



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

General Certificate of Secondary Education

**Design and Technology
(Textiles Technology) 3557**

Short Course Higher Tier

Mark Scheme

2008 examination - June series

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Qu No	Response to be awarded credit	Mark
NB	This mark scheme is intended as a guide to the type of answer expected but is not intended to be exhaustive or prescriptive. If candidates offer other answers which are equally valid they must be given full credit .	

Many responses at this level are assessed according to the **quality** of the work rather than the number of points included. The following level descriptors are intended to be a guide when assessing the quality of a candidate's response.

<p>Low The candidate has a basic but possibly confused grasp of the issues. Few correct examples are given to illustrate points made. This candidate does not have a clear idea of what s/he is writing about.</p>

<p>Intermediate The candidate has some knowledge but there will be less clarity of understanding. Some correct examples given to illustrate points made. This candidate knows what s/he is writing about but is confused in part.</p>
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<p>High The candidate has a thorough understanding of the issues and has provided relevant examples to support the knowledge shown. This candidate knows what s/he is writing about and provides clear evidence of understanding.</p>
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1 Question 1 is about research to generate design ideas.

- (a) The hat shown below was very fashionable at the beginning of the 20th century.
It is trimmed with a stuffed bird**

- (i) Describe two changes in society which would make this hat unpopular today.**

e.g. changes in the role of women, attitudes to fashion such as use of fur or other animal products, changes in composition of society such as immigration, age profile, attitudes to health and fitness, changed leisure time and pursuits.

Marks awarded as follows:

- Simple statements, e.g. 'The hat involves cruelty to animals'. (1mark)
- More detailed statements, e.g. 'women now go out to work so elaborate fashions which restrict movement would be impractical in today's world'. (2 marks)

2 changes, 2 marks each

(4 marks)

- (ii) Describe one feature of this hat which could be used in modern designs.**

e.g. shape of hat / brim, feather decoration, colour range.

**Any appropriate feature, 1 mark
plus some detail of how it might be used 1 mark**

(2 marks)

- (b) The factors shown in the chart below should be considered when designing a product.**

Explain why each is important.

- (i) trend forecasts**

e.g. to ensure product is up to date (1 mark), so it will sell (1 mark), to see what other designers are doing (1 mark), indication that a trend forecast relates to the future (1 mark), so that colours, fabrics, styles are up to date (1 mark).

3 points, 1 mark each

(3 marks)

(ii) method of manufacture

e.g. may need to keep design simple for mass manufacture (1 mark),
reference to decorative techniques (1 mark),
one-off production allows for more elaborate work (1 mark),
cost of manufacture (1 mark),
may affect choice of fabrics and components (1 mark)
machinery/labour requirements (1 mark)

Any 3 points, 1 mark each

(3 marks)

(iii) target market

e.g. potential selling price (1 mark),
styles worn by target market (1 mark),
targeted retail outlet (1 mark),
typical occasions for which consumer will buy product (1 mark).

Any 3 points, 1 mark each

(3 marks)

15 marks

2 Question 2 is about designing your product.

**(a) You have been asked to show your design ideas.
Use the information given in the design brief on page 3.**

(i) Use pencil to draw and label two different design ideas for your product.

Marks will be awarded for

- **quality of two different design ideas** (2 x 3 marks)
- **quality of notes and sketches.** (2 x 2 marks)

2 sketches to show **different** initial ideas for product. These may be completely different products or very different interpretations of the same product.

Marks awarded as follows:

Quality of ideas

Look for originality and different features in terms of shape of the product and decoration.

- Immature and unimaginative ideas presented. Idea may show decoration or product shape only. Simple copied ideas, may be inappropriate. 1-2 marks
- Sound ideas with some attempt to be imaginative. Designs may be similar in style with some minor differences. May be a 'tried and tested' design with attempt to give it a new twist. 3-4 marks
- High quality designs which are very different or very different interpretations of the same product, and with strong evidence of originality. It will be clear what is intended. 5-6 marks

Quality of notes and sketches

Look for clarity of notes, good graphical skills. Do not be swayed by colour in sketches as candidates are not required to colour initial ideas and the use of colour can make sketches look better than they actually are.

- Work presented lacks clarity and may lack care in presentation. Notes add little extra information, may be simple labelling. Graphical skills are immature. 1-2 marks
- Work presented with care, notes will add clarity to sketches. Strong graphical skills show clearly what is intended. 3-4 marks

(10 marks)

(ii) Explain how the design idea you have chosen would appeal to the target market of young adults.

Candidate is expected to evaluate suitability of selected design idea for target market of young adults. Reference may be made to style, use of decoration, fabrics, components as appropriate.

Marks awarded as follows:

- Simple statements, e.g. 'It looks special' 1 mark
- More detailed statements with example, e.g. 'using antique lace is fashionable and fits in with the historical theme.' 2-3 marks

(3 marks)

(b) Use sketches, labels and notes to present a final design for your product.

Marks will be awarded for

- use of fabric and components (4 marks)
- use of 20th century inspiration (3 marks)
- originality and quality of the design including the decoration (8 marks)
- use of colour (3 marks)
- presentation of the final idea. (3 marks)

Final design for product to include:

Use of fabrics (F) and components (C)

Marks awarded as follows:

To access full marks, the main fabric must be indicated.

- Little or no indication of fabric type, it may be used inappropriately. May give only limited range of fibre types, e.g. 'cotton'. Components may be inappropriate or over-used.
1 mark
- Clear indication of fabric and/or components, some of which may be interesting or appropriate for product. Fabrics will tend to be basic or used in an uninspired way. Components clearly used but may lack sparkle 2-3 marks
- Thoughtful and/or imaginative selection of fabric and components, probably more than one, which are totally appropriate for product. Work will have evidence that candidate has tried to use fabric and components in an innovative way.
4 marks

Use of C20th inspiration

Marks awarded as follows:

In order to access the top mark range, it must be apparent, from the design or annotation, where the C20th inspiration has come from.

Look for evidence of more than one hat shape, different styles, a range of fabrics and components, decorative techniques, and other different elements of hats which reflect the C20th.

- Little evidence of historical influence. Product may be a copy of a present-day product and/or look like a hat, with little adaptation made. 1 mark
- Clear use of theme but may not be most interesting or appropriate for product. Candidate will not have explored possibilities and products will tend to be close copy or theme used in an uninspired way. It will be clear that the C20th hat theme has been used in some way. 2 marks
- Clear and original use of theme which is appropriate for product. Candidate will have explored possibilities and used them to produce an exciting and original new product. There will be clear indication that the C20th inspiration has been used to good effect. 3 marks

Originality and Quality of design including decoration (D)

The following should be considered:

Modern, original and imaginative design, balanced composition/effective use of space, effective proportions, appropriate for intended use, will the design work?

Use of decorative techniques and components which are in keeping with the fabrics selected - use of components may be functional and/or decorative. Suitability of product for exclusive shop specializing in hats.

Marks awarded as follows:

- Lack of detail, unimaginative design which may not be appropriate, may not clearly relate to spec, poor use of space, design is unco-ordinated 0-2 marks
- Unimaginative design with some thought given to intended end use. Relates to most areas of spec but this may not be clear, overall balance weak. May be close copy of existing product. Decoration/components added as an afterthought. 3-4 marks
- Sound design related to all aspects of spec with clear detail about product – this may be inappropriate in places. Design lacks some imagination but is likely to be popular. Overall composition may be weak. There may be some lack of clarity about decoration or components. Product may have some weaknesses. 5-6 marks
- Product will be modern and likely to sell well. Design clearly relate to all aspects of spec. High quality and imaginative design for product, suitable for sale in exclusive shop. 7-8 marks

Use of colour

This is not about colouring in of the design idea. The following should be considered:

How has colour been used? Are the colours toning, contrasting, complementary? Do they work for the product? Do they promote a feeling of nostalgia?

Marks awarded as follows:

- Colour is immature and not used to effect. 1 mark
- Colour used well but does not make product exciting. 2 marks
- Used effectively/imaginatively, mature and sensitive choice 3 marks

Presentation

This is about the way in which the candidate communicates ideas using graphical and written communication. Look for clarity of detail, neatness, obvious care taken, extra detail shown. Does not have to include other views, e.g. of back or side, to be awarded full marks.

Marks awarded as follows:

- Lack of care in presenting work, weak graphical skills, candidate will not communicate detailed information about product 1 mark
- Candidate has taken care with presentation and labelling and most information about product is clear. 2 marks
- Well presented showing detail of product which will include extra information, e.g. 'blown up' sections or other, labelling is clear and there is clear communicated what is intended. 3 marks

(21 marks)

34 marks

3 Question 3 is about the development of ideas for your product.

(a) (i) Name one decorative technique you have chosen.

e.g. appliqué, embroidery, printing, dyeing, decorative use of components, decorative weaving.

(1 mark)

(ii) Explain why you think it is suitable for your product.

Reference may be made to style of product, suitability for fabric used, appeal to target market, safety issues, relates to theme.

Marks awarded as follows:

- Simple statements, e.g. 'It looks nice'. 1 mark
- More detailed statements, e.g. 'the embroidery gives a lot of surface texture to achieve the historical look so the design is in keeping with the theme'. 2-3 marks

(3 marks)

(b) (i) Name one construction technique you have chosen.

e.g. seam type, edge finish, manipulation/shaping technique.
Must be construction technique.

(1 mark)

(ii) Explain why you think it is suitable for your product.

Marks can be awarded here even if (b)(i) is incorrect.

Reference may be made to strength, neatness of finish, appropriateness for fabric and/or style.

Marks awarded as follows:

- Simple statements, e.g. 'It has a seam'. 1 mark
- More detailed statements, e.g. 'the open seam gives a flat finish which will not spoil the embroidery decoration'. 2-3 marks

(3 marks)

(c) Explain how product analysis can help a designer to plan for the manufacture of a new product.

e.g. can give ideas for template for cutting of fabric, show what components are required, give information about order of making, give information about techniques needed, help plan QC checks.

Marks awarded as follows:

- Very basic detail with little explanation or examples. Explanation is confused. This candidate displays little knowledge and is unable to explain benefits. (1 mark)
- Basic detail, explanation is adequate with a limited range of examples. This candidate has a good grasp of the benefits of a disassembly. (2 - 3 marks)
- Detailed and clear explanation including a range of examples. Candidate understands and can clearly explain benefits of disassembly. (4 - 5 marks)

(5 marks)

13 marks

4 Question 4 is about consumer choice in relation to your product.

- (a) Advertising a new product is important.
Give two reasons for advertising.**

e.g. to bring new products to attention of potential consumers, to persuade customers to buy product, to show customers how features of the product might suit their needs, to keep the loyalty of existing customers.

Any 2 appropriate functions, 1 mark each

(2 marks)

- (b) Your product is to be sold in a specialist shop.
Describe and evaluate one way in which it could be advertised.**

Specialist shop may be a specialist chain, designer shop, shop that sells hat products only.

e.g. fashion magazines show latest fashions but are not read by everyone, also they are national so it may not be possible for interested consumers to visit the shop, local newspaper bring shop to attention of local people but not everyone reads it and it may not reach consumers outside of the local area, shop window attracts people to go into the shop but will only be seen by those passing by, television can reach a wide audience but many people do not watch advertisements, radio will be heard by many but the product cannot be seen, flyers can be delivered to homes in selected areas but many people ignore them, use of celebrities, internet websites, billboards, fashion shows, in-store promotions.

Marks awarded as follows:

- Very basic detail, candidate will possibly give inappropriate methods of advertising, and the explanation may be confused. There will be little evaluation..
1 mark
- Appropriate methods selected and adequate explanation. Sound attempts to evaluate its effectiveness and possibly some examples given, but this will tend to be one-sided.
2 marks
- Detailed explanation of method, it is likely that examples will be given. Candidate provides a true evaluation of the likely effectiveness for situation given. 3 marks

(3 marks)

5 marks

5 Question 5 is about fabrics and components used in textile products for a baby.

(a) The pages of the activity book are made from a plain weave cotton fabric.

Explain why the manufacturer has chosen this fabric.

e.g. **Cotton** is strong and hardwearing so it will last, is absorbent so it can be easily printed on and is non-static, is washable for hygiene, does not cause allergies so suitable for young child, is pleasant to touch.

Plain weave is strong, is smooth for printing on, has no distinct pattern to distract, holds its shape well so book will stay in good condition. Not 'cheap, easily available, safe'.

Marks awarded as follows:

- Very basic detail with limited number of fibre qualities but probably no reference to fabric construction. Explanation is confused and there will be many inaccuracies. Points raised will possibly not relate to book. 1-2 marks
- Sound detail of a range of qualities which is mostly accurate. Points tend to relate to fibre but there will probably be some attempt to refer to fabric qualities and use of book. 3-4 marks

Sound and accurate detail of a range of fibre and fabric qualities. These will be clearly related to use of book. 5-6 marks

(6 marks)

(b) The flower on the left-hand page of the activity book is made from a polyester satin fabric.

Explain the use of this fabric.

e.g. the **satin** is shiny and smooth so represents lily well and provides a change in texture for the child to touch. The **polyester** makes the fabric lightweight, washable and adds strength. However, the satin weave is not resistant to abrasion and may 'pull' and snag after some use.

Marks awarded as follows:

- Simple statements, e.g. 'It is soft and shiny and strong'. Little thought about the negative side of the fabric. 1-2 marks
- More detailed statements, e.g. 'the satin is smooth and shiny so will have a different texture to the pages but the satin will snag after awhile because of the loose weave'. 3-4 marks

(4 marks)

- (c) **The activity book is fastened with Velcro.
Compare the use of Velcro with press studs for this product.**

e.g. **Velcro** is soft and easy to fasten, it is safe for a child, interesting sound effect.

Poppers are not so easy to fasten and can fall off posing a danger of swallowing for a child.

Any 3 points, 1 mark each.

(3 marks)

13 marks

6 Question 6 is about industrial manufacture of the activity book shown on the insert sheet.

- (a) Explain how the use of computer technology could help to apply the lettering to the page.**

e.g. use of scanner to collect images, use of paint programmes, ability to manipulate designs / colours, 'virtual reality' samples, design taken direct from computer to printer, digital printing, computerized control of screen making, accurate placement of colour blocks, computerised embroidery.

Any 3 points, 1 mark each

An expansion of a point may count for a mark.

(3 marks)

- (b) These activity books are manufactured in quantity to sell in shops. It will be important that they are made to a high standard,**

Explain how the manufacturer can ensure that all the pages are the same size.

e.g. accurate cutting, straight and accurate stitching, keeping an even seam allowance, using a stitching guide on a machine.

Any 3 points, 1 mark each.

An expansion of a point may count for a mark

(3 marks)

6 marks

7 **Question 7 is about the design and manufacture of a bag for a child.**

(a) **It is made from 100% polyester fleece fabric.
Explain why this fabric is suitable for the bag.**

e.g. strong and hardwearing so bag will last and cope with daily wear, easy to clean, soft for a child, fluffy to give 'doll' effect, not easy to set alight for safety, has thickness to give depth to features, not absorbent so will dry quickly.

Marks awarded as follows:

- Simple statements, e.g. 'It is soft and strong'. Little thought given to the end use of the fabric. Points will tend to be only about the fibre or fleece and will show some confusion
1-2 marks
- More detailed statements, e.g. 'the fabric is fluffy so gives depth to the embroidered features'. There will be consideration of the qualities of fibre and fabric in relation to the end use 3-4 marks

(4 marks)

(b) **The information shown below was on the label attached to the bag.**

Explain why the consumer is advised to keep the bag away from fire.

Safety warning (1 mark),
polyester fabrics melt and drip when burnt (1 mark),
this can cause serious burns (1 mark),
air trapped in fleece fabric can cause 'flash' effect (1 mark).

Any 3 points, 1 mark each.

A well reasoned explanation of a point may count for a mark.

(3 marks)

**(c) Many textiles products are made overseas.
Discuss the reasons for this.**

e.g. skilled / specialist labour in other countries, cheaper labour, use of computers for instant communication about designs and manufacturing, cheap transport to get finished goods to where they are needed, lower costs of building factories abroad, less legislation about working conditions, modern machinery which is able to produce high quality goods in a short time.

Marks awarded as follows:

- Very basic information with limited number of points.
Explanation is confused with many inaccuracies. (0 - 2 marks)
- Sound information covering a range of issues and which is mostly accurate. Points may cover a number of areas superficially or may cover a few in some detail. (3 - 5 marks)
- Sound and accurate information covering a range of issues.
Candidate will be informed and information will be accurate and up-to-date. (6 - 7 marks) (7 marks)

(7 marks)

14 marks