



General Certificate of Secondary Education

Design and Technology: Graphic Products 3553/F

Short Course: Foundation Tier

Mark Scheme

2008 examination - June series

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1 Environmental

(a) Environmental logo for sustainable forest:

Responses in context of environmental issues

- (i) Feature 1 arrows *e.g. recycle, replant, renew, wrong colour.*
 Inappropriate colour, *red = warning, danger, green = environment* (1 mark)
- Full understanding, e.g. clear meaning, examples that show understanding. (2 marks)
- Satisfactory understanding of concept – no detail (1 mark)
- Incorrect or not attempted (0 marks)

3 marks

- (ii) Feature 2 representation of trees *e.g. trees, sign for environment, forests, stylised, easy to understand meaning, types of trees.*
- Full understanding, e.g. clear meaning, examples showing understanding. (3 marks)
- Satisfactory understanding, basic concept, no detail (2 marks)
- An attempt, basic idea correct but vague. (1 mark)
- Incorrect or not attempted (0 marks)

3 marks

(b)

- (i) Logo design
- Two or more identifiably different logos on theme (1 mark)
- Arrows and trees identified and used on both (1 mark)
- Simplified, stylistic shapes (2 marks)
- An attempt at stylised shape (1 mark)
- Confused, incorrect shapes, not attempted (0 mark)
- Neat pencil work (1 mark)

5 marks

- (ii) Presentation Drawing on 'Sustainable Forests' theme.
(If different theme mark Quality only – max 3 marks)

Logo

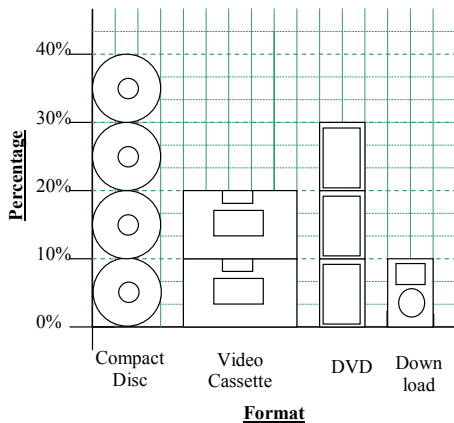
- Suitability of logo for 'Sustainable Forest' (1 mark) **1 mark**
- Good quality tree(s) and arrow(s) (2 marks)
- Limited quality trees and arrows (1 mark)
- Poor quality, inappropriate symbols e.g. flowers (0 marks) **2 marks**

Quality

- Quality of rendering – even, tonal or block (2 marks)
- Limited quality e.g. untidy, 'out of the box' (1 mark)
- Scribble, very untidy, no colour, not attempted (0 mark) **2 marks**
- Neat pencil / line work (1 mark)
- Very poor line e.g. thick, blunt, total lack of care (0 marks) **1 mark**

TOTAL 17 marks

2 Representing Data
Pictograph (be strict)



Accuracy: (one symbol given in each case)
Each pictograph bar correct – CD, VC, DVD, *pro rata* (3 marks)

Symbols:
Each present and accurate representation size & shape (*pro rata*) Max of 2 marks if generally poor reproductions or wrong number (3 marks)
Neat outlines, consistently sharp, neat (1 mark)

Colour:
Good quality, enhances drawing, visual impact (3 marks)
Adequate quality, some imperfections e.g. out of 'box', uneven colour. (Good monochrome max.) (2 marks)
An attempt, poorly executed, colours poorly used. (1 mark)
No colour – line drawings only, not attempted. (0 marks)

TOTAL 10 marks

3 Letter Style

- (a) *Accept any type of music.*
- (i) Type of music offered (1 mark)
Not attempted (0 marks) **1 mark**
 - (ii) Two different names offered (2 marks)
One name offered (1 mark)
No penalty if more than two words long
No name offered (0 marks) **2 marks**
- (b) Two distinctly different letter-styles (*pro rata*) (2 marks) **2 marks**
(*Accept upper and/or lower case, if single line, no mark.*)
- Best evidence**
- Evidence of supporting 'grid', construction, proportion etc (1 mark)
 - Evidence of 'wide' stems, curves etc not single line lettering (1 mark)
 - Quality sketches, neat pencil/pen work (1 mark) **3 marks**
- TOTAL 8 marks**

4 Development of Design and Presentation Drawing

(a) **Development of CD sleeve design** (*Accept any sketch as starting point, with or without text, read comment box*)

Related to all response panels inc Presentation.

Strong direct evidence of developmental progression (3 marks)

Development evident, some very similar major features (2 marks)

No development , discrete ideas (1 mark)

No development or not attempted (0 marks)

3 marks

Related to type of music

Images related to music type stated in Q3 (1 marks)

Confused, unclear, not attempted. (0 marks)

1 mark

Quality of communicating design

Clear, effective sketches (1 mark)

Confused, unclear, not attempted. (0 marks)

1 mark

Colours indicated e.g. labels, swatches, applied colour

Consistent application, (2 marks)

Some colour indicated, some areas omitted (1 mark)

Not attempted. (0 marks)

2 marks

4 (b)

Use of information

CD name and letter style included (from Question 3) (1 mark) **1 marks**

Quality of sketching

Good quality drawings (3 marks)

Limited quality, some confusion or imperfections (2 marks)

An attempt, lacks precision, ambiguous (1 mark)

Inappropriate, not attempted (0 marks) **3 marks**

Colour rendering

Very good quality, enhances drawing, visual impact e.g. very good tonal control, even cover. (5 marks)

Good quality, higher skills attempted (4 marks)

Satisfactory quality, some imperfections e.g. uneven colour. No higher skills (*good grey pencil or monochrome, unfinished, predominately white, max 3 marks.*) (3 marks)

An attempt, poorly executed, colour poorly applied. (2 marks)

Poor, no attempt at quality, heavy handed, scribble (1 mark)

No colour – line drawings only, not attempted. (0 marks) **5 marks**

Layout of features

Good visual impact, e.g. effective use of space (3 marks)

Satisfactory, some sense of composition (2 marks)

Poor, no sense of composition (1 mark)

Very poor, not organised or not attempted (0 marks) **3 marks**

(c) Evaluation of presentation drawing

Critical, relevant, related to design, reasoned (3 marks)

Descriptive, some relevance implied (2 marks)

An attempt, superficial, labels (1 mark)

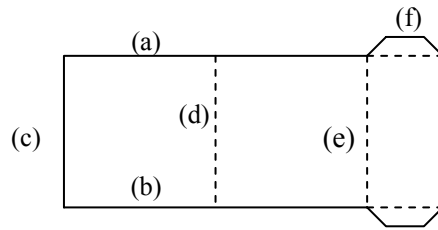
Confused, unclear, not attempted (0 marks)

3 marks

TOTAL 22 marks

5 Surface Development (Net)

Development



(a)	<u>Development (Net)</u> Correct position & length of solid horizontal edges (a,b)	(2 marks)	
	Correct position of vertical edge	(1 mark)	
	Correct position & fold lines (d, e,)	(2 marks)	
	Glue tab on correct edge (f) and size (3 squ in)	(2 marks)	
	Correct mitre angles on (f), 45 deg	(1 mark)	
			8 marks
	<u>Line quality</u> Consistently neat, sharp and tidy	(2 marks)	
	Adequate, some imperfections	(1 mark)	
	Wide, very blunt or freehand, not attempted	(0 marks)	
			2 marks
(b)	<u>Missing dimension</u> correct size (125).	(1 mark)	
			1 mark
(c)	<u>Scale.</u> 1:1 only acceptable answer	(1 mark)	
	Incorrect, confused, unclear, not attempted.	(0 marks)	
			1 mark
		TOTAL	12 marks

6 **Order of Making & Quality Control**

(a)

Order of Making	Stage	Tool OR Equipment Used
1st	<i>F</i>	
2nd	C	e.g. coloured pencils, spirit pens
3rd	A	e.g. craft knife, scalpel, safety rule, embossing tool, ruler straight edge
4th	B	e.g. creasing bar, scissors back,
5th	D	e.g. PVA, glue stick, spray glue
6th	<i>E</i>	

Accept appropriate CAM equipment in stages A, C & B

Caution: Do not accept generics e.g. knife, glue

(a)	(i) Order	(1 x 4 marks)	
	(ii) Tools	(1 x 4 marks)	
			8 marks
(b)	Does sketch match Stage A?		
	Yes	(1 mark)	
	No, not attempted	(0 marks)	
			1 mark
	Sketch(es) of given process		
	Good quality, easily recognisable drawings	(3 marks)	
	Adequate quality, some confusion or imperfections	(2 marks)	
	An attempt, lacks precision, ambiguous	(1 mark)	
	Sketch does not match stated stage, confused.	(0 marks)	
			3 marks
	Notes on given process		
	Good notes, assists understanding	(2 marks)	
	Adequate labels, some confusion	(1 mark)	
	Incorrect notes for stage, not attempted	(0 marks)	
			2 marks
		TOTAL	14 marks

- 7 (a)
- (i) 200 gsm – three features
 Full understanding e.g. (*grams per square metre*):
 weighs (200): (grams): (3 marks)
- Two features correctly identified (2 marks)
- One feature correctly identified (1 mark)
- Not attempted, or incorrect. (0 marks)
- 3 marks**
- (ii) Properties of recycled material e.g. *colour/quality/density impaired*
 Full reasoned understanding e.g. printing not as clear (2 marks)
- Some understanding but no reasons given e.g. poor quality (1 mark)
- Not attempted, or incorrect. (0 marks)
- 2 marks**
- Grades of pencil.
 Answer: *Softest 2B B HB H 2H Hardest*
 Five grades in correct order (3 marks)
- Any three grades in correct relationship to each other (2 marks)
- Any two grades in correct relationship to each other (1 mark)
- None correct, not attempted (0 marks)
- 3 marks**
- (iv) 'Bleeding' e.g. *ink spreads as liquid is drawn by capillary action of fibres.*
 Full reasoned understanding e.g. effect and cause (2 marks)
- Some understanding but no reasoning e.g. ink spreads (1 mark)
- Not attempted, or incorrect. (0 marks)
- 2 marks**

7	(b)	<p>CD on magazine cover</p> <p><u>Notes:</u> <i>Accept any feasible method e.g. Sellotape, double sided tape, hot glue.</i></p> <p><i>Do not accept or inappropriate method e.g. 'glued' – how, why, what? in plastic magazine bag – how is bag then attached?</i></p> <p><u>Sketches:</u></p> <p>Good, idea clearly evident, good representation (3 marks)</p> <p>Adequate sketch, some details omitted, some confusion (2 marks)</p> <p>An attempt, little detail, minimum effort (1 mark)</p> <p>Incorrect or not attempted (0 marks)</p> <p style="text-align: right;">3 marks</p> <p>Notes: <i>(reward if wrong method if helps understand above response)</i></p> <p>Notes or labels, aids understanding of sketch (2 marks)</p> <p>Minimum of information, generics e.g. glue (1 mark)</p> <p>Illegible, confused, not attempted (0 marks)</p> <p style="text-align: right;">2 marks</p>
	(c)	<p>Recycling e.g. reduce into component materials and reform into a new product</p> <p>Good understanding, well explained (2 marks)</p> <p>Some understanding e.g. materials reused (1 mark)</p> <p>No understanding e.g. used again. Not attempted (0 marks)</p> <p style="text-align: right;">2 marks</p>
		<p>TOTAL 17 marks</p>