National
Qualifications
2023

2023 Art and Design

National 5

Finalised Marking Instructions

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General marking principles for National 5 Art and Design

Always apply these general principles. Use them in conjunction with the detailed marking instructions, which identify the key features required in candidates' responses.

(a) Always use positive marking. This means candidates accumulate marks for the demonstration of relevant skills, knowledge and understanding; marks are not deducted for errors or omissions.

(b) If a 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.

(c) 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.

(d) Markers should consider the extent to which the candidate's response demonstrates their knowledge and understanding of art and design practice.

(e) 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.

(f) 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.

(g) 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.

(h) 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 or design issues, and knowledge and understanding of the work of at least two artists or 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 or design works and to form and substantiate judgements about identified aspects of art practice or 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 or design issues and knowledge and understanding of the work of two artists or 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 or 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 or designer from part (a).

One mark is awarded for each correct influence identified up to a **maximum of 2 marks**.
A **maximum of 3 marks** are available for describing how the influences can be seen in any of the selected artist's or designer's work.

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 their chosen 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 or design vocabulary when commenting on key aspects of art or 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

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td colspan="5">All candidates who have chosen Section 1 will answer this question.</td></tr>
<tr><td>1.</td><td>(a)</td><td></td><td>Candidates are expected to demonstrate their knowledge and understanding with reference to two specific artworks.

The two selected examples of artwork should clearly contain similar subject matter or be based on the same theme, e.g. two portraits, two still life paintings with similar objects, two coastal landscapes, two works based on war, fantasy, dance, etc.

Candidates' responses can be credited in a number of ways.

Candidates are asked to comment on their two selected artworks referring to:
• composition/arrangement
• tone
• style.

Appropriate answers here would include comments on:
• the composition/arrangement and the effect on the works
• the artists' use of tone for expressive effect and how this has been achieved
• the style of the artwork and how this has been achieved
• any other justified comments.

Candidates may refer to a diverse range of artworks. The table below gives examples of points which would gain marks.

<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>Tone

Tone has been used to create shadows on the objects which suggests three-dimensional form.</td><td>1</td></tr>
<tr><td>Style

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>
</td><td>8</td></tr>
</table>

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td></td><td></td><td></td><td>
A maximum of 2 marks is available for which of the artworks is most creative with two justified reasons.

The table below gives an example of a point which would gain a mark.
<table>
<tr><td>Most creative

The Picasso painting is the most creative as it is not realistic because he has broken up all the shapes to create an original effect.</td><td>1</td></tr>
</table>
Marks should not be awarded for repeating earlier points if these points have not been developed in any way.
</td><td>2</td></tr>
<tr><td></td><td>(b)</td><td></td><td>
Candidates' responses can be credited up to a maximum of 5 marks. This question asks candidates to select one artist from part (a).

Marks should be allocated as follows:
• 1 mark should be given for each specific correct influence identified, up to a maximum of 2 marks
• 1 mark should be given for each clear description of how the influences identified can be seen in any of the artist's work up to a maximum of 2 marks.

One additional mark should be given up to a maximum of 5 marks in total for:
• a further developed point which gives additional detail on how one particular influence is seen in the artist's work

OR

• a further point describing another way one particular influence is seen in the artist's work.

The table below gives examples:
<table>
<tr><th>Response</th><th>Mark</th><th>Reason</th></tr>
<tr><td>Peploe was influenced by some French artists.</td><td>0</td><td>While correct, this is not specific enough and does not show the knowledge expected.</td></tr>
<tr><td>Peploe visited France and was influenced by the Fauves.</td><td>1</td><td>A specific and correct influence is identified.</td></tr>
<tr><td>Peploe visited France and was influenced by the Fauves. This made him use bright colours.</td><td>1</td><td>A specific and correct influence is identified, but the way in which the influence can be seen in the work is too vague.</td></tr>
<tr><td>Peploe visited France and was influenced by the Fauves. This made him use bright colours which can be seen in his still life paintings of tulips and roses from the 1920s.</td><td>2</td><td>A specific and correct influence is identified. (1 mark)
A clear description of how the influence can be seen in an aspect of the work (colour palette) is described with reference to a specific body of work. (1 mark)</td></tr>
</table>
</td><td>5</td></tr>
</table>

Question	Specific marking instructions	Max mark

Response	Mark	Reason
Peploe visited France and was influenced by the Fauves. This made him use bright colours which can be seen in his still life paintings of tulips and roses from the 1920s. This was different from the style of his earlier work, which can be seen in 'The Black Bottle' which has realistic colours and a dark background.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in an aspect of the work (colour palette) is described with reference to a specific body of work. **(1 mark)** The point is developed by describing the contrast with the style of the artist's earlier work. **(1 mark)**
Peploe visited France and was influenced by the Fauves. This made him use bright colours which can be seen in his still life paintings of tulips and roses from the 1920s. The influence of the Fauves can also be seen in his landscapes of Iona, as these have much more vibrant exaggerated colours than expected in Scottish landscape paintings.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in an aspect of the work (colour palette) is described with reference to a specific body of work. **(1 mark)** A further point is made describing the effect of the Fauve influence on another body of work. **(1 mark)**
Otto Dix was influenced by World War I, this can be seen in the subject matter of dead soldiers in Trench Warfare which shows the horror of his experience.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in the subject matter is described. **(1 mark)**
Otto Dix was influenced by World War I, this can be seen in the subject matter of dead soldiers in Trench Warfare which shows the horror of his experience. The painting features a battlefield and shows the death and decay caused by war.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in the subject matter is described. **(1 mark)** A developed point is made describing the setting and what it communicates about the influence of war. **(1 mark)**

Question	Specific marking instructions	Max mark

Response	Mark	Reason
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 made sketches from life.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in a particular body of work is described. **(1 mark)**
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. The Samson sisters were among the children who visited, and they feature in a lot of her work from this time.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in a particular body of work is described. **(1 mark)** A developed point describes how a particular family were used as subjects. **(1 mark)**
Picasso was influenced by Cezanne's use of distorted perspective. This can be seen in his Cubist paintings, which show multiple viewpoints.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in a particular body of work is described. **(1 mark)**
Picasso was influenced by Cezanne's use of distorted perspective. This can be seen in his Cubist paintings, which show multiple viewpoints. In Picasso's work the effect is more exaggerated as he breaks up the objects into shapes.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in a particular body of work is described. **(1 mark)** A developed point is made describing the difference in Picasso's approach.
Elizabeth Blackadder's work is influenced by her travels. This can be seen in the way she often includes objects, like Japanese fans and ceramic pots, that she has collected in her compositions.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in the artist's work in general. **(1 mark)**

Question			Specific marking instructions	Max mark

Response	Mark	Reason
Elizabeth Blackadder's work is influenced by her travels. This can be seen in the way she often includes objects, like Japanese fans and ceramic pots, that she has collected in her compositions. Her flattened perspective is typical of the Japanese prints that she saw while travelling.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in her work in general. **(1 mark)** An additional point describes another way the influence can be seen in the artist's work.
Monet was influenced by the Impressionist movement. This can be seen in The Cliffs at Étretat as he has captured the effect of the windy weather on the waves in his broken brushstrokes.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in a specific work. **(1 mark)**
Monet was influenced by the Impressionist movement. This can be seen in The Cliffs at Étretat as he has captured the effect of the weather in his broken brushstrokes. The Impressionists used optical mixing. Monet has used this technique in the painting as colours were applied in dashes next to each other and these 'mix' in the eye of the viewer.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in a specific work. **(1 mark)** An additional point describes another way the influence can be seen in the work. **(1 mark)**

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<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max marks</th></tr>
<tr><td colspan="5">Optional question — candidates select one from questions 2, 3, 4, 5, 6</td></tr>
<tr><td>2.</td><td></td><td></td><td>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.

This question asks candidates to:
• comment on the print referring to subject matter, colour and media handling and/or techniques
• give their opinion on what this artwork communicates to them with, two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the artist's subject matter, colour and media handling and/or techniques.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.

<table>
<tr><td>Subject matter</td><td>• her facial expression is relaxed, with her mouth slightly open. This makes the subject seem natural and less posed
• the lettering in the background is in different handwriting. It looks like doodles done by different people
• the words on her arms may represent her tattoos because the writing is contained within the outlines of her arms
• the white flower may represent her feminine side because flowers are a symbol that is often associated with femininity
• the graffiti lettering makes me think that the artwork may be set in an urban place as graffiti is often found in cities
• the subject matter explores the connection between the figure and the surrounding words
• the subject matter communicates the empowerment of women because the sitters direct gaze and elevated angle make her look strong
• the figure dominates the composition, which demonstrates her importance
• any other justified comments regarding subject matter.</td></tr>
<tr><td>Colour</td><td>• the black background contrasts with the bright colourful text allowing it to stand out
• the bright colours of the text clash, making this area busy and overwhelming
• the girl's top is white which harmonises with the white flower in her hair
• the artist has applied naturalistic skin tones to the sitter so she looks realistic</td></tr>
</table>
</td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max marks

	• the use of white in the girl's t-shirt makes her the focal point of the painting as she stands out against the background • the use of white graffiti around the figure's hair creates a halo effect separating her from the background • primary colours, red, yellow, and blue, have been used which makes the graffiti writing stand out • **any other justified comments regarding colour.**
Media handling and/or techniques	• oil paint has been applied with a small brush to allow the artist to add lots of detail to the face, hair, and clothing • the amount of detail on the figure and clothing would have been time consuming • a tiny brush has been used on the sitter's hair to show individual strands of hair, creating texture • paint pens/spray paint were used to create the words in the background creating a graffiti effect • the colours have been carefully blended making the face look photorealistic • it looks like a variety of techniques have been used for example spray paint to create the words in the background and brushes to paint the details on the figure • **any other justified comments regarding media handling and/or techniques.**

A maximum of 2 marks may be awarded for giving justified personal opinions on what this artwork communicates. **2**

1 mark should be awarded for each relevant point made up to the **maximum of 2 marks** in total.

The table below gives examples of points which would gain marks.

Personal opinion on what this artwork communicates	• the sitter looks directly at the viewer which makes her seem empowered as if she is challenging us • the lettering in the background is in a graffiti style and may represent that she is a graffiti artist • the words in the background could tell us about her personality, as if she wrote them herself • the white flower in her hair is delicate and feminine which contrasts with the graffiti. This may suggest that she has different sides to her personality • the symbolism from the graffiti on her arms, for example the heart, could represent that she wears her heart on her sleeve • **any other justified opinions on what this artwork communicates.**

10

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max marks</th></tr>
<tr><td colspan="5">Optional question — candidates select one from questions 2, 3, 4, 5, 6</td></tr>
<tr><td>3.</td><td></td><td></td><td>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.

This question asks candidates to:
• comment on the painting referring to subject matter, tone and media handling and/or techniques
• give their opinion on the mood and atmosphere created in this painting, with two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the artist's use of subject matter, tone and media handling and/or techniques.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.

<table>
<tr><td>Subject matter</td><td>• the subject matter shows the connection between the man and the surroundings he works in, shown by the fact he is sitting at a desk
• the man's facial expression makes it look like he is deep in thought as he is staring into space
• the subject is photorealistic as we can see in the level of detail added to the man and his workplace
• the person could be a zoologist/dentist/vet/model maker suggested by the detailed casts of animal teeth he is painting
• the person is an older man who looks clever because he is well dressed and wearing glasses
• any other justified comments regarding subject matter.</td></tr>
<tr><td>Tone</td><td>• the artist has used a range of tones to suggest three-dimensional form, as can be seen in objects like the book
• there is a wide tonal range in the painting creating shadows and highlights which suggests form
• the artist has used very dark tones of black to show the shadows on the jacket and lighter tones of the folds where the light hits them, this makes the jacket look three dimensional
• the artist has used strong contrast which makes the light objects in the foreground stand out against the dark table
• light appears to be coming from the right and this highlights the forehead of the man catching your eye
• any other justified comments regarding tone.</td></tr>
</table>
</td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max marks
			Media handling and/or techniques • the artist used carefully blended brushstrokes to make the objects look photorealistic • there is a high level of detail which would have been very time consuming to paint • the painting is detailed, and the artist has used controlled application of paint • oil paint takes a while to dry. This means that the artist has been able to keep adding layers and blending them to make the painting realistic • the artist could have used a small brush to paint the highly detailed areas • **any other justified comments regarding media handling and/ or techniques.** **A maximum of 2 marks** may be awarded for giving justified personal opinions on the mood and atmosphere created in the painting. **1 mark** should be awarded for each relevant point made up to the **maximum of 2 marks** in total. The table below gives examples of points which would gain marks. **Personal opinion on the mood and atmosphere created in this painting** • the facial expression/pose of the man communicates a serious and thoughtful mood • the human/teeth and skull on the table communicates a scene of death, which communicates an eerie mood • the painting communicates a cold atmosphere because the man stares straight ahead not looking at the viewer • the single figure communicates a mood of isolation/loneliness • the man wears formal wear through a suit jacket, waistcoat and tie, which communicates a serious mood • **any other justified opinions on the mood and atmosphere created in this painting.**	**2**
				10

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max marks</th></tr>
<tr><td colspan="5">Optional question — candidates select one from questions 2, 3, 4, 5, 6</td></tr>
<tr><td>4.</td><td></td><td></td><td>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.

This question asks candidates to:
• comment on the painting referring to composition, colour and shape
• give their opinion on the style of the painting, with two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the artist's use of composition, colour and shape.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.

<table><tr><td>Composition</td><td>• the busy arrangement of objects on the table leads your eye to this part of the painting
• the focal point is the lamp as it is in the centre of the composition, the white ellipse in the lampshade makes it stand out
• the flat black shapes around the window frame the composition creating symmetry
• the positioning of objects creates depth because objects are overlapping and lead our eye from the foreground into the background
• the window creates a frame, drawing our attention to the fan and separating the background from the foreground
• a triangular composition has been used, leading our eye from the top of the curtains to the table in the foreground
• any other justified comments regarding composition.</td></tr><tr><td>Colour</td><td>• contrast of warm and cold colour can be seen in the purple curtain against the orange and red striped lampshade making it stand out
• complementary colours create contrast, for example the red lampshade and red table contrasting with the green leaves
• the balance of blue and purple used in different areas gives harmony to the painting
• there is a limited colour palette of primary and secondary colours giving an unrealistic effect
• flat areas of black in the curtains and window frame draw attention to the bright colours on the table and outside the window
• the white shows where the light from the lamp is illuminating the objects, drawing your eye to these objects
• any other justified comments regarding colour.</td></tr></table></td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max marks
			Shape — • the repeated shapes of the leaves suggest pattern which creates visual interest • black outlines are used to define the shape of objects such as the leaves on the plant and the book, which makes them stand out • the oval shape of the table pulls all the objects together in the centre making it a focal point • the artist has simplified shapes by leaving out realistic details which creates a cartoon like effect • the geometric shapes of the window contrasts with the organic shape of the tree branch • **any other justified comments regarding shape.** **A maximum of 2 marks** may be awarded for giving justified personal opinions on the style of the painting. **1 mark** should be awarded for each relevant point made up to the **maximum of 2 marks** in total. The table below gives examples of points which would gain marks. **Personal opinion on the style of this painting** — • the painting has an unrealistic style because of the flat colours and shapes • the painting has a dramatic style because of the contrast of light and shade • it has a childlike style because of the simplified forms and bright colours • it has a cartoon like style because of the use of the bold outlines of the objects • the painting has a cluttered style because of the amount of objects arranged on the table and the busy background • the areas of flat perspective reminds me of the Cubist style • **any other justified opinions on the style of this painting.**	**2**
				10

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max marks</th></tr>
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<tr><td>5.</td><td></td><td></td><td>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.

This question asks candidates to:
• comment on the painting referring to composition, colour and shape
• give their opinion on the style of the painting with two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the artist's use of composition, colour and shape.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.

<table>
<tr><td>Composition</td><td>• the rocks in the foreground look large and the chimneys in the background are small, creating a sense of distance
• leading lines are created by the train tracks which lead the viewer's eye from the foreground of the painting into the background
• triangular composition is created by the strong horizontal line across the image and the diagonal line created by the train tracks, leading your eye around the image
• the buildings act as a focal point as they are in the middle ground of the piece, and the train tracks lead our eye to them
• the leading lines of the tracks lead to the focal point of the tall building on the right
• any other justified comments regarding composition.</td></tr>
<tr><td>Colour</td><td>• the artist has used complimentary colours of orange and blue for visual impact
• light blue and cream tones have been used in the sky which creates a light and airy feel
• the dark brown colour in the rock and on the train tracks in the foreground contrast with the lighter colours making them stand out
• the use of white on the buildings make them look clean and new, and adds a fresh feel to the painting
• the warm peaches and pinks standout against the cool blues and whites, attracting the viewer's attention
• any other justified comments regarding colour.</td></tr>
</table>
</td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max marks

Shape	• the artist has taken complex shapes and simplified them. This makes the painting feel slightly flat • use of repeated geometric shapes such as the triangles in the train tracks create patterns • the bold, simplified shapes resemble Art Deco posters • there is a contrast between the geometric shapes of the buildings and the organic shapes of the clouds and rocks • the long thin shape of the chimney leads your eye to the white building • **any other justified comments regarding shape.**

A maximum of 2 marks may be awarded for giving justified personal opinions on the style of this painting. **2**

1 mark should be awarded for each relevant point made up to the **maximum of 2 marks** in total.

The table below gives examples of points which would gain marks.

Personal opinion on the style of this painting	• the crisp, clean edges give a geometric style • the subject matter of factories and rail tracks give the painting an industrial style • the painting has a minimal style because it is very empty with no people • the bold, simplified shapes suggest an Art Deco style • the style is similar to Hopper's because the environment gives a sense of isolation • **any other justified opinions on the style of this painting.**

				10

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max marks</th></tr>
<tr><td>6.</td><td></td><td></td><td>
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.

This question asks candidates to:
• comment on this sculpture referring to subject matter, materials and/ or techniques and form
• give their opinion on what this sculpture communicates, with two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the artist's subject matter, materials and/ or techniques and form.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.
<table>
<tr><td>Subject matter</td><td>• the man at the top of the sculpture could be a pirate as he has a parrot on his head, and is on top of a giant treasure chest
• there is a pirate ship coming from the treasure chest which suggests the theme of the story
• the man at the top could be the main character in the book and the imagery communicates key parts of the story
• the ladders connect the characters/subject matter of the story of the book
• the main characters in the sculpture have coloured areas, making them stand out
• the ship, palm tree, and pirate connect the sculpture to the story of the book
• the use of the ship connects the sculpture to the theme of travel
• the small figures climbing the ladder suggests they are part of the story
• any other well justified comments regarding subject matter.</td></tr>
<tr><td>Materials and/or techniques</td><td>• the artist has cut out pages of a real book to create the sculpture which is an unusual way to make a sculpture
• paper cutting techniques have been used to create the shapes that resemble ladders and sails
• paper folding techniques have been used to create folds in the large figure's clothing
• fringing techniques have been used to create movement in the palm trees
• layering techniques have been used to create texture and interest in the treasure chest</td></tr>
</table>
</td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max marks

	• paper rolling techniques have been used to give the sculpture stability • crumpled paper has been used to show the folds in the trouser leg • paper can easily be damaged in many different ways (tearing, water) so the sculpture is fragile • the small scale and level of detail means that this sculpture would have taken a long time to make • **any other well justified comments regarding materials and/or techniques.**
Form	• although the sculpture is made from paper it still resembles the realistic form of the pirate ship and chest • the realistic form of the pirate ship is shown through the detailed paper construction techniques • the scale of the small pirate figure is emphasised in contrast with the large treasure chest • the folds of the jacket have form because of the technique used rolled paper has been used to create cylindrical forms to make the sleeves look 3D • the form of the sails creates the illusion of movement • the map in the chest has been rolled to create a cylinder form, making it stand out • the flat form of the small figures contrasts with the 3D forms in the rest of the sculpture • the open form of the book represents the island • **any other well justified comments regarding form.**

A maximum of 2 marks may be awarded for giving reasons for their personal opinion on what this sculpture communicates. **2**

1 mark should be awarded for each relevant point made up to the **maximum of 2 marks** in total.

The table below gives examples of points which would gain marks.

Personal opinion on what this sculpture communicates	• the sculpture communicates what the book is about showing important characters and key parts of the story • the sculpture communicates the specific setting of the book being an island • the sculpture communicates a sense of excitement with so much going on, which makes your imagination run wild, wondering what the story is about • the sculpture communicates a narrative, connecting the pirate, the treasure chest, and the island • the sculpture communicates the importance of the pirate character as he is the largest and includes colour • the sculpture communicates the importance of reading as it is made from a book • **any other justified opinions on what this sculpture communicates.**

				10

SECTION 2 — Design studies

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td colspan="5">All candidates who have chosen Section 2 will answer this question.</td></tr>
<tr><td>7.</td><td>(a)</td><td></td><td>Candidates are expected to demonstrate their knowledge and understanding with reference to two specific designs.

The two selected designs should be from the same design area, for example two posters, two products with similar functions, two buildings, two neckpieces, two theatrical costumes etc.

Candidates' responses can be credited in a number of ways.

Candidates are asked to identify and comment on two selected designs referring to:
• style
• fitness for purpose
• materials and/or techniques.

Candidates' answers might include commenting on:
• the style of the designs and inspiration for these
• how well fitness for purpose has been achieved in the designs
• materials and/or techniques and their effect on the designs
• any other justified comments.

Candidates may refer to a diverse range of design works. The table below gives examples of points which would gain marks.

<table><tr><td>Style
Chanel's suit has a streamlined style as it has a boxy silhouette.</td><td>1</td></tr><tr><td>Fitness for purpose
The Juicy Salif is not as fit for purpose as most other lemon squeezers because it does not have a built-in container to catch the juice.</td><td>1</td></tr><tr><td>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.</td><td>1</td></tr></table>
A maximum of 2 marks is available for giving an opinion on which of the designs has the most visual impact with two justified reasons.

The table below gives an example of a point which would gain a mark.

<table><tr><td>Most visual impact
The Peter Chang bracelet has most visual impact because of the clashing colours that catch your eye.</td><td>1</td></tr></table>
Marks should not be awarded for repeating earlier points if these points have not been developed in any way.</td><td>8

2</td></tr>
</table>

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td></td><td>(b)</td><td></td><td>Candidates' responses can be credited up to a maximum of 5 marks. This question asks candidates to select one designer from part (a).

Marks should be allocated as follows:
1 mark should be given for each specific correct influence identified, up to a maximum of 2 marks.

1 mark should be given for each clear description of how the influences identified can be seen in any of the designer's work up to a maximum of 2 marks.

One additional mark should be given up to a maximum of 5 marks in total for:
• a further developed point which gives additional detail on how one particular influence is seen in the designer's work

OR

• a further point describing another way one particular influence is seen in the designer's work.

The table below gives examples of points which would gain marks.

<table>
<tr><th>Response</th><th>Mark</th><th>Reason</th></tr>
<tr><td>William Morris was influenced by events that were happening at the time he lived.</td><td>0</td><td>This is not specific enough and does not show the level of knowledge expected.</td></tr>
<tr><td>William Morris was influenced by the Industrial Revolution.</td><td>1</td><td>A specific and correct influence is identified.</td></tr>
<tr><td>William Morris was influenced by the Industrial Revolution. This led him to do mass-production so he was able to make lots of products cheaply, as he wanted them to be affordable to everyone.</td><td>1</td><td>A specific and correct influence is identified, but the way in which the influence can be seen in the work in factually incorrect.</td></tr>
<tr><td>William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by using hand-crafted techniques to produce his own textile designs.</td><td>2</td><td>A specific and correct influence is identified. (1 mark)
A clear description of how the influence can be seen in the designer's work (the production method) is given. (1 mark)</td></tr>
<tr><td>William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by using hand-crafted techniques to produce his own textile designs. He used older techniques, such as using traditional vegetable dyes in his textiles.</td><td>3</td><td>A specific and correct influence is identified. (1 mark)
A clear description of how the influence can be seen in the designer's work (the production method) is given. (1 mark)
An additional point gives further detail on the techniques Morris used. (1 mark)</td></tr>
</table>
</td><td>5</td></tr>
</table>

Question	Specific marking instructions	Max mark

Response	Mark	Reason
William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by using hand-crafted techniques to produce his own textile designs. Morris wanted his designs to be affordable to everyone, but the techniques were time-consuming and expensive, so they ended up costing too much for ordinary people.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description of how the influence can be seen in the designer's work (the production method) is given. **(1 mark)** A developed point is made describing the influence and the unintended consequence of the technique. **(1 mark)**
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.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen. **(1 mark)**
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. The use of pleated fabric is another example of how this folding influence can be seen in the dress design.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen. **(1 mark)** An additional point is made describing another way the influence can be seen. **(1 mark)**
Lalique was influenced by Art Nouveau. Many of his jewellery designs feature whiplash lines that are typical of this design movement.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in his work in general. **(1 mark)**
Lalique was influenced by Art Nouveau. Many of his jewellery designs feature whiplash lines that are typical of this design movement. This influence can also be seen in the natural forms, like birds and insects, that are featured in his work.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in his work in general. **(1 mark)** An additional description is given of another way the influence can be seen. **(1 mark)**

Question	Specific marking instructions	Max mark

Response	Mark	Reason
Milton Glaser was influenced by the graphic designer Paul Rand. This can be seen in the simplicity of 'I love New York' as he uses simple shapes and doesn't crowd the design.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in a specific design. **(1 mark)**
Milton Glaser was influenced by the graphic designer Paul Rand. This can be seen in the simplicity of 'I love New York' as he uses simple shapes and doesn't crowd the design. His use of the heart symbol has similarities with Rand's IBM logo which also used symbols, like a bee to represent the letter B.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in a specific design. **(1 mark)** An additional point is made relating to the use of symbols. **(1 mark)**
Ron Arad was influenced by technology. His Tom Vac chair was made using a vacuum forming technique that he saw being used for other products.	**2**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in a specific design (production method). **(1 mark)**
Ron Arad was influenced by technology. His Tom Vac chair was made using a vacuum forming technique that he saw being used for other products. The aluminium is inflated and then vacuum formed so that it avoids wrinkles, making the surface really smooth.	**3**	A specific and correct influence is identified. **(1 mark)** A clear description is given of how the influence can be seen in a specific design (production method). **(1 mark)** A developed point is made describing details of the production method and its effect on the appearance of the design. **(1 mark)**

				15

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td colspan="5">Optional question — candidates select one from questions 8, 9, 10, 11, 12</td></tr>
<tr><td>8.</td><td></td><td></td><td>
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.

This question asks candidates to:
• comment on this poster design, referring to imagery, layout and lettering
• give your opinion on who would be the target audience for this poster, with two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the designer's use of imagery, layout and lettering.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.
<table>
<tr><td>Imagery</td><td>• the imagery shows a busy street and is reminiscent of a London shopping street
• the use of the London Buses relates to the function of the poster, to promote London as a shopping destination and illustrates a mode of transport that can be used
• the imagery is very sketchy and gives the impression of movement with people and transport moving about, which creates a lively scene
• the way the imagery has been drawn is very childlike and this creates a fun and quirky impression of a London street
• the use of perspective, showing the road going into the distance and the vehicles getting smaller, adds depth to the image
• the lights across the top of the poster suggest Christmas lights and the figures are wrapped up with coats, scarves and hats on to suggest wintertime and relate to the title of the poster
• any other well justified comments regarding imagery.</td></tr>
<tr><td>Layout</td><td>• the layout of the poster has been split into three areas — one for imagery, one for information on what the poster is advertising and the third for further information and logos, and this makes the poster easier to understand
• the main information is placed below the image on a horizontal block of colour which makes it easy to read
• the main image takes up most of the poster and is very busy, but the simple layout makes the poster eye-catching and effective
• the narrowing of the road and/or the descending stars create a leading line in the layout, drawing your attention to the centre of the poster
• the use of varying thicknesses of black outline frames objects, figures and buildings, creating visual impact
• any other well justified comments regarding layout.</td></tr>
</table>
</td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max mark
			Lettering • the letters of the main title are contained on a rectangle of lighter colour and this makes the darker lettering stand out • different sizes of fonts are used in this poster to draw attention to the importance of the information, with the most important being the biggest • the colour of the lettering contrasts with the background, making it stand out • some of the lettering on the red strip along the bottom is very small, which affects the readability • the information on the block at the bottom of the poster is white against a red background which makes it stand out • there is a lot of written information on this poster, which along with a busy image, makes it interesting to look at • the text on the bus looks hand-written, so you are focused on the typed font at the bottom of the poster • the hand-written text is illustrative, complimenting the image • the numbers on the buses correspond with the routes advertised by Transport London • **any other justified comments regarding lettering.**	
			A maximum of 2 marks may be awarded for giving reasons for their personal opinions on who would be the target audience for this poster**.** **1 mark** should be awarded for each relevant point made up to the **maximum of 2 marks** in total. The table below gives examples of points which would gain marks. **Personal opinion on who would be the target audience for this poster** • the use of bright colours and lively imagery used throughout the design would appeal to young audiences • the traditional layout of the poster with clear typography would appeal to an older target audience • the use of red, white and blue has connections with the union jack, appealing to tourists • the use of rainbow colours makes the poster inclusive, appealing to a wide target audience • this poster would appeal to people who like shopping, visiting London and using public transport because of the imagery and information given • the design communicates that it is advertising London, so would appeal to people who live in this area or are visiting • the poster would appeal to collectors interested in London Transport posters • **any other justified opinions on who would be the target audience for this poster.**	**2**
				10

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td colspan="5">Optional question — candidates select one from questions 8, 9, 10, 11, 12</td></tr>
<tr><td>9.</td><td></td><td></td><td>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.

This question asks candidates to:
• comment on this product design, referring to fitness for purpose, materials and target market
• give your opinion on the success of this product design, with two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the fitness for purpose, materials and target market.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.

<table>
<tr><td>Fitness for purpose</td><td>• the pieces would be easy for small children to use as they would find the chunky shapes easy to grip
• the simple shapes have holes making them easy to join together for small children
• the purpose is an educational toy and the use of bright colour would make it appealing to children
• it is versatile as it can be used by children in different ways as they grow up
• the pieces can be joined together to make other items to play with, making it multi-functional
• the set comes with wheels so that moving objects can be created and used as toys
• any other justified comments regarding fitness for purpose.</td></tr>
<tr><td>Materials</td><td>• the pieces are washable due them being made from plastic and this would make them more hygienic for children
• plastic is a lightweight material, making it suitable for small children to use as they can easily pick up the building blocks
• due to being made of plastic the pieces will be hardwearing for multi-use
• the pieces are made of plastic so they can be made cheaply and mass produced
• the pieces are safe to use and have no sharp edges due to being made of plastic moulded with rounded edges
• plastic is not biodegradable and may create a problem for the environment when the child outgrows it
• any other justified comments regarding materials.</td></tr>
</table>
</td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max marks
			Target Market • these products could be used by many children and therefore would appeal to nurseries and schools due to being washable • due to the use of a variety of bright colours it is non-gender specific • it would appeal to different age groups of children as they can use the product in different ways to make simple or complicated things • the product would appeal to parents who want to encourage their child's creativity as it can be used to build many different things • it would appeal to adults when choosing a 'toy' for a child due to the plastic materials being rounded and safe to use • it would not be suitable for very young children as they could swallow some of the smaller parts • **any other justified comments regarding target market.** **A maximum of 2 marks** may be awarded for giving justified personal opinions on the success of this product. **1 mark** should be awarded for each relevant point made up to the **maximum of 2 marks** in total. The table below gives examples of points which would gain marks. **Personal opinion on the success of this product** • it is successful as it is fun and educational at the same time, with endless possibilities • it encourages problem solving and creativity while keeping children entertained as they can construct models from the parts then reassemble them to create something else • the plastic material makes the toy long lasting and can be passed down to future generations • it is multi-purpose – once made, the toys could be used for car races for example • it is similar to other successful construction toys making it a timeless design • **any other justified opinions on the success of this product.**	**2**
				10

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td colspan="5">Optional question — candidates select one from questions 8, 9, 10, 11, 12</td></tr>
<tr><td>10.</td><td></td><td></td><td>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.

This question asks candidates to:
• comment on this interior design, referring to pattern, visual impact, and style
• give your opinion on who this interior might appeal to, giving two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the designer's use of pattern, visual impact, and style.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.

<table>
<tr><td>Pattern</td><td>• a pattern of squares repeated throughout the design, on the carpets, walls and window helps to unify the design
• the vertical lines of the grate on the fire creates a pattern which is mirrored in the vertical panelling on the walls
• the geometric blocks on the wall panels are repeated, adding symmetry
• the chevrons are repeated in different scales throughout the design creating a busy effect
• the use of pattern on every surface is quite overwhelming and would be hard to live with
• any other justified comments regarding pattern.</td></tr>
<tr><td>Visual impact</td><td>• the bright white of the fireplace contrasts with the dark black surroundings helping it to stand out
• the purple on the window seat adds colour to a monochromatic palette which creates visual impact
• the high contrast of yellow against black creates a striking visual effect
• the vertical white lines on the walls make the room look taller and more striking
• the cut-out grid decoration contrasts with the solid grid panelling underneath creating visual interest
• the purple cushion on the window seat contrasts with the yellow decoration making it stand out
• the dark wood is traditional in style, which contrasts with the more modern geometric patterns
• any other justified comments regarding visual impact.</td></tr>
</table>
</td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max marks
			Style — • the interior has a geometric style due to the repeated use of squares and vertical lines • the interior has an Art Deco style because of its straight lines and sharp angles • it has an Art Deco style because of the use of dark wood on the walls contrasting with the yellow chevron patterns • Mackintosh's personal style is evident in the design with the grid-like patterns and dark wood • it is a very unified style as everything matches because of the limited colour scheme and repeated patterns • it is an over-the-top style as it is full of busy patterns • **any other justified opinions regarding style.** **A maximum of 2 marks** may be awarded for justified personal opinions on who this interior might appeal to. **1 mark** should be awarded for each relevant point made up to the **maximum of 2 marks** in total. The table below gives examples of points which would gain marks. **Personal opinion on who this interior might appeal to** — • this interior would appeal to a design-conscious individual who likes strong design as seen by the use of black and yellow, and the geometric pattern • the interior would appeal to fans of Charles Rennie Mackintosh as the design is very typical of his work with its geometric elements • people with extravagant tastes would like this interior as the patterns and details create a strong statement • this interior would appeal to older people because it is old-fashioned with its dark panelling and gridded windows • this interior would appeal to people with a high disposable income as it is designed by a famous designer • **any other justified opinions on who this interior might appeal to.**	**2**
				10

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td colspan="5">Optional question — candidates select one from questions 8, 9, 10, 11, 12</td></tr>
<tr><td>11.</td><td></td><td></td><td>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.
This question asks candidates to:
• comment on this pocket watch design, referring to fitness for purpose, decoration and style
• give your opinion on who would be the target market for this pocket watch, with two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to the designer's use of fitness for purpose, decoration and style.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.

<table>
<tr><td>Fitness for purpose</td><td>• the watch has simple, clear numbers making it easy to read
• the numbers are in simple, large numerals which makes it easier to read
• the dark black of the numbers and clock hands contrast with the light white/blue/gold making it easier to read the time
• there are short black lines around the watch face showing the minutes, providing a more accurate time to the user
• the snake is used to create a loop to put a chain through to wear the watch making it more secure
• the snake loop could be used to put a chain through so it could be worn in different ways
• the watch is made mainly from gold which will make it strong and durable if used every day
• the decoration and parts that stick out might make it catch on clothing and be impractical
• the small size of the watch makes it easy to fit in a pocket
• any other justified comments regarding fitness for purpose.</td></tr>
<tr><td>Decoration</td><td>• the embossed bats on the gold creates texture and visual interest
• the use of the moonstones to add surface decoration shimmer which draws attention to the design
• the decorative snake form on the watch has an open mouth like it's about to bite which adds a threatening look
• the white and blue enamel of the butterflies contrast the gold background, allowing them to stand out more
• the combination of butterflies and bats to create pattern make you think about good and evil/night and day
• it is highly decorative and looks like it would have been time consuming to make
• the decorative butterflies and bats all over create an effect of movement
• any other justified comments regarding decoration.</td></tr>
</table>
</td><td>8</td></tr>
</table>

Question			Specific marking instructions	Max mark
			Style — • the watch has an Art Nouveau style as it uses expensive materials like gold combined with semi-precious stones and enamel • the watch has an Art Nouveau style as it contains organic forms like butterflies and the snake • it has an Art Nouveau style through the form of the snake's body curving in loops creating whiplash lines • the watch has a Gothic style because of the bats and the snake which make it look spooky • there is a contrasting style between the delicate butterflies on the front of the watch and the creepy bats on the back of the watch • the watch has an antique style due to the serif numerals • the watch has an opulent style as it uses expensive materials like gold and has lots of decoration • the watch has an antique/traditional style as pocket watches are no longer commonly used as many people use digital watches • **any other justified comments regarding style.** **A maximum of 2 marks** may be awarded for giving justified personal opinions on who would be the target market for this pocket watch. **1 mark** should be awarded for each relevant point made up to the **maximum of 2 marks** in total. The table below gives examples of points which would gain marks. **Personal opinion on who would be the target market for this pocket watch** — • the target market for this watch could be jewellery collectors as it is designed by a very famous designer which adds value to the piece • wealthy people would be the target market as the expensive materials like gold and the fine craftsmanship would make the watch more costly • people who want to make a statement would be the target market as it is an unusual watch not on the wrist and the menacing bats and snake would draw attention • the watch would appeal to women because of the butterflies which add a feminine look • the person who would wear this would be looking to accessories and outfit to show their status • **any other justified opinions on who would be the target market for this pocket watch.**	**2**
				10

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td colspan="5">Optional question — candidates select one from questions 8, 9, 10, 11, 12</td></tr>
<tr><td>12.</td><td></td><td></td><td>
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.

This question asks candidates to:
• comment on these outfits, referring to sources of inspiration, function and visual impact
• give your opinion on what these outfits communicate, with two justified reasons.

Marks can be awarded for relevant substantiated comments or points relating to sources of inspiration, function and visual impact.

1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.

The table below gives examples of points which would gain marks.
<table>
<tr><td>Sources of inspiration</td><td>• the outfits could be inspired by royalty due to the use of gold detailing
• the outfits could have a military influence due to details such as the gold buttons and the gold badge on the sleeve
• the colour of the tartan could be inspired by the colours of the Scottish landscape, such as the purple of the heather and blue of the sea
• a source of inspiration could be Scottish clans, where everyone wore the same family tartan
• the pin brooch could be inspired by a medal given to important people
• the diagonal layout of the tartan stripes could be inspired by the Scottish flag
• the colour blue in the shirts and kilts could be inspired by the blue of the Saltire
• any other well justified comments regarding sources of inspiration.</td></tr>
<tr><td>Function</td><td>• the function is to create an inclusive uniform to be worn by the whole Scottish team
• the function is to give the athletes a sense of pride to represent their country when wearing it through the use of traditional tartan
• the function is to make the athletes recognisable as belonging to the Scottish team during the opening ceremony
• the function is to fit athletes of different sizes, which is achieved by the buckles on the sides of the kilts
• the function of the sporran/bag is to store objects such as mobile phones or money
• any other well justified comments regarding function.</td></tr>
</table>
</td><td>8</td></tr>
</table>

<table>
<tr><th colspan="3">Question</th><th>Specific marking instructions</th><th>Max mark</th></tr>
<tr><td></td><td></td><td></td><td>
<table>
<tr><td>Visual impact</td><td>• the outfits are very eye-catching with the use of a kilt for all the athletes and give a strong team identity
• a lot of time has obviously been spent designing all aspects of the outfits from the detailing on the shirts to the buttons on the waistcoats and gives strong visual impact
• the outfits would stand out against other countries' outfits due to the use of the kilt
• the colour of the tartan is reflective of the Scottish flag and the Scottish landscape - such as heather, and give a striking visual impact
• the diagonals on the tartan are similar to those on the Scottish flag and are eye catching
• any other well justified comments regarding visual impact.</td></tr>
</table>
A maximum of 2 marks may be awarded for giving justified personal opinions on what these outfits communicate.

1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total.
The table below gives examples of points which would gain marks.
<table>
<tr><td>Personal opinion on what these outfits communicate</td><td>• the tartan is made in Scotland using traditional methods and is iconic clothing related to Scotland
• the outfits communicate a smart business-like approach through the waistcoat, shirt and kilt
• the outfit is communicating a unified team ethos
• the outfit communicates an inclusive team spirit because all team members are wearing the same or similar outfits
• the use of the tartan kilt as a uniform is reminiscent of what people would wear going into battles
• any other justified opinions on what these outfits communicate.</td></tr>
</table>
</td><td>2</td></tr>
<tr><td></td><td></td><td></td><td></td><td>10</td></tr>
</table>

[END OF MARKING INSTRUCTIONS]