

# Candidate Style Answers

## **GCSE Design and Technology: Graphics**

OCR GCSE in Graphics: J303

Unit: A532

These candidate style answers are designed to accompany the OCR GCSE Graphics specification for teaching from September 2009.

# GCSE Design and Technology: Graphics

## Unit A532 Sustainable Design

OCR has produced these candidate style answers to support teachers in interpreting the assessment criteria for the new GCSE specifications and to bridge the gap between new specification release and availability of exemplar candidate work.

This content has been produced by senior OCR examiners, with the support of the Qualification Manager, to illustrate how the sample assessment questions might be answered and provide some commentary on what factors contribute to an overall grading. The candidate style answers are not written in a way that is intended to replicate student work but to demonstrate what a “good” or “excellent” response might include, supported by examiner commentary and conclusions.

As these responses have not been through full moderation and do not replicate student work, they have not been graded and are instead, banded “medium” or “high” to give an indication of the level of each response.

Please note that this resource is provided for advice and guidance only and does not in any way constitute an indication of grade boundaries or endorsed answers.

| <b>18d) The style of packaging and its graphics become unfashionable very quickly. Discuss why this is the case. (7)</b>  |   |
|---|---|
| <i>Candidate style answer</i>   | <i>Examiner’s commentary</i>  |
| <p><i>Everybody wants fashionable things. A good example of a fashionable thing is the pakaging for mobile telephones. They usually have a printed image and specification for the telephone on them. They would look silly with an old telephone on them.</i></p> <p><i>The reason why packaging becomes unfashionable so quickly is the products inside the boxes change. People would not want a new product in an old box. The reason why we have so many new products is manupfacturing processes to make electronic components have become smaller and cheaper.</i></p> | <p><b>Medium level response</b></p> <p>Some discussion, showing an understanding of the meaning of ‘unfashionable’ in the context of packaging and its graphics.</p> <p>Some use of specialist terms, such as specification and components.</p> <p>The information is presented for the most part in a structured format (sentences and paragraphs).</p> <p>There are occasional errors in spelling, grammar and punctuation.</p> <p>The candidate has largely focussed on describing fashionable packaging rather than why packaging becomes unfashionable.</p> <p>The candidate has focussed on a single reason why packaging becomes unfashionable so quickly.</p> |

**16d) The style of packaging and its graphics become unfashionable very quickly. Discuss why this is the case. (7)**

| Candidate style answer   | Examiners commentary  |
|--|---|
| <p><i>If a package is unfashionable people will not want it at that particular moment in time. For example, people used to like traditional pictures of dogs and nice cottages on chocolate boxes but they now prefer something modern and classy.</i></p> <p><i>The reason why packaging becomes unfashionable very quickly is that we now live in a world that is rapidly changing. Computers are one of the reasons why things are changing so quickly. This has resulted in globalisation – products available throughout the world through the internet. Packages have to keep up with these changes and have all the relevant symbols, such as the CE mark and recycling symbols.</i></p> <p><i>Other reasons why packaging becomes unfashionable so quickly are:</i></p> <ul style="list-style-type: none"> <li><i>• New packaging creates demand – if you keep changing the packaging it will never seem out of date to the customer.</i></li> <li><i>• Products can be re-launched with a new package. This is a way of manufactures refreshing an older product.</i></li> <li><i>• Manufacturers can change the features of a product, such as surface graphics, and extend the life of an aging product. The packaging must reflect these feature changes.</i></li> </ul> | <p><b>High level response</b></p> <p>Thorough discussion, showing a clear understanding of the meaning of ‘unfashionable’ in the context of packaging and its graphics.</p> <p>Specialist terms used appropriately throughout, such as globalisation and recycling symbols.</p> <p>The information presented in a structured format (sentences, paragraphs and bullet points).</p> <p>The candidate has demonstrated accurate use of spelling, punctuation and grammar.</p> |

## Mark scheme

**16d) The style of packaging and its graphics become unfashionable very quickly.  
Discuss why this is the case.**

### **Level 1 (0-2 marks)**

Basic discussion, showing some understanding of the meaning of 'unfashionable' in the context of packaging and its graphics. Can provide a basic understanding why this is the case. There will be little or no use of specialist terms. Answers may be ambiguous or disorganised. Errors of grammar, punctuation and spelling may be intrusive.

### **Level 2 (3-5 marks)**

Adequate discussion, showing an understanding of the meaning of 'unfashionable' in the context of packaging and its graphics. Can provide an adequate understanding why this is the case. There will be some use of specialist terms, although these may not always be used appropriately. The information will be presented for the most part in a structured format. There may be occasional errors in spelling, grammar and punctuation

### **Level 3 (6-7 marks)**

Thorough discussion, showing a clear understanding of the meaning of 'unfashionable' in the context of packaging and its graphics. Can provide a thorough understanding why this is the case. Specialist terms will be used appropriately and correctly. The information will be presented in a structured format. The candidate can demonstrate the accurate use of spelling, punctuation and grammar.

Discussion could include:

- In style and out of style with trends
- Continually changing designs of products
- Minor 'feature' changes / re styling
- 'Feeling' out of date
- Re-launching products