



## General Certificate of Secondary Education

# Design and Technology: Graphic Products Higher 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.

## Higher 3553

### Question 1

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

**Total 7 marks**

### Question 2

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

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

1 & 2	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>		2 x 1 mark	(2 marks)

	Accept any reasoned explanation for inclusion			
	<i>e.g. visual impact, reflect 'image', identification</i>		2 x 2 marks	
	Implied reason, not explicit		1 mark	
	<b>Not</b> in context, not attempted		0 marks	(4 marks)

**Total 6 marks**

### Question 3

Reward best evidence

(a)	<b>Use of specification</b>			
	Items from Question 2 addressed. ( <i>pro rata 5 x 1</i> )			
	AQA Pop			
	Appeal to young people			
	Physical activity		5 marks	(5 marks)
(b)	<b>Development of ideas</b>			
	Good <b>quality development</b> of an idea, clear links		5 marks	
	Clear evidence of development in some part		4 marks	
	Three discrete ideas or minimum evidence of development		3 marks	
	Limited development		2 marks	
	An attempt, no development		1 mark	

	Totally inappropriate/not attempted	0 marks	(5 marks)
<b>(c) Sketching</b>			
	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)
<b>(d) Colour</b>			
	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)
<b>(e) Evaluation (best evidence)</b>			
	Critical, relevant	3 marks	
	Superficial, self congratulatory	2 marks	
	Labels, no justification	1 mark	
	Not attempted	0 marks	(3 marks)

**Total 21 marks****Question 4**

<b>(a) (i) Use of specification</b>			
	<i>pro rata, one mark per criteria</i>		
	AQA Pop		
	Appeal to young adults		
	Physical activity		
	Two items from Question 2	5 x 1 mark	(5 marks)
<b>(ii) Quality of Drawing</b>			
	Very good line quality, clear, neat, etc.	4 marks	
	Adequately drawn, some reasonable lines	2-3 marks	
	A fair attempt, lacks precision	1 mark	
	Scribble/Not attempted	0 marks	(4 marks)
<b>(iii) Layout</b>			
	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)
<b>(iv) Colouring</b>			
	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 17 marks**

**Question 5****Specification**

- |                      |  |         |           |
|----------------------|--|---------|-----------|
| <b>(a) (i)</b>       | 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) |
| <b>(ii)</b>          | 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>(b) (i)</b>       | Evaluation of point 4  |         |           |
|                      | 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> . Repeating point      | 0 marks | (2 marks) |
| <b>(ii)</b>          | Evaluation of point 5  |         |           |
|                      | 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> . Repeating point      | 0 marks | (2 marks) |
| <b>(c) Advantage</b> | <i>e.g. waterproof, gloss, matching material, machine handling, strong</i> |         |           |
|                      | Good critical, <u>reasoned</u> statement                                   | 3 marks |           |
|                      | Adequate, some justification   | 2 marks |           |
|                      | Superficial statement/description  | 1 mark  |           |
|                      | One word answer <i>e.g. cheap, coloured, pretty</i> . Repeating point      | 0 marks | (3 marks) |

**Total 11 marks****Question 6**

- |            |                             |        |           |
|------------|-----------------------------|--------|-----------|
| <b>(a)</b> | <b>(i)</b> polythene file   | 1 mark |           |
|            | <b>(ii)</b> paper           | 1 mark |           |
|            | <b>(iii)</b> aluminium foil | 1 mark | (3 marks) |

*Reward only if in context of laminated material – not environmental*

- |                  |   |         |           |
|------------------|---|---------|-----------|
| <b>(b) Paper</b> | <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) |
| <b>Poly-film</b> | <i>e.g. 'varnish', protects paper, durable</i>                  |         |           |
|                  | Reasoned correct explanation                                    | 2 marks |           |
|                  | Some understanding  | 1 mark  |           |
|                  | Incorrect, not attempted  | 0 marks | (2 marks) |

<b>Aluminium</b>	<i>e.g. light proof, water proof, inert, no taste, bacterial barrier</i>		
	Reasoned correct explanation	2 marks	
	Some understanding	1 mark	
	Incorrect, not attempted	0 marks	(2 marks)
<b>(c) Disadvantage</b>	<i>e.g. cannot be pressurised, no carbonated drink can be punctured, exploding, changing shape</i>		
	Reasoned correct explanation	2 marks	
	Some understanding	1 mark	
	Incorrect, not attempted	0 marks	(2 marks)
<b>(d) Drinking straw packet</b>	<i>e.g. hygienic, security, convenience, hold to pack</i>		
	Reasoned correct explanation	2 x 2 marks	
	Some understanding	1 mark	
	Incorrect, not attempted	0 marks	(4 marks)
<b>(e) (i)</b>	Reasoned response <i>e.g. lightweight, tough, safer, environmental</i>	1 mark	
	Incorrect	0 marks	(1 mark)
<b>(ii)</b>	Polyethylene terephthalate, ( <i>accept PET, PETE, LDPE, HDPE PP, PVC</i> )	1 mark	
	Other material, not attempted	0 marks	(1 mark)
<b>(iii)</b>	Injection blow moulding ( <i>accept injection or blow moulding</i> )	1 mark	
	Not attempted, incorrect, rotational	0 marks	(1 mark)

**Total 18 marks****Question 8**

<b>(a) (i)</b>	288 ml	288 millilitres, volume stated on container	
		Good understanding	2 marks
		Some understanding	1 mark
		Incorrect, not attempted	0 marks
			(2 marks)
<b>(ii)</b>	'e' mark	<i>e.g. guarantee of quantity, mini/max quantity tolerance (average quantity) approximately.</i>	
		Good understanding	2 marks
		Some understanding, mention of European standard, estimated	1 mark
		Incorrect, not attempted	0 marks
			(2 marks)
<b>(iii)</b>	recycle	<i>e.g. can be recycled, green product</i>	
		Good understanding	2 marks
		Some understanding	1 mark
		Incorrect, made from recycled	0 marks
			(2 marks)

<b>(b)</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)
<b>(c)</b>	<b>(i)</b> ‘under packaging’ <i>e.g. damage, protection, presentation, advertise</i>		
	Good understanding	3 marks	
	Some understanding	2 marks	
	Confused but relevant	1 mark	
	Incorrect, not attempted	0 marks	(3 marks)
	<b>(ii)</b> ‘over-packaging’ <i>e.g. wasteful, environmental factors, cost</i>		
	Good understanding	3 marks	
	Some understanding	2 marks	
	Confused but relevant	1 mark	
	Incorrect, not attempted	0 marks	(3 marks)
	<b>(iii)</b> ‘deceptive packaging’ <i>e.g. illegal, immoral, false, deceptive marketing strategy</i>		
	Good understanding	3 marks	
	Some understanding	2 marks	
	Confused but relevant	1 mark	
	Incorrect, not attempted	0 marks	(3 marks)

**Total 20 marks**

**TOTAL MARKS ON PAPER 100**