



General Certificate of Secondary Education

Design and Technology: Graphic Products Foundation Tier *Specification 3553 (Short Course)*

Mark Scheme

2005 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.

Foundation 3553

Question 1

| | | | | |
|-----|----------|---|---------|-----------|
| (a) | Accuracy | four sectors correct and complete | 2 marks | |
| | | two/one sectors correct or incomplete | 1 mark | |
| | | incorrect sectors/not attempted | 0 marks | (2 marks) |
| (b) | Colour | good colour in shapes – tone, 3D and block colour | 2 marks | |
| | | adequate colour, conveys information or good coloured hatching | 1 mark | |
| | | consistently outside borders/not attempted or monochrome hatching | 0 marks | (2 marks) |
| (c) | Key | matching key to all sectors | 1 mark | |
| | | incorrect/not attempted | 0 marks | |
| | | quality colour/hatch | 1 mark | |
| | | poor/not attempted | 0 marks | (2 marks) |

Total 6 marks

Question 2

Reward: Any relevant criteria e.g. ingredients, product information, price, volume, flavour, recycling symbol, logo, slogan, sell by date/best before date, contents (e.g. 30% more), bar code, (stand out), (clear graphics), colourful, images and safety

| | | | |
|---------|-------------------|--------|----------|
| Point 4 | relevant criteria | 1 mark | (1 mark) |
| Point 5 | relevant criteria | 1 mark | (1 mark) |
| Point 6 | relevant criteria | 1 mark | (1 mark) |

Total 3 marks

Question 3

Reward: Best evidence

| | | | | |
|-------|-----|--|---------|-----------|
| (a) | (i) | Use of specification | | |
| | | Points from Question 2 addressed. (<i>pro rata 6 x 1</i>) | 6 marks | (6 marks) |
| | | (ii) Quality of sketching for label 1 | | |
| | | Good consistent line quality <i>e.g. good pencil or fine liner</i> | 3 marks | |
| | | Some evidence of good line quality | 2 marks | |
| | | An attempt, untidy, blunt lines | 1 mark | |
| | | Inappropriate e.g. felt tip, scribble, not attempted | 0 marks | (3 marks) |
| (iii) | | Quality of sketching for label 2 | | |
| | | Good consistent line quality <i>e.g. good pencil or fine liner</i> | 3 marks | |
| | | Some evidence of good line quality | 2 marks | |
| | | An attempt, untidy, blunt lines | 1 mark | |
| | | Inappropriate e.g. felt tip, scribble, not attempted | 0 marks | (3 marks) |

| | | | |
|----------------------------------|---|------------|-----------|
| (iv) Colour | | | |
| | Colour consistently indicated (rendering/swatches etc.) | 3 marks | |
| | Colour considered on some aspects of design | 2 marks | |
| | Colour used sparingly (minimum evidence) | 1 mark | |
| | Colour not considered | 0 marks | (3 marks) |
| (v) Notes | | | |
| | Critical, relevant | 3 marks | |
| | Superficial, self congratulatory | 2 marks | |
| | Labels, no justification | 1 mark | |
| | Not attempted | 0 marks | (3 marks) |
| (b) (i), (ii) & (iii) | | | |
| | Features | | |
| | Design 1: Suitable comment, referred to spec | 1 mark | |
| | Design 2: Two suitable comments referred to spec | 2 x 1 mark | (3 marks) |

Total 21 marks**Question 4**

| | | | |
|-------------------------------------|--|------------|-----------|
| (a) (i) Use of specification | | | |
| | <i>AQA POP, one mark per visible criteria</i> | | |
| | Appeal to young adults | | |
| | Physical activity | | |
| | Three items from Question 2 | 6 x 1 mark | (6 marks) |
| (ii) Quality of drawing | | | |
| | Very good line quality, clear, neat, etc. | 4 marks | |
| | Adequately drawn, some reasonable lines | 3-2 marks | |
| | A fair attempt, lacks precision | 1 mark | |
| | Scribble/Not attempted | 0 marks | (4 marks) |
| (iii) Layout | | | |
| | Good visual impact, effective use of space | 4 marks | |
| | Satisfactory, sense of composition | 3 marks | |
| | Adequate spacing, some imperfections | 2 marks | |
| | An attempt but lacks clarity and/or poorly spaced, crowded | 1 mark | |
| | Unrecognisable or not attempted | 0 marks | (4 marks) |
| (iv) Colouring | | | |
| | Good quality, enhances drawing, visual impact, <i>e.g. good tonal control, very good block colouring</i> | 4 marks | |
| | Satisfactory, controlled use of media, some attempt at higher skills <i>e.g. tone, block colour</i> | 3 marks | |
| | Moderate quality, some enhancement (good monochrome max) | 2 marks | |
| | Poor quality, untidy/scribble, does little to enhance product | 1 mark | |
| | An attempt – very poor, scribble. No colour – line drawings only | 0 marks | (4 marks) |

| | | | |
|----------------|---|--------------------------------------|-----------------------|
| (b) (i) | B.S. Horizontal Line parallel outline, touching leaders Arrowheads neat, closed Number, 210 above line | 1 mark 1 mark 1 mark 1 mark | (4 marks) |
| (ii) | Scale 1:1 (no variation) | 1 mark | (1 mark) |
| | | | Total 23 marks |

Question 5

Specification – relate to presentation drawing or the original specification points

| | | | |
|----------------|--|---|-----------------------|
| (a) (i) | Point 2 – young people Good critical, <u>reasoned or justified</u> statement Superficial statement/description One word answer <i>e.g. cheap, coloured, pretty</i> | 2 marks 1 mark 0 marks | (2 marks) |
| (ii) | Point 3 - activity Good critical, <u>reasoned or justified</u> statement Superficial statement/description One word answer <i>e.g. cheap, coloured, pretty</i> | 2 marks 1 mark 0 marks | (2 marks) |
| (iii) | Point 4 – point transferred Good critical, <u>reasoned or justified</u> statement Superficial statement/description One word answer <i>e.g. cheap, coloured, pretty</i> | 2 marks 1 mark 0 marks | (2 marks) |
| (iv) | Point 5 – point transferred Good critical, <u>reasoned or justified</u> statement Superficial statement/description One word answer <i>e.g. cheap, coloured, pretty</i> | 2 marks 1 mark 0 marks | (2 marks) |
| (v) | Point 6 – point transferred Good critical, <u>reasoned or justified</u> statement Superficial statement/description One word answer <i>e.g. cheap, coloured, pretty</i> | 2 marks 1 mark 0 marks | (2 marks) |
| (b) (i) | Straw: <i>e.g. pierce container, ‘hole’ on top or to pierce plastic straw packet</i> Reasoned statement (mention piercing the foil or hole) Superficial statement/description (pierce container or packet only) One word answer/an attempt Not attempted | 3 marks 2 marks 1 mark 0 marks | (3 marks) |
| | | | Total 13 marks |

Question 6

| | | | |
|--|---------|-----------|--|
| (a) (i) Double-sided tape | | | |
| Advantage: <i>e.g. strong, non-stain, economical, thin layer of film, instant, adheres well,</i> | | | |
| <u>Reasoned</u> statement | 2 marks | | |
| Superficial statement/description, confused | 1 mark | | |
| One word answer/not attempted | 0 marks | (2 marks) | |
| (ii) Hot Glue | | | |
| Advantage: <i>e.g. quick, strong, small amount, sets within minutes</i> | | | |
| <u>Reasoned</u> statement | 2 marks | | |
| Superficial statement/description, confused | 1 mark | | |
| One word answer/not attempted | 0 marks | (2 marks) | |
| (b) H&S rule <i>e.g. stand gun up, drips, skin/hands, burns</i> | 1 mark | (1 mark) | |
| <u>Reasoned</u> statement | 3 marks | | |
| Satisfactory, mainly corrected | 2 marks | | |
| Superficial statement/description | 1 mark | | |
| One word answer/not attempted | 0 marks | (3 marks) | |
| (c) Equipment or material | | | |
| Name: Corrugated card/board (<i>accept corriflute</i>) not cardboard | 1 mark | | |
| Use: Forming the PoS display parts | 1 mark | | |
| Not attempted/incorrect | 0 marks | (2 mark) | |
| Name: Scissors | 1 mark | | |
| Use: Cutting paper/thin card on PoS | 1 mark | | |
| Not attempted/incorrect | 0 marks | (2 mark) | |
| Name: Radius Aid (<i>Radius Curve/template</i>) | 1 mark | | |
| Use: Drawing circular corners | 1 mark | | |
| Not attempted/incorrect | 0 marks | (2 mark) | |
| (d) (i) Textured top | | | |
| <i>e.g. good texture, relief evident, even spacing</i> | 3 marks | | |
| a fair representation, some imperfections | 2 marks | | |
| an attempt, some relief visible | 1 mark | | |
| incorrect, solid colour, not attempted | 0 marks | (3 marks) | |
| (ii) Cylindrical part | | | |
| <i>e.g. good colour, vertical, graduated, monochrome</i> | 3 marks | | |
| a fair representation, some imperfections | 2 marks | | |
| an attempt, tone, horizontal | 1 mark | | |
| incorrect, solid colour, not attempted | 0 marks | (3 marks) | |

Total 20 marks

Question 7

| | | | | |
|--------------------|---|--|-----------|-----------|
| (a) | (i) 288 ml | <i>288 millilitres, volume stated on container</i> | | |
| | | Good understanding | 2 marks | |
| | | Some understanding | 1 mark | |
| | | Incorrect, not attempted | 0 marks | (2 marks) |
| | (ii) Recycle | <i>e.g. can be recycled, green product</i> | | |
| | | Good understanding | 2 marks | |
| | | Some understanding | 1 mark | |
| | | Incorrect, not attempted | 0 marks | (2 marks) |
| | (iii) Litter | <i>e.g. environment, anti-litter, keep tidy</i> | | |
| Good understanding | | 2 marks | | |
| Some understanding | | 1 mark | | |
| | Incorrect, not attempted | 0 marks | (2 marks) | |
| (b) | Crushed can symbol | | | |
| | The meaning is clearly evident | | 2 marks | |
| | Meaning implied, confused | | 1 mark | |
| | Unrecognisable | | 0 marks | |
| | 2D drawing | | 1 mark | |
| | Block colour (black and white) | | 1 mark | |
| | ‘Wordless’ message | 1 mark | (5 marks) | |
| (c) | Good understanding <i>e.g. non biodegradable, waste of resources, non-renewable resource, high energy manufacturing</i> | | 3 marks | |
| | Some understanding | | 2 marks | |
| | An attempt | | 1 mark | |
| | Incorrect, not attempted | | 0 marks | (3 marks) |

Total 14 marks

TOTAL MARKS ON PAPER 100