



General Certificate of Secondary Education

Design and Technology: Graphic Products Higher Tier *Specification 3543*

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.

Higher 3543

Question 1

(a)	Accuracy	three correct height correct symbols	<i>(pro rata)</i> 3 marks 1 mark	(4 marks)
(b)	Presentation	well drawn symbols, good proportion some poorly drawn symbols – untidy (same symbol) very untidy, scribbled, blunt pencil	2 marks 1 mark 0 marks	(2 marks)
(c)	Colour	good quality colour in shapes – tone, 3D, block adequate colour, conveying info or good colour hatching, grey monochrome consistently outside borders/not attempted or monochrome hatching	2 marks 1 mark 0 marks	(2 marks)

Total 8 marks

Question 2

Check point and reason together on label, for 2 marks look for higher level reasons

e.g.	<i>Point...</i>	<i>Colourful</i>	1 mark	
	<i>Reason</i>	<i>in order to make it stand out and to make people notice the drink and buy it</i>	1 mark 1 mark	(3 marks)

1, 2, 3	Accept any reasonable criteria <i>e.g. ingredients, products info, price, volume, flavour, recycle symbol, logo, slogan, best before/sell by date, contents, barcode, standout, clear graphics, colour, lettering, safety, images</i>	3 x 1 mark	(3 marks)
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	Accept any reasoned explanation for inclusion <i>e.g. visual impact, reflect 'image', identification</i>	3 x 2 marks	
	Implied reason, not explicit	1 mark	
	Not in context, not attempted	0 marks	(6 marks)

Total 9 marks

Question 3

Reward best evidence

(a)	Use of specification Items from Question 2 addressed. (<i>pro rata 6 x 1</i>)	6 marks	(6 marks)
(b)	Development of ideas Good quality development of an idea clear links Clear evidence of development in some part Minimum evidence of development Limited development An attempt, no development Totally inappropriate/not attempted	5 marks 4 marks 3 marks 2 marks 1 mark 0 marks	(5 marks)

(c) Sketching			
Good consistent line quality (pencil or fine liner)		5-4 marks	
Some evidence of good line quality		3-2 marks	
An attempt, untidy, blunt lines		1 mark	
Inappropriate <i>e.g. felt tip, scribble, not attempted</i>		0 marks	(5 marks)
(d) Colour			
Colour consistently indicated (rendering/swatches, labels)		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)
(e) Evaluation (best evidence)			
Critical, relevant		3 marks	
Superficial, self congratulatory		2 marks	
Labels, no justification		1 mark	
Not attempted		0 marks	(3 marks)
			Total 22 marks

Question 4

(a) (i) Use of specification			
<i>pro rata, one mark per 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)
			Total 18 marks

Question 5

Specification			
(a) (i)	Evaluation of point 2 – <i>Appeals to young adults</i>		
	Good critical, <u>reasoned or justified</u> statement	2 marks	
	Superficial statement/description	1 mark	
	One word answer <i>e.g. cheap, coloured, pretty</i>	0 marks	(2 marks)
(ii)	Evaluation of point 3 – <i>Physical activity/sport</i>		
	Good critical, <u>reasoned or justified</u> statement	2 marks	
	Superficial statement/description	1 mark	
	One word answer <i>e.g. cheap, coloured, pretty</i>	0 marks	(2 marks)
(b) (i), (ii) & (iii)	Evaluation of points 4, 5 & 6	3 x 2 marks	
	Good critical, <u>reasoned or justified</u> statement	2 marks	
	Superficial statement/description	1 mark	
	One word answer <i>e.g. cheap, coloured, pretty</i>	0 marks	(6 marks)

Total 10 marks**Question 6**

(a)	Laminate			
	Good sketch clearly showing ‘layers’	3 marks		
	Adequate sketch, layers evident	2 marks		
	An attempt, layers can be seen, confused	1 mark		
	Incorrect, not attempted	0 marks		
	Labels or description, aids understanding	2 marks		
	An attempt, mostly correct	1 mark		
	Incorrect, confused, not attempted	0 marks	(5 marks)	
	<i>Reward only if in context of laminated material – not environmental</i>			
(b)	(i) Poly-film	<i>e.g. water tight, ‘varnish’</i>		
		Reasoned correct explanation	2 marks	
		Some understanding	1 mark	
		Incorrect, not attempted	0 marks	(2 marks)
	(ii) Paper	<i>e.g. printing surface, structural strength, availability</i>		
		Reasoned correct explanation	2 marks	
		Some understanding	1 mark	
		Incorrect, not attempted	0 marks	(2 marks)
	(iii) Aluminium	<i>e.g. light proof, water proof, inert, no taste, bacterial barrier, temp control, freshness</i>		
Reasoned correct explanation		2 marks		
Some understanding		1 mark		
	Incorrect, not attempted	0 marks	(2 marks)	

(c) Disadvantage	<i>e.g. cannot be pressurised, no carbonated drink can be punctured</i> Reasoned correct explanation Some understanding Incorrect, not attempted	2 marks 1 mark 0 marks	(2 marks)
(d) Drinking straw packet	<i>e.g. hygienic, security, convenience</i> Reasoned correct explanation Some understanding Incorrect, not attempted	2 x 2 marks 2 marks 1 mark 0 Marks	(4 marks)
(e) (i)	Polyethylene terephthalate (accept PET PETE, HDPE, LDPE, PVC, PP) Other material, not attempted	1 mark 0 marks	(1 mark)
(ii)	Blow moulding, injection blow moulding, (accept injection moulding) Other methods, not attempted	1 mark 0 marks	(1 mark)
Total 19 marks			

Question 7

(a) Manipulation	Reference to enlargement/crop/colour/zoom good understanding some understanding an attempt made, confused incorrect, out of context, not attempted	3 x 1 mark 3 marks 2 marks 1 mark 0 marks	(6 marks)
(b) (i)	DTP reference to mixing/assembling text/image example used <i>e.g. flyers, business cards, letterheads</i> incorrect, not attempted	1 mark 1 mark 0 marks	(2 marks)
(ii)	Clip art Pre-drawn images – library, resource imported into work, saving time/labour/cost incorrect, not attempted	1 mark 1 mark 0 marks	(2 marks)
(iii)	Web site Reference to internet <i>e.g. visit sites of interest, down loaded</i> an attempt, some understanding, confused incorrect, not attempted	1 mark 2 marks 1 mark 0 marks	(3 marks)
(c)	Across is 'X' axis Along is 'Y' axis	1 mark 1 mark	(2 marks)
Total 15 marks			

Question 8

- (a) (i) 288 ml 288 millilitres, volume stated on container
 Good understanding 2 marks
 Some understanding 1 mark
 Incorrect, not attempted 0 marks (2 marks)
- (ii) ‘e’ mark *e.g. guarantee of quantity, mini/max quantity tolerance (average quantity) approximately.*
 Good understanding 2 marks
 Some understanding, mention of European standard, estimated 1 mark
 Incorrect, not attempted 0 marks (2 marks)
- (iii) Recycle Good and full understanding *e.g. ref to aluminium* 3 marks
 Some understanding evident – some features identified, can be 2 marks
 Little understanding – one feature, superficial, has been 1 mark
 Incorrect, not attempted 0 marks (3 marks)
- (1 mark for aluminium; reference to ‘can be recycled’ for 2 marks)
- (b) TM (NB Trade Mark – name or symbol that a manufacturer always uses on its product, protected by law so that no-one else can use them).
 Good and full understanding (1 mark for trademark and some reference to registered, licence, recognisable or protection) 3 marks
 Some understanding evident – some features identified 2 marks
 Little understanding – one feature, superficial 1 mark
 Incorrect, not attempted 0 marks (3 marks)
- (c) 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)
- (d) (i) ‘under packaging’ *e.g. damage, protection, presentation, security - layering*
 Good understanding 3 marks
 Some understanding 2 marks
 Confused but relevant 1 mark
 Incorrect, not attempted 0 marks (3 marks)
- ‘over-packaging’ *e.g. wasteful, environmental factors, cost, layering, decorative, security*
 Good understanding 3 marks
 Some understanding 2 marks
 Confused but relevant 1 mark
 Incorrect, not attempted 0 marks (3 marks)

‘deceptive packaging’ e.g. *immoral, false, impression of content, misleading. (Include graphics as part of packaging)*

Good understanding	3 marks	
Some understanding	2 marks	
Confused but relevant	1 mark	
Incorrect, not attempted	0 marks	(3 marks)

Total 24 marks

TOTAL MARKS ON PAPER 125