrary selection and organisation of evidence which communicates the research, statement of intent, development and realisation processes in a limited and inconsistent way• Presentation and format of the design portfolio is inadequate for the relevant design media	<ul style="list-style-type: none">• The final design demonstrates generally adequate ability to apply materials, techniques and processes• The final design is generally adequate and appropriately addresses most aspects of the brief• Selection and organisation of evidence is generally adequate and communicates the research, statement of intent, development and realisation processes a generally balanced way with minor inconsistencies• Presentation and format of the design portfolio is generally adequate for the relevant design media	<ul style="list-style-type: none">• The final design demonstrates a competent ability to apply materials, techniques and processes• The final design is competent and effectively addresses all aspects of the brief• Selection and organisation of evidence competent and clearly communicates the research, statement of intent, development and realisation processes in a balanced and consistent way• Presentation and format of the design portfolio is clear and effective for the relevant design media	<ul style="list-style-type: none">• The final design demonstrates an assured ability to apply materials, techniques and processes• The final design is perceptive and it creatively addresses all aspects of the brief• Selection and organisation of evidence is considered and fluently communicates the research, statement of intent, development and realisation processes in a concise and engaging way• Presentation and format of the design portfolio is refined and pertinent to the relevant design media

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