



General Certificate of Secondary Education

**Design and Technology
(Graphic Products)**

**Short Course Foundation Tier
(3553/F)**

Mark Scheme

2007 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.

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Marketing & Product Analysis

Tick/cross in boxes, then total row. Question total in box. 7 x 1 mark

Mobile Phones	Typical user/buyer (avoid repeat answers)	Aesthetic feature (avoid repeat answers) Look for pleasing, layout, comments.	Function symbol on box (one word answers OK)
Value Phone			<i>e.g. has texting facilities, accept SMS</i>
Fashion Phone	<i>e.g. girl, young woman, teenager etc</i>	<i>e.g. poppy (flower) printed on the casing, clean shape</i>	<i>e.g. has built in camera (photography)</i>
Disposable Phone	<i>e.g. student (from specification), hiker, adventurer, camper etc</i>	<i>e.g. simple, clean layout, uncluttered, metallic finish</i>	<i>e.g. direct to emergency services</i>

TOTAL 7 marks

2	Modelling Materials & CAD			
	(a)	Thermoplastic e.g. PVC, HIPS, polystyrene, polypropylene, accept acrylic or Perspex	<i>1 mark</i>	1 mark
	(b)	Thermoplastic Property e.g. mouldable when hot, forms well when hot, 'memory', smooth finish, picks up detail.		
		Good reasoned understanding, because, why?	<i>2 marks</i>	2 marks
		Some understanding, no explanation	<i>1 mark</i>	
		Superficial, one word answer, not attempted.	<i>0 marks</i>	
	(c)	Rendering – high and low on features e.g. buttons, AQA and screen		
		Very good relief shown, e.g. consistent good quality, highs & lows evident, same angle shadow.	<i>2 marks</i>	2 marks
		Adequate relief, some details consistent	<i>1 mark</i>	
		Relief not attempted	<i>0 marks</i>	
		Very good rendering e.g. high quality, consistent – 3 tonal ranges	<i>4 marks</i>	4 marks
		Good rendering e.g. tonal control, good pencil skills – with boundaries, even covering.	<i>3 marks</i>	
		Satisfactory rendering e.g. attempt at some tonal control – not always successful.	<i>2 marks</i>	
		An attempt, untidy, little evidence of care or skill.	<i>1 mark</i>	
		Hatching, scribble, unworthy of reward, not attempted	<i>0 marks</i>	
	(d)	CAD Icons		
	(i)	Icon Number 2		
		Meaning: e.g. good understanding based on 'meaning' - rotate	<i>1 mark</i>	1 mark
		Incorrect, not attempted	<i>0 marks</i>	
		Use: Rotate thro' 90 degrees OR change orientation portrait to landscape (<i>be specific</i>).	<i>2 marks</i>	2 marks
		Some understanding but less specific	<i>1 mark</i>	
		Incorrect, not attempted	<i>0 marks</i>	
		Icon Number 3		
		Meaning: e.g. fast colouring of closed area, fill	<i>1 mark</i>	1 mark
		Incorrect, not attempted	<i>0 marks</i>	
		Use: Colour fill OR fountain fill into area or space	<i>2 marks</i>	2 marks
		Some understanding but less specific	<i>1 mark</i>	
		Incorrect, not attempted	<i>0 marks</i>	
	(ii)	Icon Number 4 Print Command		
		Good 2D representation of printer e.g. neat, clear.	<i>2 marks</i>	2 marks
		Adequate representation – less precise, 3D drawing	<i>1 mark</i>	
		Incorrect, not attempted	<i>0 marks</i>	

Use of 'sketching space' relating to printer

1 mark

1 mark

TOTAL

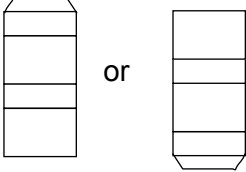
18 marks

3	(a) Letter Styles		
	(i)	Not a copy of given style	<i>1 mark</i>
		Near copy or not attempted	<i>0 marks</i>
		Good quality of line work of letters, e.g. clear sharp edges	<i>3 marks</i>
		Satisfactory quality of line work of letters	<i>2 mark</i>
		Poor or single line	<i>1 marks</i>
		Very untidy, not attempted	<i>0 marks</i>
		Obvious use of grid lines	<i>1 mark</i>
		No grid used, not attempted	<i>0 marks</i>
	(ii)	Evaluation (in context of lettering on box)	
		Critical comment, relevant and reasoned statement	<i>3 marks</i>
		Good attempt some relevant reasoning	<i>2 marks</i>
		Superficial, not justified comment, unsupported statement e.g. eye catching	<i>1 mark</i>
		Not relevant, not attempted	<i>0 marks</i>
		TOTAL	8 marks




4	Development of Ideas		
(a)	Images (do not accept lettering on its own):		
(i)	Three or more different discrete images on theme	<i>3 marks</i>	3 marks
	Two discrete images, may include some development	<i>2 marks</i>	
	One image.	<i>1 mark</i>	
	Incorrect theme. Not attempted	<i>0 marks</i>	
(ii)	Colour - <i>swatches, labels, full colour</i>		
	Colour indicated through designs	<i>2 marks</i>	2 marks
	Some features indicated	<i>1 mark</i>	
	Not attempted or minimum use	<i>0 marks</i>	
(iii)	Notes		
	Critical, relevant, related to design – why?	<i>3 marks</i>	3 marks
	Descriptive, some relevance implied	<i>2 marks</i>	
	An attempted, some relevance to ideas or labels only	<i>1 mark</i>	
	Confused, unclear, not attempted.	<i>0 marks</i>	
(b)	Image		
(i)	Recognisable image transferred from (a)	<i>1 mark</i>	1 mark
	New image, not attempted	<i>0 marks</i>	
(ii)	Development		
	Clear evidence of development – progression evident	<i>4 marks</i>	4 marks
	Some development but limited stages/images, incremental	<i>3 marks</i>	
	Development implied, not obvious or single sketch including changes	<i>2 marks</i>	
	One idea, no development or discrete ideas	<i>1 mark</i>	
	Confused, unclear, not attempted.	<i>0 marks</i>	
(iii)	Evaluation		
	Critical, relevant, related to design – why?	<i>3 marks</i>	3 marks
	Descriptive, some relevance implied	<i>2 marks</i>	
	An attempted, some relevance to ideas or labelling only	<i>1 mark</i>	
	Confused, unclear, not attempted.	<i>0 marks</i>	
		TOTAL	16 marks

5	Lay out and Presentation Drawing			
	(a) Specification (on lay-out)			
	All three specification points or boxed areas/features applied to all boxes (3 x 1 mark)	<i>3 marks</i>		3 marks
	Labels used to identify specification features	<i>1 mark</i>		1 mark
	(b) Line quality:			
	(i) Very good, clear, consistently neat, sharp line etc.	<i>2 marks</i>		2 marks
	A fair attempt, lacks precision	<i>1 mark</i>		
	Very blunt / scribble / not attempted	<i>0 mark</i>		
	(ii) Colour rendering:			
	Good quality, enhances drawing, visual impact, e.g. good tonal control, very good block colouring.	<i>4 marks</i>		4 marks
	Satisfactory, controlled use of media, e.g. some attempt at higher skills - tone, good block colour (good monochrome max.)	<i>3 marks</i>		
	Adequate, block colour, some imperfections	<i>2 marks</i>		
	Poor, an attempt, basic colour skills, very untidy	<i>1 marks</i>		
	No colour – line drawings only	<i>0 marks</i>		
	(iii) Layout:			
	Good visual impact, e.g. effective use of space, ‘margins’	<i>3 marks</i>		3 marks
	Satisfactory, some sense of composition, or incomplete	<i>2 marks</i>		
	Adequate spacing, some imperfections e.g. crowded, ‘unbalanced’	<i>1 mark</i>		
	Very poor, no sense of composition, or not attempted	<i>0 mark</i>		
		TOTAL		13 marks

6 Materials, Surface Development and BS conventions

(a)	Reason 1		
	Accept the following as functions of packaging: protection, security, labelling, transporting.	1 mark	1 mark
	Reasoned explanation of the function	2 marks	2 marks
	An attempt but lacks full explanation	1 mark	
	Not correct or not attempted	0 marks	
	Reason 2		
	Accept the following as functions of packaging: protection, security, labelling, transporting.	1 mark	1 mark
	Reasoned explanation of the function	2 marks	2 marks
	An attempt but lacks full explanation	1 mark	
	Not correct or not attempted	0 marks	
(b)	Surface development (<i>accept either orientation</i>)		
(i)			
	Fold lines – four, correct broken lines		1 mark
	Correct positions of fold lines		1 mark
	Glue tab (10mm wide, with or without mitres)		1 mark
(ii)	On given horizontal - neat arrow heads and the number 150 or 150mm above the line		1 mark
	On second dimension – leader lines and parallel dimension line		1 mark
	Neat arrow heads and correct dimension in mm above line and reading from the right hand side		1 mark
(iii)	ONLY CORRECT ANSWER: 1:2	1 mark	1 mark
		TOTAL	13 marks

7	Point of sale displays		
	(a) Type of package: blister pack	<i>1 mark</i>	1 mark
	(i) Do not accept vacuum pack, bubble pack Incorrect or not attempted	<i>0 marks</i>	
	(ii) Material e.g. PVC, clear polystyrene Do not accept thermoplastic, plastic, acrylic, Perspex Confused or not attempted	<i>1 mark</i> <i>0 marks</i>	1 mark
	(b) Will it work?		
	(i) Accept slot, hole, euro-slot Good sketches, communicate idea clearly Satisfactory, general idea can be deduced Confused or not attempted	<i>1 mark</i> <i>2 marks</i> <i>1 marks</i> <i>0 marks</i>	1 mark 2 marks
	Notes: Aids communication, clear, concise, accurate Labels, or confused confused or not attempted	<i>2 marks</i> <i>1 mark</i> <i>0 marks</i>	2 marks
	(ii) Equipment in context of school production Accept correctly named item e.g. modelling knife, safety ruler Confused or not attempted	<i>1 mark</i> <i>0 marks</i>	1 mark
	(iii) Safety Rule Clear rule in context of school and item named Satisfactory, lacks precision, average attempt An attempt, or details omitted, or a generalisation Confused or not attempted	<i>3 marks</i> <i>2 marks</i> <i>1 mark</i> <i>0 marks</i>	3 marks
		TOTAL	11 marks

8	Cultural, Social & Environmental		
	(a) Signs – with reference to batteries		
	Meaning:		
			
	Do not put in household rubbish, bin, wheelie	<i>2 marks</i>	2 marks
	Some understanding, not explicit, generalisation e.g. do not throw away	<i>1 mark</i>	
	Incorrect, confused, not attempted	<i>0 marks</i>	
	Reason:		
	Good understanding e.g. contamination of earth, poisons, danger in land fill etc	<i>2 marks</i>	2 marks
	Some understanding e.g. a danger	<i>1 mark</i>	
	Incorrect, confused, not attempted, recycle	<i>0 marks</i>	
	Meaning:		
			
	Do not burn, do not put in fire, do not incinerate	<i>2 marks</i>	2 marks
	Some understanding, not explicit, generalisation, away from fire	<i>1 mark</i>	
	Incorrect, confused, not attempted	<i>0 marks</i>	
	Reason:		
	Good understanding e.g. danger, poison, contamination of air	<i>2 marks</i>	2 marks
	Some understanding e.g. a danger	<i>1 mark</i>	
	Incorrect, confused, not attempted	<i>0 marks</i>	
	(b) Eco label e.g. e symbol representing Europe		
	Good understanding, explicit, reasoned	<i>2 marks</i>	2 marks
	Implied understanding, a little confused	<i>1 mark</i>	
	Incorrect, very confused, not attempted	<i>0 marks</i>	
	(c) e.g. international trade, unfamiliar language, not		
	(i) understanding written word, universal picture language, understanding at a glance.		
	Good understanding, very explicit, reasoned	<i>2 marks</i>	2 marks
	Implied understanding, a little confused	<i>1 mark</i>	
	Incorrect, very confused, not attempted	<i>0 marks</i>	
	(ii)		
			
	European (community, EU) standard	<i>1 mark</i>	2 marks
	safety	<i>1 mark</i>	
	Incorrect, confused, not attempted	<i>0 marks</i>	
		TOTAL	14 marks