



National
Qualifications
2019

2019 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 specific 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 specific 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 research the artists/designers 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 painting has bright colours'* would not gain a mark as it is simply descriptive, but

'The painting has bright colours and the use of warm vivid colours on the flowers makes them stand out as they contrast with the cool colours in the background', would gain a mark, as this answer shows an understanding of colour theory.

- (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) To gain full marks, candidates must have responded to all aspects of the question. **8 marks** are available for responding to the prompts relating to expressive art or design issues.
 - if the candidate responds to only two of the three prompts effectively, then 1 mark cannot be accessed and a **maximum of 7 marks** can be gained by the candidate for this aspect of the question.
 - if the candidate responds to only one of the three prompts effectively, the candidate can gain a **maximum of 6 marks** for this aspect of the question.
- (i) The questions also require candidates to give an opinion with justified reasons which are worth **2 marks**. 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. The paper is divided into Section 1: Expressive Art Studies and Section 2: Design Studies and each is equally demanding.

The questions are designed to test candidates' ability to respond critically to images of art and design works 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. Candidates are expected to provide substantiated reasons to support their personal opinions.

The questions are divided into two parts

Part (a)

This part of the question assesses the candidates' ability to comment on the art and design works with explicit reference to the use of visual art/design elements and to express justified opinions on the identified examples of the work.

One mark should be awarded for each relevant, justified point, which responds to the question prompts up to a **maximum of 10 marks**.

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

Candidates who discuss only one artwork or design can only gain a **maximum of 6 marks**. Where this occurs, marks should be awarded as follows

- a **maximum of 4 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 giving an opinion on a specific aspect of the artist's or designer's work with two justified reasons.

Part (b)

This part of the question assesses the candidates' knowledge and understanding of the impact of social, cultural and other influences on the work and practice of a selected artist and designer from part (a).

One mark is awarded for each point which explains the impact of a social, cultural or other influence on any of the selected artist's or designer's work and practice up to a **maximum of 5 marks**.

Examples of social and cultural influences may include

- living conditions, including economic conditions
- influence of family and community
- influence of other artists/designers
- influence of art/design movements
- exposure to different cultures
- physical environment/geography
- new and emerging technology
- politics
- gender
- religion/belief
- national/world events
- developments in other fields for example, science, literature
- personal circumstances
- health and wellbeing.

In Section 1, Expressive Art Studies, question 1 part (a), candidates will respond by commenting on two works of art with a common stimulus/theme. They will be asked about specific issues in relation to the works they have selected.

In question 1 part (b), candidates will select one artist from part (a) and explain the impact of social, cultural or other influences on their work and practice. It is acceptable for candidates to refer to the artwork discussed in part (a) or the artist's work in general.

In Expressive Art Studies questions, where the term 'artwork' is used it should be interpreted in its broadest sense, covering painting, printmaking, photography, sculpture, installation, animation, film and video.

Candidates may also refer to groups of artists rather than individuals (for example, artists who work in pairs/groups such as the Boyle family), and this is acceptable.

In Section 2, Design Studies, question 7 part (a), candidates will respond 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 question 7 part (b), candidates will select one designer from part (a) and explain the impact of social, cultural or other influences on their work and practice. It is acceptable for candidates to refer to the design discussed in part (a) or to the designer's work in general.

In the Design Studies questions, the term 'design' 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 may also refer to groups of designers rather than individuals (for example, Alessi or Timorous Beasties), and this is acceptable.

Optional questions (Q2-6 and Q8-12)

Candidates are asked to choose and respond to **one** other question from each section of the paper.

In each section, there is a **choice of five** different questions for personalisation and choice. These questions require candidates to give a personal response to one selected image from the choice of supplied questions and images in each section. 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.

In Section 1, Expressive Art Studies, they will comment on an unseen image, demonstrating an understanding of important aspects of the artist's work.

In Section 2, Design Studies, they will comment on an unseen image, demonstrating understanding of specific design issues.

Each of these questions asks candidates to

- comment on the artist's/designer's methods or approach and/or their use of specific elements in the artwork/design shown
- give their opinion on a specific aspect of the work, justifying their 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.

Marks should not be awarded for mere descriptive comments. To gain marks, candidates must develop or justify points made.

Substantiated comments and valid, justified personal opinions relating to the question should be rewarded. These opinions can be either positive or negative.

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.

Marking instructions for each question

Section 1 – Expressive Art Studies

Question		Specific marking instructions	Max mark						
All candidates will answer this question									
1.	(a)	<p>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, for example two portraits, two still life paintings with similar objects, two coastal landscapes, two works based on war, fantasy, dance, etc.</p> <p>Candidates’ responses can be credited in a number of ways.</p> <p>Candidates are asked to comment on their two selected artworks referring to</p> <ul style="list-style-type: none">• <i>composition/arrangement</i>• <i>texture</i>• <i>style</i>. <p>Candidates’ answers might include commenting on</p> <ul style="list-style-type: none">• the composition/arrangement and the effect on the works• the artists’ use of texture for expressive effect and how this has been achieved• the style of the work and how this has been achieved• any other well-justified comments relating to composition/arrangement, texture and style. <p>Candidates may refer to a diverse range of artworks. The table below gives examples of points which would gain marks.</p> <table><tr><td>Composition/arrangement The focal point is the blue bottle because it is the tallest object and the artist has placed it in the centre which draws the viewer’s attention.</td><td>1</td></tr><tr><td>Texture In <i>Sunflowers</i>, Van Gogh puts the paint on using thick brush strokes to show the realistic texture of the petals.</td><td>1</td></tr><tr><td>Style In <i>Donuts</i>, the style is photorealistic as Goings has painted every tiny detail of the objects to make the painting look like a photograph.</td><td>1</td></tr></table>	Composition/arrangement The focal point is the blue bottle because it is the tallest object and the artist has placed it in the centre which draws the viewer’s attention.	1	Texture In <i>Sunflowers</i> , Van Gogh puts the paint on using thick brush strokes to show the realistic texture of the petals.	1	Style In <i>Donuts</i> , the style is photorealistic as Goings has painted every tiny detail of the objects to make the painting look like a photograph.	1	8
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Question			Specific marking instructions	Max mark						
			<p>A maximum of 2 marks is available for giving an opinion on which of the artworks has most visual impact, with two justified reasons.</p> <p>The table below gives an example of a point which would gain a mark.</p> <table><tr><td>Visual impact</td><td></td></tr><tr><td>I think that Chuck Close has created visual impact because of the very large scale of his self-portrait which makes it striking.</td><td>1</td></tr></table> <p>Marks should not be awarded for repeating earlier points if these points have not been developed in any way.</p>	Visual impact		I think that Chuck Close has created visual impact because of the very large scale of his self-portrait which makes it striking.	1	2		
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I think that Chuck Close has created visual impact because of the very large scale of his self-portrait which makes it striking.	1									
	(b)		<p>A maximum of 5 marks is available for explaining the impact of the social, cultural and/or other influences on any of the work and practice of one of the artists selected in part (a).</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Otto Dix was influenced by World War I, this can be seen in the subject matter of dead soldiers in <i>Trench Warfare</i> which shows the horror of his experience.</td><td>1</td></tr><tr><td>Joan Eardley was influenced by child poverty in the Gorbals. She often gave them snacks and drinks so that they would sit for her while she sketched them from life.</td><td>1</td></tr><tr><td>Picasso was influenced by Cezanne’s use of distorted perspective. This can be seen in his Cubist paintings, which show multiple viewpoints.</td><td>1</td></tr></table>	Otto Dix was influenced by World War I, this can be seen in the subject matter of dead soldiers in <i>Trench Warfare</i> which shows the horror of his experience.	1	Joan Eardley was influenced by child poverty in the Gorbals. She often gave them snacks and drinks so that they would sit for her while she sketched them from life.	1	Picasso was influenced by Cezanne’s use of distorted perspective. This can be seen in his Cubist paintings, which show multiple viewpoints.	1	5
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				15						

Question	Specific marking instructions		Max mark				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
2.		<p>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 painting referring to composition, tone and media handling and/or techniquesgive their opinion on the mood and atmosphere of the painting, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s composition, tone and media handling and/or techniques. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none">the cluttered, crowded composition mean that your eye is led around the paintingto me, the focal point is the music book as it is the lightest colour making it stand outthe composition is asymmetric because most of the objects are grouped on the left hand side with the right hand side being more negative spacethere are a lot of diagonal leading lines such as the violin. These lead your eye into the compositionany other justified comments regarding composition.</td></tr><tr><td>Tone</td><td><ul style="list-style-type: none">there is a wide tonal range as the artist has used very light tones in the books and for the highlights and very dark tones in the background and shadowslight appears to be coming from the left and this highlights objects in the foregroundthe artist has used a variety of tones to suggest three-dimensional form. This makes the objects look realisticthe artist has used strong contrast which makes the objects in the foreground stand out against the dark backgroundthere are more shadows than highlights which makes the painting very darkany other justified comments regarding tone.</td></tr></table>	Composition	<ul style="list-style-type: none">the cluttered, crowded composition mean that your eye is led around the paintingto me, the focal point is the music book as it is the lightest colour making it stand outthe composition is asymmetric because most of the objects are grouped on the left hand side with the right hand side being more negative spacethere are a lot of diagonal leading lines such as the violin. These lead your eye into the compositionany other justified comments regarding composition.	Tone	<ul style="list-style-type: none">there is a wide tonal range as the artist has used very light tones in the books and for the highlights and very dark tones in the background and shadowslight appears to be coming from the left and this highlights objects in the foregroundthe artist has used a variety of tones to suggest three-dimensional form. This makes the objects look realisticthe artist has used strong contrast which makes the objects in the foreground stand out against the dark backgroundthere are more shadows than highlights which makes the painting very darkany other justified comments regarding tone.	8
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			<div> <div> Colour <ul style="list-style-type: none"> there is a balance of warm and cold colours. Cool blues used in the seas and the sky and warm browns used in the tops of the cliffs and the sand complementary colours create contrast for example the purples used in the shadows of the rocks and the yellows used in the sunlight the artist has mainly used blues to the sky, the water and the reflected light on the cliff which gives harmony to the painting instead of black, blues and purples have been used to create shadows which makes the painting more lively and colourful any other justified comments regarding colour. </div> </div> <p>A maximum of 2 marks may be awarded for giving justified personal opinions on the mood and atmosphere of the painting.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <div> <div> Personal opinion on the mood and atmosphere of this painting <ul style="list-style-type: none"> the mood suggests it's a warm sunny day because of the strong light and shade which the artist has captured there is a relaxed atmosphere because the subject matter of the sail boats suggests people are enjoying the weather there is a quiet atmosphere because the artist has not included any people on the beach and it looks empty it looks like an early evening atmosphere because it looks like the sun is low which can be seen where the sun strikes the top of the rock any other justified opinions on the mood and atmosphere of this painting. </div> </div>	2
				10

Question	Specific marking instructions		Max mark						
Optional question – candidates select one from questions 2, 3, 4, 5, 6									
5.		<p>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 sculptures referring to colour, pattern and pose give their opinion on the visual impact of this sculpture, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of colour, pattern and pose.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Colour</td><td><ul style="list-style-type: none">the vibrant, bold use of clashing colours creates a happy, lively mood and atmospherethe artist’s use of primary colours creates a child-like styleuse of black and white contrasts with bright colours creating a bold stylethe flat application of unrealistic colours makes the figures look unnaturalany other justified comments regarding colour.</td></tr><tr><td>Pattern</td><td><ul style="list-style-type: none">the variety of patterns used on the costumes lead your eye around the group of figuresthe pattern made from mosaics gives a geometric lookthe patterns features hearts and flowers which suggest femininitythe use of circles within the patterns on all the costumes helps to link the figures visuallyany other justified comments regarding pattern.</td></tr><tr><td>Pose</td><td><ul style="list-style-type: none">the way the figures are posed with their arms and legs raised suggests that they are dancingthe poses suggest a sense of freedom and joy because their hands are in the air as if they are celebratingthe figures are posed in different ways but they still look like they are part of a group as they all look as though they are dancingthe dance poses suggest movement as they have been caught in a moment with their movement frozenany other justified comments regarding pose.</td></tr></table>	Colour	<ul style="list-style-type: none">the vibrant, bold use of clashing colours creates a happy, lively mood and atmospherethe artist’s use of primary colours creates a child-like styleuse of black and white contrasts with bright colours creating a bold stylethe flat application of unrealistic colours makes the figures look unnaturalany other justified comments regarding colour.	Pattern	<ul style="list-style-type: none">the variety of patterns used on the costumes lead your eye around the group of figuresthe pattern made from mosaics gives a geometric lookthe patterns features hearts and flowers which suggest femininitythe use of circles within the patterns on all the costumes helps to link the figures visuallyany other justified comments regarding pattern.	Pose	<ul style="list-style-type: none">the way the figures are posed with their arms and legs raised suggests that they are dancingthe poses suggest a sense of freedom and joy because their hands are in the air as if they are celebratingthe figures are posed in different ways but they still look like they are part of a group as they all look as though they are dancingthe dance poses suggest movement as they have been caught in a moment with their movement frozenany other justified comments regarding pose.	8
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Question			Specific marking instructions	Max mark		
			<p>A maximum of 2 marks may be awarded for giving justified reasons for their personal opinion on the visual impact of this sculpture.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Personal opinion on the visual impact of this sculpture</td><td><ul style="list-style-type: none">the larger-than-life scale of the figures creates a striking visual impactthe swimming costumes and carefree poses make them look as if they are having fun. This creates humour which gives it visual impactmost sculptures are made from stone or metal so these colourful figures would catch your attention as they are unusualthe sculptures stand out from their surroundings because of the bright colour and bold pattern giving them great visual impactany other justified opinions on the visual impact of this sculpture.</td></tr></table>	Personal opinion on the visual impact of this sculpture	<ul style="list-style-type: none">the larger-than-life scale of the figures creates a striking visual impactthe swimming costumes and carefree poses make them look as if they are having fun. This creates humour which gives it visual impactmost sculptures are made from stone or metal so these colourful figures would catch your attention as they are unusualthe sculptures stand out from their surroundings because of the bright colour and bold pattern giving them great visual impactany other justified opinions on the visual impact of this sculpture.	2
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Question	Specific marking instructions		Max mark				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
6.		<p>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 painting referring to composition, colour and media handling and/or techniquesgive their opinion on the visual impact of the painting, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, colour and media handling and/or techniques.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none">the positioning of the objects gives depth to the compositionthe artist has used a lot of negative space in the white background which draws your attention to the colourful flowersthe composition is symmetrical because of the two vases which are very similar and placed on either sidethe composition appears quite flat because there are no shadows in the background and no obvious light sourcethe composition appears busy because of how the flowers and objects are arranged to fill the spaceany other justified comments regarding composition.</td></tr><tr><td>Colour</td><td><ul style="list-style-type: none">the colours are realistic as the artist has painted the objects in their natural coloursthe flowers are mainly painted in warm colours like reds, pinks and purples which makes them look vibrantthe lack of colour in the background draws attention to the bolder colours in the flowersdifferent shades of the colours have been used to create shadows on the objects and give a realistic effectany other justified comments regarding colour.</td></tr></table>	Composition	<ul style="list-style-type: none">the positioning of the objects gives depth to the compositionthe artist has used a lot of negative space in the white background which draws your attention to the colourful flowersthe composition is symmetrical because of the two vases which are very similar and placed on either sidethe composition appears quite flat because there are no shadows in the background and no obvious light sourcethe composition appears busy because of how the flowers and objects are arranged to fill the spaceany other justified comments regarding composition.	Colour	<ul style="list-style-type: none">the colours are realistic as the artist has painted the objects in their natural coloursthe flowers are mainly painted in warm colours like reds, pinks and purples which makes them look vibrantthe lack of colour in the background draws attention to the bolder colours in the flowersdifferent shades of the colours have been used to create shadows on the objects and give a realistic effectany other justified comments regarding colour.	8
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Question			Specific marking instructions	Max mark				
			<table><tr><td>Media handling and/or techniques</td><td><ul style="list-style-type: none">• a wet on wet technique has been used to blend colour and give a sense of form to the objects• the transparent watercolours give a delicate effect which captures the fragile effect of the petals• the artist has used a small brush to show the detail in the flowers• washes of colour have been used in layers to create a realistic effect on the glass vases• any other justified comments regarding media handling and or techniques.</td></tr></table> <p>A maximum of 2 marks may be awarded for giving justified reasons for their personal opinion on the visual impact of the painting.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Personal opinion on the visual impact of the painting</td><td><ul style="list-style-type: none">• the use of white in the background creates a striking effect which contrasts with the colourful flowers giving a strong visual impact• the painting is on a large scale which means that the objects would be larger than life giving a dramatic effect• the objects are painted in a realistic style which makes a very impressive impact and would make you want to look closer• many people would find the subject matter of flowers attractive and this would catch their attention• any other justified opinions on the visual impact of this painting.</td></tr></table>	Media handling and/or techniques	<ul style="list-style-type: none">• a wet on wet technique has been used to blend colour and give a sense of form to the objects• the transparent watercolours give a delicate effect which captures the fragile effect of the petals• the artist has used a small brush to show the detail in the flowers• washes of colour have been used in layers to create a realistic effect on the glass vases• any other justified comments regarding media handling and or techniques.	Personal opinion on the visual impact of the painting	<ul style="list-style-type: none">• the use of white in the background creates a striking effect which contrasts with the colourful flowers giving a strong visual impact• the painting is on a large scale which means that the objects would be larger than life giving a dramatic effect• the objects are painted in a realistic style which makes a very impressive impact and would make you want to look closer• many people would find the subject matter of flowers attractive and this would catch their attention• any other justified opinions on the visual impact of this painting.	2
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				10				

Section 2 – Design Studies

Question	Specific marking instructions	Max mark												
All candidates will answer this question.														
7.	<p>(a) Candidates are expected to demonstrate their knowledge and understanding with reference to two specific designs.</p> <p>The two selected designs should be from the same design area, eg two posters, two products with similar functions, two buildings, two neckpieces, two theatrical costumes etc.</p> <p>Candidates’ responses can be credited in a number of ways.</p> <p>Candidates are asked to identify and comment on two selected designs referring to</p> <ul style="list-style-type: none"><i>fitness for purpose</i><i>materials and/or techniques</i><i>visual impact.</i> <p>Candidates’ answers might include commenting on:</p> <ul style="list-style-type: none">the designers’ consideration of fitness for purpose and how this has affected the designsmaterials and/or techniques and their effect on the designsthe visual impact of the design and how this has been achievedany other well justified comment relating to fitness for purpose, materials and/or techniques and visual impact. <p>Candidates may refer to a diverse range of design works. The table below gives examples of points which would gain marks.</p> <table><tr><td>Fitness for purpose</td><td></td></tr><tr><td>The Juicy Salif is not fit for purpose as unlike other lemon squeezers, it does not have a built-in container to catch the juice.</td><td>1</td></tr><tr><td>Materials and/or techniques</td><td></td></tr><tr><td>Mucha used colour lithography which was a print process, as this allowed multiple copies of the poster to be made to reach a wide audience.</td><td>1</td></tr><tr><td>Visual impact</td><td></td></tr><tr><td>The Riverside Museum has great visual impact because it has an unusual geometric form. This can be seen in the jagged roof which makes it stand out.</td><td>1</td></tr></table> <p>A maximum of 2 marks is available for giving an opinion on which of the designs is the most effective, with two justified reasons.</p>	Fitness for purpose		The Juicy Salif is not fit for purpose as unlike other lemon squeezers, it does not have a built-in container to catch the juice.	1	Materials and/or techniques		Mucha used colour lithography which was a print process, as this allowed multiple copies of the poster to be made to reach a wide audience.	1	Visual impact		The Riverside Museum has great visual impact because it has an unusual geometric form. This can be seen in the jagged roof which makes it stand out.	1	8
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		2												

Question			Specific marking instructions	Max mark						
			<p>The table below gives an example of a point which would gain a mark.</p> <table><tr><td><p>Most effective</p><p>Chanel's <i>Little Black Dress</i> is the most effective because it appeals to a wider audience as it is a more simple and classic style than the Westwood design.</p></td><td>1</td></tr></table> <p>Marks should not be awarded for repeating earlier points, if these points have not been developed in any way.</p>	<p>Most effective</p> <p>Chanel's <i>Little Black Dress</i> is the most effective because it appeals to a wider audience as it is a more simple and classic style than the Westwood design.</p>	1					
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	(b)		<p>A maximum of 5 marks is available for explaining the impact of the social, cultural and/or other influences on any of the work and practice of one of the designers selected in part (a).</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td><p>Issey Miyake was influenced by the Japanese art of origami. This can be seen in his dress that can be folded and worn in many different ways.</p></td><td>1</td></tr><tr><td><p>William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by going back to hand-crafted techniques which he used to produce his own furniture and textile designs.</p></td><td>1</td></tr><tr><td><p>Lalique was influenced by Art Nouveau. Many of his jewellery designs feature whiplash lines and are inspired by natural forms, like birds and insects.</p></td><td>1</td></tr></table>	<p>Issey Miyake was influenced by the Japanese art of origami. This can be seen in his dress that can be folded and worn in many different ways.</p>	1	<p>William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by going back to hand-crafted techniques which he used to produce his own furniture and textile designs.</p>	1	<p>Lalique was influenced by Art Nouveau. Many of his jewellery designs feature whiplash lines and are inspired by natural forms, like birds and insects.</p>	1	5
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				15						

Question	Specific marking instructions		Max mark				
Optional question – candidates select one from questions 8, 9, 10, 11, 12							
8.		<p>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 poster design, referring to layout, imagery and lettering give your opinion on the style of this poster, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the designer’s use of layout, imagery and lettering.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Layout</td><td><ul style="list-style-type: none">the poster has a symmetrical layout as the mountain is split vertically by the skis. This helps show the difference between the summer and winter sportsthe main lettering is placed at the bottom of the poster in a horizontal block of colour which keeps it separate from the imagerythe shape of the mountain creates a triangular layout which emphasises the height of the mountainthe vertical line created by the skis and ice-axe splits the layout making one side about summer and one side about winterthe simplicity of the large block lettering/fonts makes the poster easier to read and more functionalany other justified comments regarding layout.</td></tr><tr><td>Imagery</td><td><ul style="list-style-type: none">the imagery of the mountain, the climber and the skier communicates the type of resort the poster is advertisingimagery in a colour scheme of cool blues and warm browns communicate the contrast of winter and summerthe imagery has been simplified and stylised by leaving out detail to make it easier for the viewer to understandseasonal activities communicated by small silhouetted figures climbing and skiing on the mountain communicates that the resort can be visited all year roundany other justified comments regarding imagery.</td></tr></table>	Layout	<ul style="list-style-type: none">the poster has a symmetrical layout as the mountain is split vertically by the skis. This helps show the difference between the summer and winter sportsthe main lettering is placed at the bottom of the poster in a horizontal block of colour which keeps it separate from the imagerythe shape of the mountain creates a triangular layout which emphasises the height of the mountainthe vertical line created by the skis and ice-axe splits the layout making one side about summer and one side about winterthe simplicity of the large block lettering/fonts makes the poster easier to read and more functionalany other justified comments regarding layout.	Imagery	<ul style="list-style-type: none">the imagery of the mountain, the climber and the skier communicates the type of resort the poster is advertisingimagery in a colour scheme of cool blues and warm browns communicate the contrast of winter and summerthe imagery has been simplified and stylised by leaving out detail to make it easier for the viewer to understandseasonal activities communicated by small silhouetted figures climbing and skiing on the mountain communicates that the resort can be visited all year roundany other justified comments regarding imagery.	8
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			<table><tr><td>Lettering</td><td><ul style="list-style-type: none">simplicity of the fonts used makes the poster easier to read and more functionalred lettering is used at the top to contrast against the pale blue sky and make it stand outletters with white to light blue gradation of colour on blue creates a contrast and links to the idea of snow on a mountainthe variety of fonts and different sizes adds interest to the poster and contributes to the visual impactthe use of lettering to convey informationany other justified comments regarding lettering.</td></tr></table> <p>A maximum of 2 marks may be awarded for giving justified personal opinions on the style of this poster.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Personal opinion on the style of this poster</td><td><ul style="list-style-type: none">this style reminds me of Cassandre’s posters because of the simplified use of tonethe simplification of the shapes and bold lettering create a geometric styleit has a retro/vintage style because of the faded colours usedthis poster has an Art Deco style because of the geometric shapes and graded tone used in the letteringthe style is simplified and the image is uncomplicatedthe poster has a symmetrical style as the lettering and layout are balanced equally on both sidesany other justified opinions on the style of this poster.</td></tr></table>	Lettering	<ul style="list-style-type: none">simplicity of the fonts used makes the poster easier to read and more functionalred lettering is used at the top to contrast against the pale blue sky and make it stand outletters with white to light blue gradation of colour on blue creates a contrast and links to the idea of snow on a mountainthe variety of fonts and different sizes adds interest to the poster and contributes to the visual impactthe use of lettering to convey informationany other justified comments regarding lettering.	Personal opinion on the style of this poster	<ul style="list-style-type: none">this style reminds me of Cassandre’s posters because of the simplified use of tonethe simplification of the shapes and bold lettering create a geometric styleit has a retro/vintage style because of the faded colours usedthis poster has an Art Deco style because of the geometric shapes and graded tone used in the letteringthe style is simplified and the image is uncomplicatedthe poster has a symmetrical style as the lettering and layout are balanced equally on both sidesany other justified opinions on the style of this poster.	2
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Question	Specific marking instructions		Max mark				
Optional question – candidates select one from questions 8, 9, 10, 11, 12							
9.		<p>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 product, referring to fitness for purpose, materials and stylegive your opinion on who would be the target market for this kettle, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the fitness for purpose, materials and style.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Fitness for purpose</td><td><ul style="list-style-type: none">the wide base gives the product stability which makes it safer and more fit for purposethe wide base allows the water to boil fasterthe indents on the handle allow the user to grip the kettle safely which increases the fitness for purposealthough the kettle does not switch itself off, the whistling bird will alert the user when the water is boiled which means it is still fit for purposethe bird on the kettle could be attractive to children and pose a danger and impact its fitness for purposeany other justified comments regarding fitness for purpose.</td></tr><tr><td>Materials</td><td><ul style="list-style-type: none">the steel is a good conductor of heat which means that the water would boil quicklythe stainless steel would conduct the heat so would be too hot to touch and could be a health and safety issuethe plastic is heat resistant so this is a good material to use for the handles and birdthe stainless steel and the plastic used are both durable materials which means the product would last a long timeany other justified comments regarding materials.</td></tr></table>	Fitness for purpose	<ul style="list-style-type: none">the wide base gives the product stability which makes it safer and more fit for purposethe wide base allows the water to boil fasterthe indents on the handle allow the user to grip the kettle safely which increases the fitness for purposealthough the kettle does not switch itself off, the whistling bird will alert the user when the water is boiled which means it is still fit for purposethe bird on the kettle could be attractive to children and pose a danger and impact its fitness for purposeany other justified comments regarding fitness for purpose.	Materials	<ul style="list-style-type: none">the steel is a good conductor of heat which means that the water would boil quicklythe stainless steel would conduct the heat so would be too hot to touch and could be a health and safety issuethe plastic is heat resistant so this is a good material to use for the handles and birdthe stainless steel and the plastic used are both durable materials which means the product would last a long timeany other justified comments regarding materials.	8
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11.		<p>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 engagement ring design, referring to materials and/or techniques, decoration and wearabilitygive your opinion on the visual impact of this engagement ring, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the designer’s use of materials and/or techniques, decoration and wearability.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Materials and/or techniques</td><td><ul style="list-style-type: none">the use of gold which is an expensive material suggests that this is a status piecethe use of enamel adds colour to the piece which adds interesting detailthe piece must have been time consuming to produce as it is very complicated which would have been made by hand at this timeit would require a high level of skill to create the detail and complicated patterns in the ringany other justified comments regarding materials and/or techniques.</td></tr><tr><td>Decoration</td><td><ul style="list-style-type: none">the decoration is very regular and symmetrical making it visually pleasingthe effect of the floral decorationthe volume of decorationintricate use of gold patterns and textures create a highly decorative effectthe light and dark blue enamel centre piece creates a focal pointthe use of rich blue decoration gives a regal look suggesting it is suitable for nobility/royaltythe forms of the domes around the ring create a 3D decorative elementthe decorative engraving inside the hidden compartment suggests that it has been made for a particular personany other justified comments regarding decoration.</td></tr></table>	Materials and/or techniques	<ul style="list-style-type: none">the use of gold which is an expensive material suggests that this is a status piecethe use of enamel adds colour to the piece which adds interesting detailthe piece must have been time consuming to produce as it is very complicated which would have been made by hand at this timeit would require a high level of skill to create the detail and complicated patterns in the ringany other justified comments regarding materials and/or techniques.	Decoration	<ul style="list-style-type: none">the decoration is very regular and symmetrical making it visually pleasingthe effect of the floral decorationthe volume of decorationintricate use of gold patterns and textures create a highly decorative effectthe light and dark blue enamel centre piece creates a focal pointthe use of rich blue decoration gives a regal look suggesting it is suitable for nobility/royaltythe forms of the domes around the ring create a 3D decorative elementthe decorative engraving inside the hidden compartment suggests that it has been made for a particular personany other justified comments regarding decoration.	8
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[END OF MARKING INSTRUCTIONS]