

只限教師參閱

FOR TEACHERS' USE ONLY

StudentBounty.com

香港考試及評核局
HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY

香港中學文憑考試
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION

練習卷
PRACTICE PAPER

視覺藝術 試卷二
設計

VISUAL ARTS PAPER 2
Design

評卷參考
(2012年3月1日修訂稿)

MARKING SCHEME
(updated as at 1 March 2012)

本評卷參考乃香港考試及評核局專為本科練習卷而編寫，供教師和學生參考之用。學生不應將評卷參考視為標準答案，硬背死記，活剝生吞。這種學習態度，既無助學生改善學習，學懂應對及解難，亦有違考試着重理解能力與運用技巧之旨。

This marking scheme has been prepared by the Hong Kong Examinations and Assessment Authority for teachers' and students' reference. This marking scheme should NOT be regarded as a set of model answers. Our examinations emphasise the testing of understanding, the practical application of knowledge and the use of processing skills. Hence the use of model answers, or anything else which encourages rote memorisation, will not help students to improve their learning nor develop their abilities in addressing and solving problems.



Marking Scheme**General Notes for Teachers on Marking****Adherence to marking scheme**

1. This marking scheme has been updated, with revisions made after the scrutiny of actual samples of student performance in the practice papers. Teachers are strongly advised to conduct their own internal standardisation procedures before applying the marking schemes. After standardisation, teachers should adhere to the marking scheme to ensure a uniform standard of marking within the school.

Acceptance of alternative answers

2. The marking guidelines will only list a set of suggested marking criteria for each question for teachers' reference. They should not be regarded as sets of model answers. Alternative answers are also accepted as long as they are reasonable.

PAPER 2 Design**Part A (20 marks)**

With regard to the artwork provided, candidates are assessed on whether they can provide:

1. Precise detail in description
2. A reasonable depth of analysis
3. An in-depth interpretation and evaluation from varied perspectives

The mark allocation is listed as below:

Performance Marking Criteria	High	Medium			Low	Not Shown
Literal Description	5	4	3	2	1	0
Formal Analysis	5	4	3	2	1	0
Interpretation of Meaning	5	4	3	2	1	0
Value Judgment	5	4	3	2	1	0

Part B (80 marks)

Candidates are assessed on their ability to demonstrate the relationship between art criticism and appreciation and their personal design work.

Create a piece of design using any media, form, style and technique to present a theme in response to the critical appreciation in Part A in the white cartridge paper provided. Write a design work statement of about 50 words (supplement with preliminary sketches if necessary) to explain how your work is related to your critical appreciation. This section carries 80 marks.

General marking scheme:

With reference to the application of the visual element, the articulation of art media, technique, visual effect, idea development and design principles, evaluate the candidates' ability in the following areas:

1. Solving design problems

The extent to which the candidate successfully proposes feasible solutions for a given problem, and is able to develop design concepts which convey the ideas of a theme.

2. Presenting ideas by using media, material and technique

The extent to which the candidate is able successfully to apply the appropriate media, technique, and visual style to present the solution proposed.

3. Understanding and organization

The extent to which the candidate is able successfully to apply appropriate visual elements such as colour, pattern, texture, shape, form; and design principles such as contrast, rhythm, balance and emphasis.

4. Communication

The extent to which the candidate is able convincingly to convey a theme.

5. Meeting design requirements

The extent to which the candidate is able successfully to create a design that meets specific size, measurement and other requirements of the question;

6. Demonstrating originality

The extent to which the candidate is able to successfully convey design ideas which are original and creative.

The mark allocation is listed as below:

Marking Criteria	Performance					
	High	Medium			Low	Not Shown
Selection and Use of Materials & Techniques	14-16	11-13	8-10	5-7	1-4	0
Selection and Use of Visual Elements and Principles of Design	14-16	11-13	8-10	5-7	1-4	0
Relationship between Practical Work and Appreciation & Criticism of the Artwork *	14-16	11-13	8-10	5-7	1-4	0
Creativity & Imagination	14-16	11-13	8-10	5-7	1-4	0
Communication of the Theme	14-16	11-13	8-10	5-7	1-4	0

* Note: Candidates are required to write a design work statement which serves to demonstrate the relationship between the design criticism and appreciation, and the design work. This will be taken into consideration when assessing the practical work.

Specific marking criteria:

1. (A) **Compare and analyse Plate (1) and Plate (2) with respect to the design concepts, the use of colour and patterns, and the overall visual effects of the two specific sites.** (20 marks)

With regard to two specific sites, candidates are assessed on whether they can provide:

1. **Literal Description**
Precise detail in description

Comparison	Shoe Shop	Tennis Court
Commonalities	-- Use of eye-catching and easily recognized design motifs -- Provokes happy, fun and casual atmosphere of the sites -- The design is highly related to the nature of the site	
Differences	-- Grid: Square / Geometric -- Colour Scheme: Plain and simple -- Use of realistic everyday images -- Western style	-- Grid: Organic / Free -- Colour Scheme: monotone and a bit unrealistic -- Use of exaggerated images -- Oriental style

2. **Formal Analysis**
A reasonable depth of analysis
- Use of colour and pattern, grid and overall visual effects.
 - The successful positioning of the footwear brand relating the products to our daily life, and the tennis court relating to outdoor / natural scene.
 - Using relevant images and patterns to promote a sense of space.
3. **Interpretation of Meaning**
An in-depth interpretation from varied perspectives
4. **Value Judgment**
An in-depth evaluation from varied perspectives

- (B) **Design a mural for a Western style restaurant. Your design should reflect the overall relaxed and healthy atmosphere.** (80 marks)

1. Selection and Use of Materials & Techniques
2. Selection and Use of Visual Elements and Principles of Design
3. Relationship between Practical Work and Appreciation & Criticism of the Artwork
4. Creativity & Imagination
5. Communication of the Theme

Focus:

- Development of relevant images, design motifs and patterns as elements to promote a “sense of space” and identity.
- Application of design on a large scale format.
- Elaboration of a concept and design characteristics.

Note: The design work statement which serves to demonstrate the relationship between the design criticism and appreciation, and the design work, should be taken into consideration when assessing the practical work.

2. (A) Compare and analyse Plate (3) and Plate (4) with respect to the design concepts, colour and the typography of the two logos. (20 marks)

With regard to the logos, candidates are assessed on whether they can provide:

1. Literal Description
Precise detail in description

Comparison	Bakery	Chinese Restaurant
Commonalities	-- Use of symbolic logos -- Associated with Chinese and oriental design motifs -- Use of eye-catching typography, in vertical format -- Create customized fonts -- Given a specific identity to the brand	
Differences	-- Grid: Square / Geometric -- Colour Scheme: Colourful -- Use of abstract shapes -- HK (local) style	-- Grid: Organic / Free -- Colour Scheme: Plain -- Use of concrete images -- Chinese style

2. Formal Analysis
A reasonable depth of analysis
 - Use of colour, typography, shapes and symbols, and composition of the logos.
 - The nature of the two eateries; emphasis on varieties, taste and cooking styles.
 - Relationship between the design and market positioning (e.g. pricing).
3. Interpretation of Meaning
An in-depth interpretation from varied perspectives
4. Value Judgment
An in-depth evaluation from varied perspectives

- (B) Design a logo and the take-away packaging for a popular Xiao Long Bao (小籠包) shop called "O' Shanghai" 「老上海」. Your design should include the Chinese and English names and be able to reflect the shop's traditional character and high quality. (80 marks)

1. Selection and Use of Materials & Techniques
2. Selection and Use of Visual Elements and Principles of Design
3. Relationship between Practical Work and Appreciation & Criticism of the Artwork
4. Creativity & Imagination
5. Communication of the Theme

Focus:

- Development of a logo for "O' Shanghai" that conveys the message of traditional and the shop's high quality standard.
- Development of a functional packaging for the shop.
- Application of visual elements and aesthetics in general.
- Elaboration of a concept and design characteristics.

Note: The design work statement which serves to demonstrate the relationship between the design criticism and appreciation, and the design work, should be taken into consideration when assessing the practical work.

3. (A) Compare and analyse Plate (5) and Plate (6) with respect to the design concepts, colour, images, the composition and the overall visual effects of the poster and logos. (20 marks)

With regard to the poster and logos, candidates are assessed on whether they can provide:

1. Literal Description
Precise detail in description

Comparison	'Please Keep Quiet' Poster	Logos of PIXAR
Commonalities	-- Work on Type-Play, i.e. replace letters by objects of similar shapes -- Use of eye-catching, fun and easily-recognized objects -- Promote the creative and humorous positioning and identity of the space and the company	
Differences	-- Use of ink brush strokes -- Use of found objects -- Static -- Oriental style	-- Use of modern typography -- Use of animated objects -- Dynamic -- American style

2. Formal Analysis
A reasonable depth of analysis
 - Use of colour, images composition and the overall visual effects.
 - The successful positioning of the place and company.
 - Using relevant objects (contents and shapes) to replace characters / types.
3. Interpretation of Meaning
An in-depth interpretation from varied perspectives
4. Value Judgment
An in-depth evaluation from varied perspectives

- (B) Design two door signs for a hotel appealing to young people; one should communicate the message 'Please do not disturb' and the other should communicate 'Please make up my room'. There are no limitations on the shape and size of the signs. Candidates could decide on their own slogans and images. (80 marks)

1. Selection and Use of Materials & Techniques
2. Selection and Use of Visual Elements and Principles of Design
3. Relationship between Practical Work and Appreciation & Criticism of the Artwork
4. Creativity & Imagination
5. Communication of the Theme

Focus:

- Development of relevant images, design motifs and patterns to replace characters / types.
- Application of design on a traditional / non-traditional format.
- Incorporation of text message and visuals / images.
- Elaboration of a concept and design characteristics.

Note: The design work statement which serves to demonstrate the relationship between the design criticism and appreciation, and the design work, should be taken into consideration when assessing the practical work.

4. (A) Compare and analyse Plate (7) and Plate (8) with respect to the design concepts, materials, structure and the overall visual effects of the two package designs. (20 marks)

With regard to the packaging designs, candidates are assessed on whether they can provide:

1. Literal Description
Precise detail in description

Comparison	Paper gift box for Tea	Glass bottle for Soya Sauce
Commonalities	-- Hand-drawn illustrations on the packing -- Presence of tactile feelings -- Attention to detail -- Fit for high-end market, limited editions	
Differences	-- Material: Paper (textured) -- Complicated folding structure -- Cultural appeal -- Oriental style	-- Material: Glass (smooth) -- Simple shaped bottle -- Scientific appeal -- International style

2. Formal Analysis
A reasonable depth of analysis
 - Use of colour, illustrations and the overall visual effects.
 - The choice of material.
 - The relationship between the design and market.
3. Interpretation of Meaning
An in-depth interpretation from varied perspectives
4. Value Judgment
An in-depth evaluation from varied perspectives

- (B) Design a “Lunar New Year” package for 2 kilograms of organic rice. The brand is called “The Earth” 「大地」. Your design should include the Chinese and English names, and indicate the form, size and material of the package. Candidates could decide on their own slogans and images. At least two of the package in 3-dimensional form renderings should be presented.

(80 marks)

1. Selection and Use of Materials & Techniques
2. Selection and Use of Visual Elements and Principles of Design
3. Relationship between Practical Work and Appreciation & Criticism of the Artwork
4. Creativity & Imagination
5. Communication of the Theme

Focus:

- Development of special packaging design for a commodity product.
- Incorporation of appropriate information and application of the visual elements and aesthetics in general.
- Incorporation of text message, visuals and specific theme.
- Elaboration of a concept and design characteristics.

Note: The design work statement which serves to demonstrate the relationship between the design criticism and appreciation, and the design work, should be taken into consideration when assessing the practical work.

5. (A) Compare and analyse Plate (9) and Plate (10) with respect to the design concepts, materials, use of colour, and the overall visual effects of the two fashion outfits. (20 marks)

With regard to the two fashion outfits, candidates are assessed on whether they can provide:

1. Literal Description
Precise detail in description

Comparison	Jenny Ji's brand	Wang Yi Yang's brand
Commonalities	-- Layering effect and oversized -- Emphasis on silhouettes -- Appeal for young and individualistic market	
Differences	-- Soft -- Nostalgic -- Feminine Market -- Colour: Festive, girly	-- Stiff -- Avant-garde -- Neutral Market -- Colour: Monotone

2. Formal Analysis
A reasonable depth of analysis
 - Use of fabric, colour, silhouettes and the overall visual effects.
 - The style of fashion photography in relating to the brand image.
 - The relationship between the design and market.
3. Interpretation of Meaning
An in-depth interpretation from varied perspectives
4. Value Judgment
An in-depth evaluation from varied perspectives

- (B) Design a spring outfit for a brand appealing to young people called “90 Hou” (Post 90s) 「90後」. Both the front and back views of the outfit should be presented in the rendering. (80 marks)

1. Selection and Use of Materials & Techniques
2. Selection and Use of Visual Elements and Principles of Design
3. Relationship between Practical Work and Appreciation & Criticism of the Artwork
4. Creativity & Imagination
5. Communication of the Theme

Focus

- Appropriacy of the outfit with regard to the specific criteria and market set.
- Application of visual elements and aesthetics in general.
- Elaboration of a concept and design characteristics.

Note: The design work statement which serves to demonstrate the relationship between the design criticism and appreciation, and the design work, should be taken into consideration when assessing the practical work.

**HKDSE Visual Arts Examination
Assessment Criteria and Marks/ Rubrics**

Part A: Art Appreciation and Criticism

Marks / Rubrics Assessment Criteria	High	Middle			Low	Not Shown
	5	4	3	2	1	
Literal Description	Able to link different relevant foci, discover hidden details, and comprehend with innovative ideas	Able to link different relevant foci, and identify their relationships	Able to seek out many relevant, but not interrelated foci	Able to provide a single or barely relevant foci	Only provide plain description, vague and irrelevant foci	
Formal Analysis	Able to connect with many relevant experiences and analyse effectively key message of artwork through integrative understanding of art forms	Able to connect art form in many related experiences and feelings, knowing the relationships among forms, and attempting to analyse key message of artwork	Able to connect different experiences and feelings with the visual form, without knowing the relationship among forms	Able to develop only single, linear and isolated recognition of visual form, without connecting to any experiences or feelings	Unable to develop basic understanding of visual forms	
Interpretation of Meaning	Able to present innovative interpretation through comprehending of multiple layers of meaning toward forms of presentation.	Able to compare and contrast many interpretations of meaning toward forms of presentation..	Able to provide multiple interpretations of meaning toward forms of presentation.	Able to provide certain interpretations of meaning toward forms of presentation.	Unable to provide any interpretations toward forms of presentation.	
Value Judgement	Able to integrate multiple criteria ¹ , and judge on the appropriateness ¹ and effectiveness ² in delivering the key message of presentation in different contexts	Able to quote multiple criteria to judge on the appropriateness and effectiveness in delivering the key message of presentation	Able to propose multiple criteria, yet unable to judge on the appropriateness in delivering the key message of presentation	Able to propose one or two criteria, yet without judging on the appropriateness of presentation	Unable to make any judgement on designated artwork	

Part B: Visual Arts Making

Marks / Rubrics Assessment Criteria	High	Middle			Low	Not Shown
	14-16	11-13	8-10	5-7	1-4	0
Selection and Use of Materials & Technique	Able to select and master the materials and the skills accurately and effectively in implementing the key message of the theme	Able to master the materials and the skills appropriately and effectively in outstanding the key message of the theme	Able to master the materials and the skills appropriately in delivering the key message of the theme	Able to use the materials and the skills relevant to the theme	Unable to use the materials and the skills to cope with the theme	
Selection and Use of Visual Elements and Principles of Design	Able to select and master multiple visual elements and principles of design, accurately and effectively in implementing the key message of the theme	Able to master multiple visual elements and principles of design appropriately and effectively in outstanding the key message of the theme	Able to master the visual elements and principles of design appropriately in delivering the key message of the theme	Able to use the visual elements and principles of design relevant to the theme	Unable to use the visual elements and principles of design to cope with the theme	
Relationship between Practical Artwork and Appreciation & Criticism	Able to assimilate various context of artworks or ideas from the appreciation & criticism into the relevant theme, explore their own way of painting and looking for their own painting language	Able to integrate various context of artworks or ideas from the appreciation & criticism, and challenge the problems in implementing the theme	Able to introspect particular form or idea of the appreciation & criticism of the artwork by carrying out reflection & considerations as filter on presenting the theme	Able to refer the form or idea of the appreciation & criticism of the artwork to present relevant theme	Unable to refer appreciation & criticism of the Artwork to relevant presentation	
Creativity & Imagination	Able to demonstrate personality characteristics through originality and unique imagination	Able to demonstrate personality characteristics through originality and rich imagination	Able to demonstrate personality characteristics through originality and by means of transference or association	Able to demonstrate personality characteristics or originality	Unable to show personality characteristics or originality	
Communication of Theme	Able to integrate relevant forms of artistic creation in different emotions or idea	Able to use multiple, relevant and coordinate forms of artistic creation in different emotions or idea	Able to use relevant and coordinate forms of artistic creation in different emotions or idea	Only use irrelevant forms of artistic creation in different emotions or idea	Unable to use any relevant forms of artistic creation in different emotions or idea	

¹ "Appropriateness" is the

² "Effectiveness" is the ca