



National
Qualifications
2016

2016 Art and Design

National 5

Finalised Marking Instructions

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General Marking Principles for National 5 Art and Design

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the detailed marking instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must always be assigned in line with these General Marking Principles and the Detailed Marking Instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c) If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader.
- (d) It is possible that some candidates could have investigated artists and designers who are not known to the marker. In such cases, markers are expected to familiarise themselves with the artists'/designers' work before marking the response.
- (e) Markers should consider the extent to which the candidate's response demonstrates their knowledge and understanding of art and design practice.
- (f) Marks should not be awarded for mere descriptive comment. At this level, candidates are expected to justify their answers. To gain marks, candidates must develop points made. For example,

 'The artist has used a lot of red in the portrait' would not gain a mark as it is simply descriptive, but

 'The artist has used a lot of red in the background of this portrait. This suggests to me that the subject is angry as we tend to associate red with this emotion', would gain a mark, as this answer shows some understanding of the expressive potential and use of specific colour and a more analytical response.
- (g) No marks should be awarded for simply repeating information from the legend. Where candidates develop and use this information to justify their opinion or qualify their answer, credit can be given.
- (h) Candidates must answer all aspects of the question to gain full marks. 8 marks are available for responding to aspects relating to expressive art or design. If only two of the three aspects are covered, then 1 mark cannot be accessed and a maximum of 7 marks can be gained by the candidate. If only one aspect is covered, the candidate can gain a maximum of 6 marks for this part of the question. Likewise, the questions require candidate to give two justified opinions and candidates must make two valid and substantiated points relating to the question to gain both marks.

Overview

National 5 level candidates are required to demonstrate knowledge and understanding of key art and design issues, and knowledge and understanding of the work of at least two artists and two designers. The format of the questions reflects this emphasis. Each section has two equally demanding parts.

The questions are designed to test candidates' ability to respond critically to images of visual arts and design products and to form and substantiate judgements about identified aspects of art practice and design issues.

The questions require candidates to demonstrate their understanding of art and design issues in an extended response format.

Mandatory questions (Q1 and Q7)

In these questions, candidates are required to demonstrate knowledge and understanding of key art and design issues and knowledge and understanding of the work of two artists and two designers. This question assesses the candidates' ability to identify similarities and differences in artists'/designers' approaches with explicit reference to their use of visual/design elements and to make comparisons between identified examples of their work.

Candidates are required to select specific art and designs works for comparison. They may name the works. For example,

'I have chosen 'Pyramid of Skulls' by Cezanne and 'Still Life with Bull's Skull' by Picasso.'

'I have selected a lamp by Louis Comfort Tiffany and a lamp by Philippe Starck.'

The works may also be identified through the detail given within the response.

Where a candidate identifies the artists or designers, but fails to identify specific works, the marker must make a judgement as to whether the response communicates a knowledge and understanding appropriate to this level. To apply marks, the marker must be convinced that two specific works are being compared and that the candidate is not making comments on the artists' and/or designers' works in general.

In these questions, candidates are expected to provide substantiated reasons to support their personal opinions. One mark should be awarded for each relevant, justified point, which answers the question up to a maximum of 10 marks. Markers should follow the specific marking guidance for each aspect of these questions in the marking instructions table.

Candidates who discuss only one artist/designer in their answer have not fully answered the question and may only gain a maximum of 5 marks. Should this occur, answers should be marked according to the specific marking instructions for these questions.

Candidates are expected to demonstrate their knowledge and understanding with reference to specific artworks/designs.

In SECTION 1, Expressive Art Studies, question 1, candidates will respond to the question by comparing two works of art with a common stimulus/theme.

Candidates may select works which have common subject matter or are of the same genre. However, the candidate may have selected examples based on a thematic approach which is not immediately apparent and this is acceptable. There is no requirement for the candidate to explain their selection. Markers should apply the marks as per the marking instructions.

In Expressive Art Studies questions, where the term 'artist' is used it should be interpreted in its broadest sense, covering painting, printmaking, photography, sculpture, installation, animation, film and video. They may also refer to groups of artists rather than individuals (eg artists who work in pairs/groups such as the Boyle family), and this is acceptable.

In SECTION 2, Design Studies, question, candidates will respond to the question by referring to two specific examples of designers' work. They will be asked about visual aspects and functional design issues in relation to the works they have selected.

In the Design Studies questions, the term ‘designer’ should also be inclusive of any form of design. Occasionally candidates may refer to collections of designs (particularly in fashion/textiles answers), and this is acceptable.

Candidates are directed to select works from the same design area. Markers should be aware that candidate may select disparate examples from a particular design area, for example a chair and a kettle in Product Design. This is acceptable. Markers should apply the marks as per the marking instructions.

Candidates may also refer to groups of designers rather than individuals (eg Alessi or Timorous Beasties), and this is acceptable.

Optional questions (Q2-6 and Q8-12)

These questions require candidates to give a personal response to one selected image from a choice of supplied images. They will demonstrate their understanding of specialist art and design vocabulary when commenting on key aspects of art and design practice and justifying their answers and opinions.

One mark should be awarded for each relevant, justified point, which answers the question up to a maximum of 10 marks. Markers should follow the specific marking guidance for each aspect of the questions provided in the table.

If a candidate answers more than one optional question in either section of the question paper, the answers should be marked and the response that gains the highest marks should be recorded.

In SECTION 1, Expressive Art Studies, they will comment on an unfamiliar image, demonstrating an understanding of important aspects of the artist’s work.

In SECTION 2, Design Studies, they will comment on an unfamiliar image, demonstrating understanding of specific design issues

Part Two: Marking Instructions

Section 1 - Expressive Art Studies

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
1.			10	<p>All candidates will answer this question. Candidates are expected to demonstrate their knowledge and understanding with reference to two specific artworks.</p> <p>The two selected examples of artwork should clearly contain similar subject matter or be based on the same theme, eg two portraits, two still life paintings with similar objects, two coastal landscapes, two works based on war, fantasy, dance, etc.</p> <p>This question allows candidates to compare artists' approaches with explicit reference to specific elements. In the extended response, candidates will make direct comparisons between selected examples of artwork. They will also be asked to make a judgement on a specific issue. They will be required to give two reasons for their response.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both artists' use of:</p> <ul style="list-style-type: none"> • composition/arrangement • style • colour <p>This will include a comparison of how the artist has used the selected elements. Candidates will also identify which of the two works they find most interesting, and justify the reasons why.</p> <p>A maximum of 8 marks are available for comparing the two selected artworks. Appropriate answers here would include commenting on:</p> <ul style="list-style-type: none"> • the compositional/arrangement and the effect on the works • the style of each of the works and the influences and/or effects • the artists' use of colour for expressive effect and how this has been achieved • any other well-justified comments relating to composition/ arrangement, style and colour

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
				<p>Candidates who discuss only one artist can only gain a maximum of 5 marks. Answers should be marked according to the specific marking instructions should this occur.</p>	<p>Candidates who have not responded on <i>composition/arrangement</i>, <i>style</i> and <i>colour</i> cannot gain the full 8 marks available; at least one valid point must be made on each aspect of the question.</p> <p>A total of 2 marks are available for identifying which of the artworks is the most interesting to the candidate, giving two justified reasons. Marks should not be awarded for repeating earlier points, if these points have not been developed in any way.</p> <p>Where candidates' answers only discuss one artist in their answer, marks should be awarded as follows:</p> <p>A maximum of 3 marks are available for discussing artwork with reference to one artist's use of the specific elements. A maximum of 2 marks are available for explaining why they find the artist's work interesting, giving reasons.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
2.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s methods or approach to the subject and their use of specific elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s approach referring to composition, line and colourcomment on their opinion of the style of this painting, giving two justified reasons <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, line and colour. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for giving reasons for their personal opinion of the style of this painting. One mark should be awarded for each relevant justified point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none">emphasising scale with tall rectangular shapesan ‘X’ shape divides the imagegives a sense of scalerailway tracks lead the viewer into the paintingmultiple viewpointsfragmented imageany other well justified comments regarding composition</td></tr></table>	Composition	<ul style="list-style-type: none">emphasising scale with tall rectangular shapesan ‘X’ shape divides the imagegives a sense of scalerailway tracks lead the viewer into the paintingmultiple viewpointsfragmented imageany other well justified comments regarding composition
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions						
					<table><tr><td>Line</td><td><ul style="list-style-type: none">• direction of line emphasising perspective• leading the viewer’s eye to the centre of the image• dark lines highlight the basic shape of buildings and architectural detail• dark lines highlight the detail of the rail tracks• any other well justified comments regarding line</td></tr><tr><td>Colour</td><td><ul style="list-style-type: none">• application of flat areas of colour• limited colour palette• pale colours emphasise distance• muted colour• contrasting warm and cold colours• any other well justified comments regarding colour</td></tr><tr><td>Personal opinion of the style of this painting</td><td><ul style="list-style-type: none">• comparison with other art styles of which they are familiar• stylised and simplified shapes• represents a place in an unusual way• the style helps communicate the meaning of the title• any other justified reasons - either positive or negative</td></tr></table>	Line	<ul style="list-style-type: none">• direction of line emphasising perspective• leading the viewer’s eye to the centre of the image• dark lines highlight the basic shape of buildings and architectural detail• dark lines highlight the detail of the rail tracks• any other well justified comments regarding line	Colour	<ul style="list-style-type: none">• application of flat areas of colour• limited colour palette• pale colours emphasise distance• muted colour• contrasting warm and cold colours• any other well justified comments regarding colour	Personal opinion of the style of this painting	<ul style="list-style-type: none">• comparison with other art styles of which they are familiar• stylised and simplified shapes• represents a place in an unusual way• the style helps communicate the meaning of the title• any other justified reasons - either positive or negative
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions
3.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the artist's methods or approach to the subject and their use of specific elements give their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> comment on the approach used in this artwork, referring to composition, colour and pattern give their opinion of how well the artist has communicated humour in this painting <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's use of composition, colour and pattern. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for giving reasons for their opinion of how well the artist has communicated humour in this painting. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Composition <ul style="list-style-type: none"> • a crowded/busy composition • focal point of the image • use of flat shapes and their effect on the perspective • geometric shapes and structures • contrast of both man-made and natural objects • the positioning of certain objects causes confusion to viewer • division of space • any other well justified comments regarding composition 	
					Colour <ul style="list-style-type: none"> • contrasting cool and warm colours • vibrancy and intensity • areas of flat colour • more subtle colour in parts of the background • application of colour and how it contributes to style • any other well justified comments regarding colour 	
					Pattern <ul style="list-style-type: none"> • repeated geometric and organic forms • the effects of pattern in foreground and background • decorative detail created by pattern • a wide range of contrasting patterns throughout • how pattern creates the illusion of depth • representation of animal markings • any other well justified comments regarding pattern 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Personal opinion of how well the artist has communicated humour <ul style="list-style-type: none"> • stylised shapes and structures add a child-like/whimsical feel to the painting • not 'realistic' • decorative/naïve style • staged composition contributes to the narrative • unusual combination of subject matter • any other justified reasons - either positive or negative 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
4.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s methods or approach to the subject and their use of specific elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s representation of this subject, referring to composition, shape and colourgive their own opinion on what the painting communicates to them, giving two justified reasons <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, shape and colour. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for giving reasons for their personal opinion on what the artist is trying to communicate. One mark should be awarded for each relevant justified point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none">focal pointplacement of figuresthe grouping of triangular formationsdominant ‘W’ shapecluttered and crowded arrangementshow the eye is led around the pictureuse of foreground, middle ground and backgroundcomments on the use of perspectiveany other well justified comments regarding composition</td></tr></table>	Composition	<ul style="list-style-type: none">focal pointplacement of figuresthe grouping of triangular formationsdominant ‘W’ shapecluttered and crowded arrangementshow the eye is led around the pictureuse of foreground, middle ground and backgroundcomments on the use of perspectiveany other well justified comments regarding composition
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Shape <ul style="list-style-type: none"> flattened perspective and form use of black line around shapes the bold use of contrast within shapes geometric and irregular forms the simplification of shape fragmentation of the fire any other well justified comments regarding the use of shape 	
					Colour <ul style="list-style-type: none"> limited colour palette use of warm colour and its effect the use of black and white to create contrast effect of colour to establish mood and atmosphere tonal variation of colour application of colour any other well justified comments regarding the use of colour 	
					Personal opinion on what this painting communicates <ul style="list-style-type: none"> comments on the subject matter the consequences of war a harrowing scene symbolism of the imagery speculation on the narrative any other justified reasons, either positive or negative, relating to what the artist is trying to communicate 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
5.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s methods or approach to the subject and their use of specific elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the sculpture with reference to subject matter, form and use of materialsgive two justified reasons as to what this sculpture communicates to them <p>Marks can be awarded for relevant substantiate use of comments or points relating to the artist’s use of subject matter, form and materials. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <ul style="list-style-type: none">A maximum of 2 marks may be awarded for giving reasons for their personal opinion as to what this sculpture communicates to them. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total. <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Subject Matter</td><td><ul style="list-style-type: none">inspired by the natural worldinsectsfemale spider with egg sac in abdomenreferences to title-mother, nurture, protector, spinning websalien creatureunusual/unconventional choice by artistany other well justified comments regarding subject matter</td></tr></table>	Subject Matter	<ul style="list-style-type: none">inspired by the natural worldinsectsfemale spider with egg sac in abdomenreferences to title-mother, nurture, protector, spinning websalien creatureunusual/unconventional choice by artistany other well justified comments regarding subject matter
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<div>Form</div> <ul style="list-style-type: none"> • organic • gigantic in scale/oversized/monumental • linear • the curved forms of the legs create an arched form which supports the central part of the sculpture • delicacy of leg structures • focal point in centre of sculpture • any other well justified comments regarding subject matter 	
					<div>Use of Materials</div> <ul style="list-style-type: none"> • strength of steel to support sculpture • use of marble for spider's eggs • metal is effective in terms of colour and texture • contrasting textures • durability/suitability for outdoor location • any other well justified comments regarding materials 	
					<div>Personal opinion as to what this sculpture communicates</div> <ul style="list-style-type: none"> • haunting/sinister • grotesque • creepy • unconventional approach to sculpture and its setting • shock factor • possible references to extra-terrestrial/fantasy/horror • any other justified reasons - either positive or negative 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
6.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s methods or approach to the subject and their use of specific elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the work, referring to composition, colour and media handling/techniquegive their opinion on the approach to this self-portrait, giving two justified reasons <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s composition, use of colour and media handling/technique. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for giving reasons for their personal opinion of the approach to self-portraiture. One mark should be awarded for each relevant justified point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none">the main face is the most detailed partmain face is in the centre of the imagetop half light, bottom half darkrepeated image adds interestrepetition give a sense of depth and perspectiveparts of window frame the imagecurve of the palette is repeatedany other well justified comments regarding composition</td></tr></table>	Composition	<ul style="list-style-type: none">the main face is the most detailed partmain face is in the centre of the imagetop half light, bottom half darkrepeated image adds interestrepetition give a sense of depth and perspectiveparts of window frame the imagecurve of the palette is repeatedany other well justified comments regarding composition
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<div> Colour <ul style="list-style-type: none"> • bright sky contrast with dull interior • reference to limited colour palette • dark clothing highlights the face • brighter colours are placed on the palette • bright colour create a focal point • any other well justified comments regarding colour </div> <div> Media handling/ Technique <ul style="list-style-type: none"> • parts are ‘unfinished’ • repeated faces are less detailed • visible brushstrokes • spontaneous and energetic mark-making • any other well justified comments regarding media handling/technique </div> <div> Personal opinion of the style of this self-portrait <ul style="list-style-type: none"> • reference may be made to other styles of work with which they are familiar • effect of the repeated image • fragmentation of the image • showing the artist working • what the painting communicates about the artist • any other justified reasons - either positive or negative </div>	

Section 2 - Design Studies

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
7.			10	<p>All candidates will respond to this question. Candidates are expected to demonstrate their knowledge and understanding with reference to two specific designs.</p> <p>This question allows candidates to compare similarities and differences in designers' approaches/use of specific elements. In the extended response, candidates will make direct comparisons between identified examples of design work. They will also be asked to make a judgement on a specific issue. They will be required to give two reasons for their response.</p> <p>Depending on the specifics of the question, comments could include:</p> <ul style="list-style-type: none"> the techniques used to achieve a particular look the materials used in relation to the appearance achieved aesthetic considerations the style of the designs style – the sources of inspiration style – eg the use of colour, line, texture, form in the designs 	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both designs in terms of:</p> <ul style="list-style-type: none"> <i>influences/sources of inspiration</i> <i>fitness for purpose</i> <i>materials and/or techniques</i> <p>This will include a comparison of how the designers have used the selected elements. Candidates will also identify which of the two designs they feel is the most successful and why.</p> <p>Candidates' answers might include commenting on:</p> <ul style="list-style-type: none"> influences/sources of inspiration used and their impact on the designs each designs fitness for purpose and how well this has been considered by the designers materials and/or techniques and their effect on the designs any other well justified comments relating to influences/sources of inspiration, fitness for purpose, materials and/or techniques <p>Candidates who have not responded on <i>influences/sources of inspiration</i> <i>fitness for purpose</i> and <i>materials and/or techniques</i> cannot gain the full 8 marks available; at least one valid point must be made on each aspect of the question.</p> <p>A maximum of 8 marks are available for comparing the designs. Where candidates only discuss one designer in their answer, marks should be awarded as follows:</p> <ul style="list-style-type: none"> A maximum of 3 marks are available for discussing a selected design with reference to the designer's use of the specified design elements.

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
				<ul style="list-style-type: none"> reference to design elements and the use of descriptive design vocabulary (eg in graphics: lettering, imagery, layout; in jewellery: construction techniques, statement jewellery, application of finishes, interpretation of a source of inspiration) <p>Candidates who discuss only one designer can only gain a maximum of 5 marks. Answers should be marked according to the specific marking instructions should this occur.</p>	<ul style="list-style-type: none"> A maximum of 2 marks is available for identifying which of the designs is most successful, giving justified reasons. <p>A total of 2 marks are available for identifying which of the two designs is the most successful, giving two justified reasons. Marks should not be awarded for repeating earlier points, if these points have not been developed in any way.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
8.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the designers' use of specific design elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the impact of this poster design, referring to colour, lettering and imagerygive their opinion of how successful this design for a poster is, giving two justified reasons <p>Marks can be awarded for relevant substantiated comments or points relating to the impact of this poster design, referring to colour, lettering and imagery. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions how successful this design for a poster is. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Colour</td><td><ul style="list-style-type: none">eye-catching and bold colourscontrasting colours divide the imagecolour is used to frame the lettering and the faceall lettering is the same colouruse of warm and cold coloursthe white shapes in the middle are bright and placed in the centre of the design for impactcontrasting use of flat colour and toneany other well justified comments regarding colour</td></tr></table>	Colour	<ul style="list-style-type: none">eye-catching and bold colourscontrasting colours divide the imagecolour is used to frame the lettering and the faceall lettering is the same colouruse of warm and cold coloursthe white shapes in the middle are bright and placed in the centre of the design for impactcontrasting use of flat colour and toneany other well justified comments regarding colour
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Lettering <ul style="list-style-type: none"> • flowing shapes of letters and words • lettering fits into spaces within the overall design • lettering is part of the image of the woman • variation in scale • words are not easy to read at first glance • purpose of lettering • any other well justified comments regarding lettering 	
					Imagery <ul style="list-style-type: none"> • unusual feather shapes • shapes seem to resemble a peacock • flowing/organic shapes • realistic face • ‘art nouveau’ influence • abstract shape/pattern • face is the only part of the design to have tone/look realistic • any other well justified comments regarding imagery 	
					Personal opinion on the success of this design <ul style="list-style-type: none"> • hand-drawn style • effectiveness of communicating information • typical of ‘swinging sixties’ style • style reflects the music of the time • any other justified opinion of this poster design, either positive or negative 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
9.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the designers' use of specific design elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the design of this clock, referring to style, materials and target marketgive their opinion of how effective this design for a clock is, giving two justified reasons <p>Marks can be awarded for relevant substantiated comments or points relating to the style, materials and target market. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions of the effectiveness of this design. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Style</td><td><ul style="list-style-type: none">looks hi-techmakes a feature of the electronicsout-of-the-ordinary appearancelooks like a toy/kitroboticemphasis on functionhow it relates to other design movementsfixings are part of the designuse of colourspeculation on sources of inspirationany other well justified comments regarding style</td></tr></table>	Style	<ul style="list-style-type: none">looks hi-techmakes a feature of the electronicsout-of-the-ordinary appearancelooks like a toy/kitroboticemphasis on functionhow it relates to other design movementsfixings are part of the designuse of colourspeculation on sources of inspirationany other well justified comments regarding style
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Materials <ul style="list-style-type: none"> • all modern • inexpensive plastic • lightweight • transparent casing • use of electronic components • colour of materials • any other well justified comments regarding the use of materials 	
					Target market <ul style="list-style-type: none"> • people who like to be different and make a statement • people who like gadgets • speculation on age group and gender • speculation on cost and affordability • any other well justified comments regarding the target market 	
					Personal opinion of the effectiveness of the design <ul style="list-style-type: none"> • unlike a traditional clock • legibility of clock display • flimsy • disposable • practicality • health and safety issues • fitness for purpose • any other well justified comments, either positive or negative, on the effectiveness of this clock design 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
10.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the designers' use of specific design elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the designer's consideration of target market, furnishings and finishings and fitness for purposegive their opinion of this approach to designing a building, giving two justified comments <ul style="list-style-type: none">Marks can be awarded for relevant substantiated comments or points relating to the designer's consideration of target market, furnishings and finishings and fitness for purposeOne mark should be awarded for each relevant point made up to the maximum of 8 marks in total. <p>A maximum of 2 marks may be awarded for personal opinions on this approach to designing a building. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Target market</td><td><ul style="list-style-type: none">the age group that the design would appeal tooccasional guestseco conscious consumerstype of consumerrental market/holiday makersalternative lifestylesany other well justified comments regarding the use of materials</td></tr></table>	Target market	<ul style="list-style-type: none">the age group that the design would appeal tooccasional guestseco conscious consumerstype of consumerrental market/holiday makersalternative lifestylesany other well justified comments regarding the use of materials
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Furnishings and finishings <ul style="list-style-type: none"> interior décor striking and modern the placement of plants on top of the building use of colour and its effect outdoor furniture industrial style indoor/outdoor lighting appropriate choice of furniture wall and floor finishes any other well justified comments regarding its style 	
					Fitness for purpose <ul style="list-style-type: none"> the glass facade allows the garden and terrace to become part of the interior the sliding doors allow maximum light and ventilation suitability as guest accommodation placement of outdoor lighting multi-functional interior space for sleeping and living all the furniture and interior spaces have been arranged to look out into the garden any other well justified comments regarding its fitness for purpose 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Personal opinion of this approach to designing a building <ul style="list-style-type: none"> designed to maximise light opinion as to whether the building enhances its surroundings or is out of place the adapting of a shipping container into a residence speculation on cost environmental/ecological considerations the advantages or disadvantages of using a prefabricated container any other justified opinions, either positive or negative, of this approach to designing a building 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
11.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the designers’ use of specific design elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on this design, referring to style, wearability and target marketgive opinions of this approach to jewellery design, giving two justified opinions <p>Marks can be awarded for relevant substantiated comments or points relating to style, wearability and target market. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions of this approach to jewellery design. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Style</td><td><ul style="list-style-type: none">strikingtheatricalstatement piececurrent trends/stylesa bespoke piece/one-offmechanicalmetallictexturalantique/vintage/steampunkthe visual impactany other well justified comments regarding style</td></tr></table>	Style	<ul style="list-style-type: none">strikingtheatricalstatement piececurrent trends/stylesa bespoke piece/one-offmechanicalmetallictexturalantique/vintage/steampunkthe visual impactany other well justified comments regarding style
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Wearability <ul style="list-style-type: none"> the weight of the piece might make it uncomfortable for the wearer the different components might get tangled up the putting on and taking off would be difficult sharp edges of the clock hands could make it unsafe for the wearer difficult to keep clean practicality any other well justified comments regarding wearability 	
					Target Market <ul style="list-style-type: none"> models/celebrities fashion conscious a jewellery collector someone who wants to make a statement someone who want to accessorise in a particular style speculation about the type of wearer any other well justified comments regarding the target market 	
					Personal opinion of this approach to jewellery design <ul style="list-style-type: none"> unusual/unconventional/outlandish unconventional materials recycled/re-used/reconstructed unsuitable for mass-production speculation on the time and cost to produce one-off piece any other justified comments and opinions, either positive or negative, on this approach to jewellery design 	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
12.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the designers' use of specific design elementsgive their opinion on the work, justifying their opinions <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the issues the designer has had to consider when developing this range of footwear referring to function, style and target marketgive their opinion of why this range of footwear continues to be popular today, giving two justified reasons <p>Marks can be awarded for relevant substantiated comments or points relating to the function, style and target market. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions and justification on why this product is still popular today. One mark should be awarded for each relevant justified point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Function</td><td><ul style="list-style-type: none">durableprotectionwaterproofcomfortablefashion statementversatilepracticality of the materialswearabilityany other well justified comments regarding function</td></tr></table>	Function	<ul style="list-style-type: none">durableprotectionwaterproofcomfortablefashion statementversatilepracticality of the materialswearabilityany other well justified comments regarding function
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<div>Style</div> <ul style="list-style-type: none"> • eye-catching • trendy/classical/grungy/punk/modern/old-fashioned/retro/stylish/vintage • statement footwear • can be customised • use of pattern and colour • variety of choice depending on taste • any other well justified comments regarding style 	
					<div>Target market</div> <ul style="list-style-type: none"> • speculation on the type of wearers • range of different wearers • male/female appeal • any other well justified comments regarding target market 	
					<div>Personal Opinion on why this range of footwear is still popular today</div> <ul style="list-style-type: none"> • classic design which can be updated in different ways for different types of consumers • can be used to accessorise an outfit • worn in a variety of situations • any other justified comments, whether positive or negative, regarding the popularity of the footwear 	

[END OF MARKING INSTRUCTIONS]