

# **Design and Technology**

General Certificate of Secondary Education

Unit **A554**: Designing Influences

## **Mark Scheme for June 2011**

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PO Box 5050  
Annesley  
NOTTINGHAM  
NG15 0DL

Telephone: 0870 770 6622  
Facsimile: 01223 552610  
E-mail: [publications@ocr.org.uk](mailto:publications@ocr.org.uk)

Question			Expected Answer			Mark	Additional information
1	(a)	(i)	<b>Design</b> Lid Different colours Non breakable Screw on lid Spout / teat Stable Transparent Squat Twist & lock lid Two handles Handles Rubber handles / grips	<b>Use / function</b> Changes colour Easy to fill Easy to use Non drip Non spill See the contents Comfortable / easy to hold Slow release / small amounts of liquid	<b>Ergonomics / Hygiene</b> Correct sized handles / teat Easy grip Easy to clean Hygienic Lightweight Shaped spout Soft to touch/hold Washable Easy to drink from	[3]	Do not reward: Light, plastic, "the shape".  Do not reward "Ergonomic" on its own – look for a specific point made eg size of handles.  One words responses acceptable.  1 x [1] x 3 for any correct responses.
	(b)	(i)	The plastic (cup) will change colour [1]  Once the drink has cooled down, the original colour will return [1] The changed colour is a warning to parents / child [1] Thermochromic plastic (the cup) is temperature sensitive [1] The process is reversible [1]  1 mark for each point up to [2] or 1 mark for point plus explanation.			[2]	Do not accept: <ul style="list-style-type: none"> <li>the plastic may go soft or change shape or expand</li> <li>thermoplastic – it must be a product that reacts (changes) to the environment/stimulus.</li> </ul> Do <b>not</b> reward answers that are derived from the question: "changes will occur / happen"

Question	Expected Answer	Mark	Additional information
(ii)	<p>1<sup>st</sup> aid equipment (heat pads, invisible skin, microencapsulated dressings), Carbon nano tubes, hydrogel,            Adult drinking mugs            Disco jewellery / glow in the dark jewellery            Electric kettle / pans / mugs            Braces (dental)            Inks            Ladies tights / socks            Pens            Spectacles / glasses            Sports clothing / gortex applications            Sunglasses lenses / Reactolite            Super elastic spectacles            T shirt            Temperature sensors (eg thermometer)            Trainers            Watches that contain quartz crystals (watch, alarm)            Memory foam (bed)            Touch screen            Oven gloves            Self cleaning windows.</p>	[2]	<p><b>NB The question is about “smart materials” so answers <u>other</u> than reference to thermochromic inks/ plastics will be rewarded.</b></p> <p>1 mark for each point up to [2] Do not reward extended / explanation or other details just the points.</p> <p>Reward one piece of clothing unless specific details given.</p> <p>The list is not exhaustive. Reward any correct product using “smart” materials.</p> <p>Do not reward “materials” Smart oil / grease / gels it needs a product.</p>
(c)	<p><b>Example 1:</b> The use of temperature changing crystals [1] when added to a woman’s bra [1] can sense rises in temperature [1] and hence can be used as an early indicator of breast cancer [1].</p> <p><b>Example 2:</b> Photochromic lenses [1] that darken when exposed to UV light [1]. Filter lenses provide [1] UV protection [1].</p> <p>Both examples have four points which are rewardable which includes an example product.            but maximum of three [3] will be given.</p> <p>Award [1] for the example (product / process) plus up to 2 for explanation (even if no example given).</p>	[3]	<p>The <b>modern technologies</b> can refer to:            Processes            Manufacturing techniques            Smart materials  <b>or</b> Modern materials.</p> <p>An answer such as: Quartz crystals are naturally occurring but because they give off a charge [1] when a pressure is added they can be used as detonators [1] gains no reward. This statement is not about <i>new technologies</i> <b>nor</b> about opportunities.            Answers may be directed at the consumer but will reflect the opportunities for designers <b>or</b> manufacturers.</p>
	<b>Total</b>	<b>[10]</b>	



Question	Expected Answer	Mark	Additional information
3 (a)	<p>Allows ball to be hit harder / you can hit the ball harder            Allows bigger / head / sweet spot            Better / different materials (* example No. 1)            Better / longer reach (* example No. 2)            Better balance            Better distribution of pressure / shock            Ergonomically designed            Less warping            Lower cost of strings            More adjustable – re tension of strings            More aerodynamic            More comfortable            More consistent strings            More durable strings            More shock absorbent            Stronger            Tension without warping            Thinner frame / rim / neck.</p>	[3]	<p>Any point [1] mark each different points total [0-3].</p> <p>Do not reward part (b) from content written in part (a). The explanation is rewarded in part (b) when written in part (b) only.</p> <p>Do not credit reference to Aesthetics.</p> <p>Do not accept: lump on end of handle (spot the difference).</p> <p>Do not reward “lightweight” its has been given.</p>
(b)	<p>An explanation of <b>two different</b> points that justify the choice in part (a)</p> <p><b>Point 1:</b> Better / different materials  <b>One mark [1]</b> for a simple explanation such as: the material allows different profiles for the head [1].</p> <p><b>Two marks [2] for a detailed explanation</b> such as: the material allows different profiles for the head [1] which allows for a more lightweight structure [1].</p> <p><b>Point 2:</b> Better / longer reach  <b>One mark [1]</b> for a simple explanation such as: shorter players find it difficult to reach some shots [1].</p> <p><b>Two marks [2] for a detailed explanation</b> such as: shorter players find it difficult to reach some shots [1]            New materials can allow longer handles [1].</p>	[4]	<p>If the point given in (a) is incorrect eg cheap in part (a) but a clear explanation is given the marks can be awarded accordingly.</p> <p>Allow other explanations of lightweight ie you can use them longer, easier to transport.</p> <p>Do not accept reference to splinters.</p> <p>The explanation requires a point to be explained and/or the reason why the feature is successful.</p> <p><i>For your information:</i>  <i>Originally laminated wood followed by steel, aluminum, carbon fibre composites were introduced, and other materials were added to the composites, alloys (boron), ceramics, glass fibre, titanium and graphite</i></p> <p><i>Originally the strings used natural gut, but the vast majority of strings are now nylon or polyester synthetic. Some users consider the natural string to be more responsive, providing a better “feel” (therefore not a rewardable modern improvement) but synthetic is favored for its much superior durability, consistency, as well as much lower cost.</i></p>

Question	Expected Answer	Mark	Additional information
(c)	<p>Part (c) can refer to any product and is <b>not</b> restricted to tennis rackets or “Design Classics”.</p> <p>Example 1: The style has been very influential style (adopted by many other countries) [1], The <b>London underground map</b> [1] is easy to read / follow by non-English speaking traveller [1].</p> <p>Example 2: Using simple lines [1] and new materials [1] <b>The Wassily chair</b> [1] still influence designs and designers today [1]. (reward [3] marks maximum no matter how much detail is given).</p> <p>Reasoning needs to be given before the example can be rewarded. Just saying “Wassily chair” without qualification gains no marks.</p>	<b>[3]</b>	<p>The question is about a “product” not a “design classic” so reward accordingly.</p> <p>Reward any product which has not fundamentally changed over the years.</p> <p>For example: A <b>ruler</b> [1] has not changed over the years. Because it has to have a straight edge to draw lines [1] and measurements indicated to measure [1].</p>
<b>Total</b>		<b>[10]</b>	

**Question 4 overarching comments:**

4a	<p><b>Continuous prose – question marked for quality of written communication [6 marks]</b> Bullet Point list maximum of 2 marks <b>Only <u>one</u> Trend Setter must be referred to.</b></p> <p><b>Level 1 (0 - 2 marks)</b> <b>Basic analysis</b> showing <b><u>some</u> understanding</b> of the Trend Setter being influential. There will be little or no use of specialist terms. Answers may be ambiguous or disorganized. Errors of grammar, punctuation and spelling may be intrusive. If reference to “Iconic Product” <b>only</b> provided then maximum of 2 marks.</p> <p><b>Level 2 (3 - 4 marks)</b> <b>Adequate analysis</b>, showing <b><u>reasonable</u> understanding</b> of the Trend Setter being influential. There will 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 will be occasional errors in grammar, punctuation and spelling. Reference to the trend setter other than the iconic product required for access to this level or level 3.</p> <p><b>Level 3 (5 - 6 marks)</b> <b>Thorough analysis</b>, showing a <b><u>detailed</u> understanding</b> of the meaning of the Trend Setter being influential. 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 grammar, punctuation and spelling but with some minor errors.</p>
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<p><b>4a</b></p> <p><b>Marcel Breuer</b></p> 	<p>Taught at the Bauhaus in the 1920s.  Pioneered the design of tubular steel furniture.  Innovative and experimental wooden furniture  Influential architect and designer  Clear understanding and user of the "form follows function" principle  First to use tubular steel in furniture  Pioneer of Minimalism  Experimenter with bent and formed plywood  Commissioned for numerous monumental civic structures <i>[with some of the more notable being The UNESCO World Headquarters (Paris) The Whitney Museum of American Art (NYC) The University of Massachusetts Campus Centre in Amherst the headquarters of The Departments of HUD and HEW in Washington D.C. St. John's Abbey (Minnesota) and The Atlanta-Fulton Central Branch Public Library (Atlanta).]</i>  Residential commissions <i>[The Wolfson House Breuer House and The Frank House.]</i>  Concept of 'binuclear' house with separate wings for different functions (bedrooms / kitchen)  Distinctive butterfly roof and use of concrete.</p>	<p><b>4b</b></p> <p><b>Wassily Chair</b></p>	<p>Used tubular steel available in both a folding and a non-folding versions  Black and white fabric available  Pulled taught and held in tension with springs at rear  Post war version that replaced the fabric with black leather straps  Wire-mesh fabric version produced later  Revolutionary in the use of the materials (bent tubular steel and canvas) and methods of manufacturing  Only made possible by the development of the process for making seamless steel tubing  Influencing other designs today  Influenced on modern day sun beds and garden chairs.</p> 
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Pioneering French fashion designer  
 Single-handedly launched a fashion empire  
 Fans make pilgrimages to her Paris apartment  
 She borrowed from menswear and introduced vogue sportswear and bell bottom pants  
*[accept jeans]* for women  
 Steered women away from the fussy frilly corseted styles of post World War I and towards understated elegance simplicity and comfortable chic  
 Created a new look for women in the 20th century  
 Named in *Time's* one hundred most influential people of the twentieth century  
 One the most important figures in the history of twentieth century fashion.  
 Creating clothes that were primarily comfortable.  
 Made fashion more affordable and accessible  
 A Modernists  
 A handbag is still seen as a landmark purchase for women of increasingly younger ages  
 The Chanel No.5 scent is the best selling in the world  
 Costume jewelry rather than showing off wealth  
 The interlocking Cs of Coco Chanel remain one of the ultimate brand insignia  
 Coco Chanel's bobbed hair bright red lips and outspoken manner also broke the mould.  
 This smoking outspoken woman  
 Had relations with the English industrialist  
*[Arthur "Boy" Capel - who lent her the money to buy Rue Cambon - Igor Stravinsky and the second Duke of Westminster Hugh "Bendor" Grosvenor the richest man in Europe.]*  
 Currently the brand could not be more alive with watches, beauty fragrance, women's wear and new stores.

#### 4b The Flapper



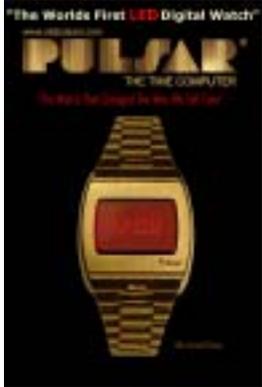
***Flapper is the style but accept references to Flapper dress and other elements of the "Flapper style"***

*The costume history image in our minds of a woman of the 'Roaring Twenties' is actually likely to be the image of a flapper.*

Flappers did not truly emerge until 1926  
 Flapper fashion embraced all things and styles modern.

A fashionable flapper had: short sleek hair, a shorter than average shapeless shift dress, a chest as flat as a board, wore make up and applied it in public, smoked with a long cigarette holder, exposed her limbs and epitomised the **spirit of a reckless rebel** who danced the nights away in the Jazz Age.

<p><b>4a</b></p> <p><b>William Morris</b></p> 	<p>English architect furniture and textile designer Artist and writer Socialist Associated with the Pre-Raphaelite Brotherhood and the English Arts and Crafts Movement. He founded the <i>Oxford and Cambridge Magazine</i> an outlet for his poetry and a forum for development of his theories of hand-craftsmanship in the decorative arts. Profound impact on the decoration of churches and houses in the 20th century Morris's chief contribution was as a designer of repeating patterns for wallpapers and textiles many based on a close observation of nature. He was also a major contributor to the resurgence of traditional textile arts and methods of production. Morris was an important figure in the emergence of socialism in Great Britain Founded the Socialist League in 1884 He devoted much of the rest of his life to the Kelmscott Press which he founded in 1891.</p>	<p><b>4b</b></p> <p><b>Block Printed Wall Paper</b></p>	<p>Inspired from nature, Reinstated the use of indigo dying, Used vegetable dyes Repeat patterns Reproduced and mass produced (Laura Ashley) Powerful Tasteful Designs brought drab rooms to life Hand carved from wooden blocks. Hand crafted Reintroduction of hand techniques</p> 
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<p><b>4a</b></p> <p><b>L.E.D</b></p> 	<p>A <b>light-emitting diode (LED)</b> is an electronic light source.</p> <p>The first LEDs became commercially available in late 1960s and were red. At the time they were used as replacements for incandescent indicators</p> <p>Also used in seven-segment displays firstly in laboratory and electronics test equipment then in a wider range of home appliances such as TVs radios telephones calculators and even watches. Unfortunately at the time they were not powerful enough to illuminate a certain area.</p> <p>All early devices emitted low-intensity red light but modern LEDs are available across the visible ultraviolet and infra red wavelengths with very high brightness</p> <p>LED's present many advantages over traditional light sources including lower energy consumption longer lifetime improved robustness smaller size and faster switching They are relatively expensive and require more precise current and heat management than traditional light sources.</p> <p>The compact size of LED's has allowed new text and video displays and sensors to be developed.</p> <p>Their high switching rates are useful in communications</p>	<p><b>4b</b></p> <p><b>Pulsar Watch</b></p> 	<p>In the year 1972 the first Pulsar watch was made public by the Hamilton Watch Company Pulsar Watch a division of Seiko Watch Corporation is among the leading watch brands worldwide.</p> <p>Pulsar watches are extremely elegant, classy and sparkling.</p> <p>They are wrapped up in contemporary designs by the mean of an eternal appeal.</p> <p>The stunning thick range includes watches for almost all ages of people and their taste. Through the production of modern timepiece watches it has set up a unique customer category for its brand.</p> <p>By following the same line of parent Seiko Pulsar persists to innovate captivate and shine. The expertise and novelty through which it was created mesmerized some contemporary press reports to shower a huge amount of praise on it.</p> <p>At that time it was the first of its kind incorporating digital display and electronic quartz.</p> <p>In the midst of a light emitting diode it got a new space-age look.</p> <p>Incorporated the LED the first watch of its kind to do so.</p> <p>Used in James Bond Live and Let Die movie – became the must have design icon of the period.</p> <p>The LED were heavy power consumers hence the batteries ran down very quickly.</p> <p>Initially very expensive mass production techniques and the development of the LCD display led to the miniaturisation or electronics</p>
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<p><b>4a</b></p> <p><b>Convenience foods</b></p>	<p>Easy to produce therefore convenience foods are time saving.</p> <p>Suited the change in families and the rise of the working 'single' woman.</p> <p>The development of new preservatives and drying and storage techniques led to a rise in dried (desiccated) and pre-packed ready to eat foods.</p> <p>Coincided with change in the nuclear family and the stay at home mother.</p> <p>More women went out to work people began to marry later in life and so the convenience food was born.</p> <p>The rise of Britain as a multi-cultural society also led to an greater interest in 'foreign cuisine'.</p>	<p><b>4b</b></p> <p><b>Vesta Curry</b></p> 	<p>One of the first 'ethnic' convenience foods. Rode on the wave of the 1970s food revolution which introduced European and Asian food to the British diets.</p>
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The specification (a), ideas (b), development (c) and conclusion (d) **MUST** relate to the Trend setter and / or Iconic product. Parts (a), (b) (c) and (d) **MUST** link so the design work is progressive. If parts do not link reward positively the progressive parts until they differ in direction and then do not reward any more unless a subsequent part returns to the original direction of the design activity.

<p><b>5a</b></p>	<p>One mark for each key specification point – no marks awarded for points identified in or from the question. (0-4)</p> <p style="text-align: right;"><b>[4]</b></p> <p>Each point must relate <b>specifically</b> to the design situation.</p> <p><b>Examples:</b></p> <p><b>Magazine rack:</b>           <i>Must be easy to remove and replace magazines.</i></p> <p><b>Blouse or Shirt:</b>       <i>Must have tassels for decoration.</i></p> <p><b>Wrist Watch:</b>           <i>Must be easy to read the time</i></p> <p><b>Moisture sensor:</b>       <i>Must have a warning signal when battery is low.</i></p> <p><b>Convenience food Product:</b>       <i>Must include suitable nutritional content</i></p> <p><b>Not acceptable examples:</b></p> <ul style="list-style-type: none"> <li>Must hold magazines</li> <li>Must not have wheat in it</li> <li>Easy to use</li> <li>Needs to be safe</li> <li>Must sense the moisture (but accept “when water is present”</li> </ul>	<p>A Specification point is a <b>positive</b> statement about the form, the function, user requirements, or constraints of the situation.</p> <p>The specification points should inform the design activity.</p> <p>Do not accept <b>generic points</b> such as:  good quality, strong, aesthetically pleasing,  light/lightweight, bright, eye catching, colourful, bold,  comfortable, environmentally friendly, recyclable, <b>without appropriate qualification.</b></p> <p>Examples:  <i>Bold</i> (0)  <i>Bold colours to attract attention from a distance</i> (1).  <i>Comfortable</i> (0)  <i>Comfortable to wear</i> (1)</p> <p>Do not accept ‘<b>no</b>’ points:  no sharp edges, not too big, not too heavy, not too costly (cheap), no small/loose bits, no wheat.</p>
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 Parts (a), (b) (c) and (d) **MUST** link so the design work is progressive.  
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5b	<p><b>Initial ideas</b></p> <p><b>One</b> sketched idea  <b>No</b> accompanying notes (1)</p> <p><b>One</b> sketched idea <b>with notes</b>  <b>OR</b>  <b>Two or more</b> ideas drawn with <b>no notes</b> (2)</p> <p><b>Two or more</b> ideas drawn <b>with notes</b> (3)</p> <p>A <b>range</b> of '<b>ideas</b>' drawn, <b>with notes</b>,  addressing at least <b>two specification points</b>, (4)</p> <p>A <b>range</b> of '<b>different ideas</b>', <b>with notes</b>,  addressing at least <b>two specification points</b>,  <b>And a creative approach to designing</b> (5)</p> <p style="text-align: right;">Total marks available [5]</p>	<p><b>When awarding marks for addressing the specification points marks can be awarded in (b) irrespective of the quality of the candidates specification points according to the <u>formula on the left hand column</u>.</b></p> <p><b>One word responses are labels and do not get rewarded.</b></p> <p><b>Notes</b> are complete statements that can explain, justify, exemplify or quantify a feature even if grammatically incomplete:  eg black polyester with white rayon stitching.</p> <p>Dimensions on a drawing and weights or quantities of ingredients will qualify as a note.</p> <p><b>Ideas</b> refers to:</p> <ol style="list-style-type: none"> <li>1. whole solutions or parts of a solution.</li> <li>2. conceptually different thinking.</li> <li>or 3. variations on a theme.</li> </ol> <p><b>Different</b> refers to</p> <ol style="list-style-type: none"> <li>1 variety of thinking</li> <li>2 alternative ideas</li> <li>3 <i>different</i> from each other</li> </ol> <p>Addressing specification points</p> <ol style="list-style-type: none"> <li>1. may be explicitly evidenced in the notes.</li> <li>2. implicitly evidenced in the idea.</li> <li>3. the two specification points need to be evidenced only once each, in any of the notes or the ideas.</li> </ol> <p><b>Creative approach</b> to designing is judged in the context of an examination situation with strictly limited time. Do the ideas impress you enough for just ten minutes work from a 16 year old?</p>
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<p>The specification (a), ideas (b), development (c) and conclusion (d) <b>MUST</b> relate to the Trend setter and / or Iconic product.  Parts (a), (b) (c) and (d) <b>MUST</b> link so the design work is progressive.  If parts do not link reward positively the progressive parts until they differ in direction and then do not reward any more unless a subsequent part returns to the original direction of the design activity.</p>	
<p><b>5c Development of ideas – <u>must</u> reflect the product focus</b></p> <p>One solution may be presented in more than one view:  top and front, inside and outside.</p> <p><b>One solution</b> showing an idea from the initial ideas  <b>Minimal</b> development/improvement  <b>No notes</b> (1)</p> <p><b>One solution</b> showing an idea from the initial ideas  <b>Minimal</b> development/improvement  <b>With notes</b> (2)</p> <p><b>One solution</b> showing an idea from the initial ideas  <b>Some</b> development/improvement  <b>Supporting</b> developmental <b>sketches</b>  <b>With notes</b> which refer to the design need and / or their specification (3)</p> <p><b>Clear development</b> of an idea  <b>Supporting</b> developmental <b>sketches</b>  <b>With notes</b> which refer to the design need and at least <b>one</b> of their specification points (4)</p> <p><b>Clear development</b> of an idea using <b>range of development sketches</b>  <b>With notes</b> which refer to the design need and <b>two</b> of their specification points minimum (5)</p> <p style="text-align: right;">Total marks available [5]</p>	<p>A reminder of the Trend setters and Iconic products.</p> <p>“<b>Marcel Breuer</b>” and the “<b>magazine rack</b>” must be considered.</p> <p>The “<b>Blouse or Shirt</b>” and “<b>1920’s ‘flapper’ style</b>” must be considered</p> <p>The “<b>William Morris styled</b>” and ‘<b>wrist watch</b>’ must be considered.</p> <p>The “<b>moisture sensor</b>” and the “<b>LED</b>” must be considered. A system must be shown for this response or there is a natural capping at [2]  No marks to be awarded for aesthetic developments.  Where there is clear development without a system design, <b>1 – 2 marks</b> <u>may</u> be awarded according to specification points.</p> <p>The “<b>convenience food</b>” and “<b>wheat intolerance</b>” must be considered.  Candidates need to show <u>some</u> understanding that “<u>wheat intolerance</u>” <u>includes</u> allergic reactions to many different proteins found in wheat <u>and related cereal grains</u>.  ie they can’t just substitute another cereal instead of wheat. It’s the Gluten which is often the problem.</p> <p><b>Notes reference speciation points need to be <u>explicit</u></b></p>

The specification (a), ideas (b), development (c) and conclusion (d) **MUST** relate to the Trend setter and / or Iconic product.  
 Parts (a), (b) (c) and (d) **MUST** link so the design work is progressive.  
 If parts do not link reward positively the progressive parts until they differ in direction and then do not reward any more unless a subsequent part returns to the original direction of the design activity.

<p><b>5d Final proposal</b></p> <p>Look at the <b>information/graphics</b> on the page for <b>5d</b>, and any <b>detail from 5c if needed:</b></p> <p>A simple solution with limited detail/notes (1)</p> <p><b>Plus: Notes</b> and associated sketches showing how the design meets <b>spec point 1</b> (1)  <i>eg the strap is made from stitched fabric, which will not irritate the wrist</i></p> <p><b>Plus: Notes</b> and associated sketches showing how the design meets <b>spec point 2</b> (1)  <i>eg The tassels are made of silk which indicates quality and the reflection of the flappers clothing</i></p> <p><b>Plus Notes</b> and associated sketches showing how the design meets <b>spec point 3</b> (1)  <i>eg The different coloured LED's indicate the unlocked and locked mechanism</i></p> <p><b>Plus Notes</b> and associated sketches showing how the design meets <b>spec point 4</b> (1)  <i>eg It should not have any wheat or other cereal content</i></p> <p><b>Details</b> indicating something specific about materials and / or manufacture. (1)</p> <p style="text-align: right;">Total marks available [6]</p>	<p>Do not reward vague comments such as “It meets specification point 1”.          We need to know how.</p> <p><b>Accept</b> justified points related to the candidates' <b>own specification</b>, even if not rewarded in 5(a).</p> <p>Candidates should show relevant <b>details</b> for manufacture:</p> <ul style="list-style-type: none"> <li>• materials/ingredients/components.</li> <li>• sizes / dimensions / quantities,</li> <li>• methods / joining / mixing techniques,</li> <li>• tool(s) / equipment</li> </ul> <p>for the award of the 6<sup>th</sup> mark.</p>
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**1 Hills Road**  
**Cambridge**  
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