

**GENERAL CERTIFICATE OF SECONDARY EDUCATION**  
**DESIGN AND TECHNOLOGY (PRODUCT DESIGN)**  
Designing Influences

**A554/IT**

**INSTRUCTIONS FOR TEACHERS**

**To be opened on receipt**

**JANUARY AND JUNE 2011**



**INFORMATION FOR CENTRES**

- This document consists of **2** pages.

For examination in January and June 2011 Centres should prepare their candidates to answer questions on the following:

	<b>Era or Movement</b>	<b>Trend setter</b>	<b>Iconic product</b>
1	1910 – 1930	Marcel Breuer	Wassily Chair
2	1920s	Coco Chanel	‘flapper’
3	1870 – 1880	William Morris	Block printed wallpaper
4	1960s + 1970s	Light emitting diodes	Pulsar watch
5	1970s	Convenience foods	Vesta curry

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.