

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

**DESIGN AND TECHNOLOGY
(PRODUCT DESIGN)**



B804

PILOT

UNIT 4 Designing Influences

Friday

23 JUNE 2006

Afternoon

1 hour 30 minutes

Candidates answer on the question paper.
Additional materials: None

Candidate
Name

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Centre
Number

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Candidate
Number

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TIME 1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the spaces provided.
- You must answer **all** questions.
- Write your answers, in blue or black ink, in the answer booklet provided.
- Only use blue or black ink or dark pencil (HB) when sketching.
- Read each question carefully and make sure you know what to do before starting your answer.
- Do not write in the bar code. Do not write in the grey area between the pages.
- **DO NOT WRITE IN THE AREA OUTSIDE THE BOX BORDERING EACH PAGE. ANY WRITING IN THIS AREA WILL NOT BE MARKED.**

INFORMATION FOR CANDIDATES

- The total number of marks for this paper is **60**.
- **Section A is worth 30 marks.** You are advised to spend no more than 45 minutes on this section.
- **Section B is worth 30 marks.** You are advised to spend no more than 45 minutes on this section.
- The number of marks is given in brackets [] at the end of each question or part question.
- You will need to select **one** trendsetter or designer from the table when answering Section B of this paper. The 'Trend setter' and 'Iconic product' must be linked to **one** material area.

This question paper consists of 13 printed pages and 3 blank pages.

SECTION A

You are advised to spend 45 minutes on this section.

- 1 Fig. 1 shows the packaging for some biscuits.
The packaging uses different text layout styles.

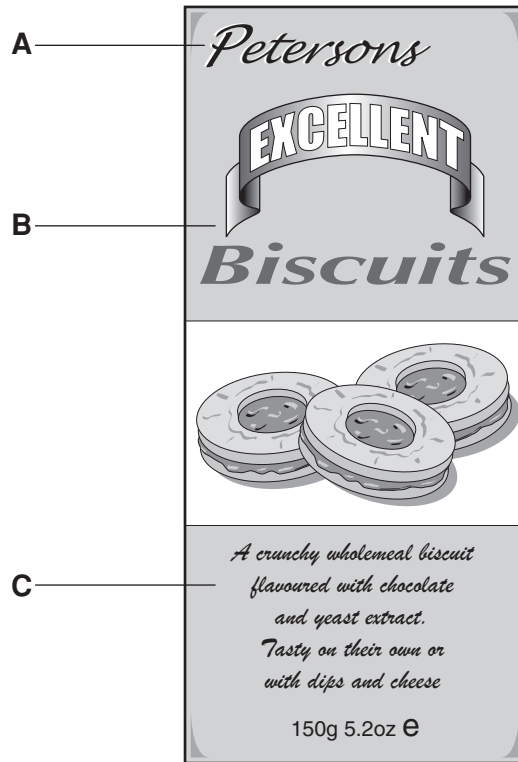


Fig. 1

- (a) Complete the table below to identify the types of text layout on the biscuit packaging.
The first one has been done for you.

	Type of text layout
A	Left justified text
B	
C	

[2]

- (b) Give **two** properties that the packaging material for the biscuits should have.

Property 1 _____ [1]

Property 2 _____ [1]

(c) List **three** pieces of information that all food packaging is required to have by law.

1 _____ [1]

2 _____ [1]

3 _____ [1]

(d) Write a short evaluation of the aesthetics of the biscuit packaging.

[Total: 10]

2 Fig. 2 shows a pair of training shoes.

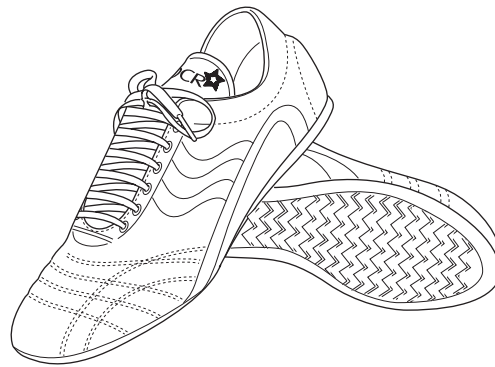


Fig. 2

(a) State **three** design features of training shoes.

Feature 1 _____ [1]

Feature 2 _____ [1]

Feature 3 _____ [1]

(b) Give **two** reasons why companies use logos or trademarks on their products.

Reason 1 _____ [1]

Reason 2 _____ [1]

(c) Many products sold in the United Kingdom are manufactured overseas.

Give **two** reasons why companies choose to manufacture their products overseas.

Reason 1 _____ [1]

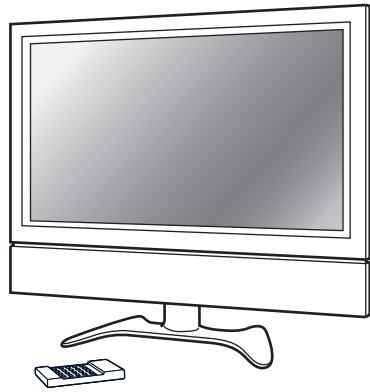
Reason 2 _____ [1]

(d) Explain why some people think it is unethical for companies to manufacture products overseas.

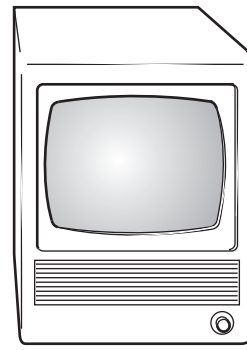
[3]

[Total: 10]

3 Fig. 3 shows a modern television and a television from the 1950's.



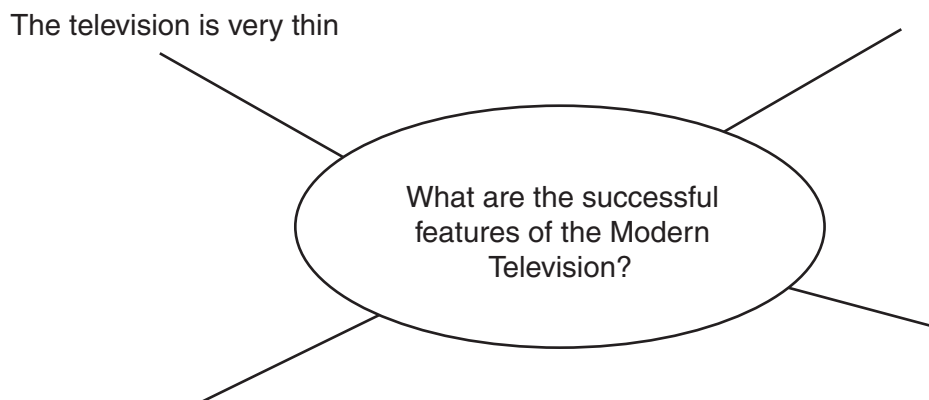
Modern television



1950's television

Fig. 3

(a) Complete the diagram below by adding **three** other successful features of the Modern Television.



- (b) Explain why **two** of the features you have identified have made the modern television successful. An example has been done for you.

Point 1 The television is very thin.

Explanation: Advances in technology have meant that the screen of the television is much thinner so it takes up less space in the room.

Point 2 _____

Explanation

_____ [2]

Point 3 _____

Explanation

_____ [2]

- (c) Explain why many people replace electrical products even when they are still working.

_____ [3]

[Total: 10]

SECTION B

You are advised to spend 45 minutes on this section.

This question draws upon the research you carried out as part of your examination preparation.

4 The table below shows the eras, trend setters and iconic products for this examination.

	Material area	Eras and Movements	Examples of Trend setter products and designers	Examples of Iconic products from this area
1	Resistant Materials	30s and 40s	Bakelite	Radio, TV or other domestic product made predominately in Bakelite
2	Graphics	30s	Harry Beck	London Underground map
3	Electronics	90s	Microchips	Mobile phone
4	Textiles	90s	Goretex	Sports clothing
5	Food	40s	British Government	War time rationing

(a) Trend setter or designer chosen from the table above

Explain the importance of this trend setter or designer.

5 This question draws upon the research you carried out as part of your examination preparation.

You will need to:

- Write a specification
- Produce a range of initial ideas
- Develop **one** idea
- Give details of the final proposal

Five different design needs are given below.

Please indicate using a [✓] **one** design need you are going to consider.

	Design need	✓
Resistant Materials	A company that produces mirrors and shelving units wants to produce a wall mounted mirror in the style of 30s and 40s bakelite products.	
Graphics	An invitation to a school's 'prom' based upon the 1930's. The invitation must reflect the graphic style of the era.	
Electronics	A mobile phone producer requires an audible 'attack' alarm that can be attached to a mobile phone in order to improve an individual's personal safety. The device will be sold as an accessory. Details of the electronic system must be given.	
Textiles	A 'Goretex' hat to be used by athletes during training.	
Food	A nutritious and appetising 'war time' meal is needed for year 9 pupils as part of a project on the second world war.	

(a) Identify **four** design specification points for your chosen design need.

1 _____ [1]

2 _____ [1]

3 _____ [1]

4 _____ [1]

[Turn over

(b) Use sketches and notes to show your initial ideas.

(c) Use sketches and notes to develop **one** of your initial ideas.

- (d) Give details of your final proposal showing how it meets the four design specification points you identified in part (a) of this question.

