



National  
Qualifications  
2015

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# 2015 Art and Design

## National 5

### Finalised Marking Instructions

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## General Marking Principles for National 5 Art and Design

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

- (a) Marks for each candidate response must always be assigned in line with these General Marking Principles and the Detailed Marking Instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c) If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader.
- (d) It is possible that some candidates could have investigated artists and designers who are not known to the marker. In such cases, markers are expected to 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 artist has used a lot of red in the portrait’ would not gain a mark as it is simply descriptive, but  
  
‘The artist has used a lot of red in the background of this portrait. This suggests to me that the subject is angry as we tend to associate red with this emotion’, would gain a mark, as this answer shows some understanding of the expressive potential and use of specific colour and a more analytical response.
- (g) No marks should be awarded for simply repeating information from the legend. Where candidates develop and use this information to justify their opinion or qualify their answer, credit can be given.
- (h) Candidates must answer all aspects of the question to gain full marks. 8 marks are available for responding to aspects relating to expressive art or design. If only two of the three aspects are covered, then 1 mark cannot be accessed and a maximum of 7 marks can be gained by the candidate. If only one aspect is covered, the candidate can gain a maximum of 6 marks for this part of the question. Likewise, the questions require candidate to give two justified opinions and candidates must make two valid and substantiated points relating to the question to gain both marks.

### Overview

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

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

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

### **Mandatory questions (Q1 and Q7)**

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

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

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

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

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

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

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

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

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

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

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

### Optional questions (Q2-6 and Q8-12)

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

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

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

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

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

## Detailed Marking Instructions

### Section 1 - Expressive Art Studies

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
1.		10	<p>All candidates will answer this question. Candidates are expected to demonstrate their knowledge and understanding with reference to <b>two</b> specific artworks.</p> <p>The two selected examples of artwork should clearly contain similar subject matter or be based on the same theme, eg two portraits, two still life paintings with similar objects, two coastal landscapes, two works based on war, fantasy, dance, etc.</p> <p>This question allows candidates to compare artists' approaches with explicit reference to specific elements. In the extended response, candidates will make direct comparisons between selected examples of artwork. They will also be asked to make a judgement on a specific issue. They will be required to give two reasons for their response.</p> <p>Candidates who discuss only one artist can only gain a <b>maximum of 5 marks</b>. Answers should be marked according to the specific marking instructions should this occur.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both artist's use of:</p> <ul style="list-style-type: none"> <li>• <i>media handling and/or techniques</i></li> <li>• <i>use of shape and/or form</i></li> <li>• <i>mood/atmosphere.</i></li> </ul> <p>This will include a comparison of how the artist has used the selected elements. Candidates will also identify which of the two works they consider to have most visual impact, and explain the reasons why.</p> <p>A <b>maximum of 8 marks</b> are available for comparing the <b>two</b> selected artworks. Appropriate answers here would include commenting on:</p> <ul style="list-style-type: none"> <li>• the media handling skills, processes and/or techniques the artists have used to produce the work and their effect</li> <li>• each artist's use of shape and/or form and the effect on the work</li> </ul>

Question	Max Mark	General Marking Instructions	Specific Marking Instructions
			<ul style="list-style-type: none"> <li>• the mood/atmosphere of each work and how this has been achieved</li> <li>• any other well justified comments relating to media handling and/or techniques, shape and/or form and mood/atmosphere.</li> </ul> <p>A total of 2 marks are available for identifying which of the artworks the candidate considers to have the most visual impact, giving two justified reasons. Marks should not be awarded for repeating earlier points, if these points have not been developed in any way.</p> <p>Where candidates' answers only discuss one artist in their answer, marks should be awarded as follows:  A <b>maximum of 3 marks</b> are available for discussing artwork with reference to one artist's use of the specific elements.  A <b>maximum of 2 marks</b> are available for explaining why they find the artist's work to have the most visual impact, giving justified reasons.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
2.		10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the artist's methods or approach to the subject and their use of specific elements</li> <li>give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the artwork and to refer to composition, choice of subject matter, mood/atmosphere</li> <li>give two justified reasons for their opinion of the visual impact of the photograph</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's use of composition, choices of subject matter, mood/atmosphere. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving their personal opinion of the visual impact of the photograph. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Composition	<ul style="list-style-type: none"> <li>the 'framing' of the scene and its effect</li> <li>image from one viewpoint</li> <li>artist positioned at street level</li> <li>viewer separated from the scene by windows</li> <li>symmetrical composition</li> <li>positioning of figures</li> <li><b>any other well justified point on the use of composition</b></li> </ul>
					Choice of subject matter	<ul style="list-style-type: none"> <li>another culture</li> <li>street scene</li> <li>figure composition</li> <li>busy</li> <li>variety of people</li> <li>signage</li> <li><b>any other well justified point on the choice of subject matter</b></li> </ul>
					Mood/atmosphere	<ul style="list-style-type: none"> <li>the capturing of a 'moment in time' with the camera</li> <li>facial expressions</li> <li>black and white photograph - links with past</li> <li>the contrast between the interior and the exterior setting</li> <li><b>any other well justified point on the use of mood/atmosphere</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
					Personal opinion on visual impact <ul style="list-style-type: none"> <li>• contrast of black and white</li> <li>• shadows and highlights</li> <li>• “collage” effect/unusual framing</li> <li>• choice of setting</li> <li>• insight into another culture</li> <li>• <b>any other justified point on the visual impact of this work</b></li> </ul>

Question	Max Mark	General Marking Instructions	Specific Marking Instructions
3.	10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>• comment on the artist’s methods or approach to the subject and their use of specific elements</li> <li>• give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates’ responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>• comment on how the artist has responded to their surroundings and to refer to composition, colour, tone.</li> <li>• Give two reasons for their opinion on how well the artist has communicated the atmosphere of this place.</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, colour, tone. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving reasons for their personal opinion on how well the artist has communicated the atmosphere of the place. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Composition	<ul style="list-style-type: none"> <li>• left side of the image depicts close-up and the right side of the image depicts further away</li> <li>• trees, buildings and figures receding</li> <li>• furthest away mountains are paler in tone</li> <li>• depth, perspective</li> <li>• eye is led around the picture</li> <li>• arrangement of figures</li> <li>• focal point</li> <li>• <b>any other well justified comments regarding composition</b></li> </ul>
					Colour	<ul style="list-style-type: none"> <li>• limited colours</li> <li>• colours convey the cold of Winter</li> <li>• warm and cold colours</li> <li>• warm accents of reds/yellows</li> <li>• neutral, tertiary colours</li> <li>• effect of colour</li> <li>• <b>any other well justified comments regarding colour</b></li> </ul>
					Tone	<ul style="list-style-type: none"> <li>• bold tones in foreground combined with mid-tones and lighter background creates sense of distance</li> <li>• dark silhouettes</li> <li>• contrast between dark objects and the white snow</li> <li>• comments on the wide tonal range</li> <li>• how tone contributed to the style of the work</li> <li>• simple tones clarify the subject matter</li> <li>• flat application of tone</li> <li>• <b>any other well justified comments regarding tone</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
					Personal opinion on how well the artist has communicated the atmosphere of the place <ul style="list-style-type: none"> <li>• winter atmosphere</li> <li>• variety of activity</li> <li>• the amount of detail shown</li> <li>• the sense of space</li> <li>• stillness and silence communicated</li> <li>• sense of history/times past</li> <li>• narrative interpretation</li> <li>• <b>any other justified reasons - either positive or negative</b></li> </ul>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
4.		10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the artist's methods or approach to the subject and their use of specific elements</li> <li>give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the artist's methods of representing the figure referring to choice of pose, form and materials</li> <li>give their own opinion of how well the subject matter has been represented and to justify their comments</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's approach to depicting the figure and to refer to pose, form and materials. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving reasons for their personal opinion of how well the subject matter has been represented. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Pose	<ul style="list-style-type: none"> <li>• the body language</li> <li>• the ballet pose</li> <li>• realism</li> <li>• expression of model</li> <li>• determination/eagerness to maintain the position</li> <li>• poise/confidence</li> <li>• where her gaze is directed</li> <li>• <b>any other well justified comments on the pose</b></li> </ul>
					Form	<ul style="list-style-type: none"> <li>• realistic</li> <li>• solid</li> <li>• in proportion</li> <li>• surface texture</li> <li>• attention to detail</li> <li>• balance</li> <li>• <b>any other well justified comments on form</b></li> </ul>
					Materials	<ul style="list-style-type: none"> <li>• the skilful use of materials and the sense of realism achieved</li> <li>• bronze, silk and muslin emphasise texture and style</li> <li>• the level of detail achieved</li> <li>• the contrast between the solidity of the bronze and the delicacy of the tutu, bodice and hair ribbon</li> <li>• condition of the fabric</li> <li>• colour of materials</li> <li>• use of wood for the plinth</li> <li>• <b>any other well justified comments on the artist's use of materials</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Personal opinion on how well the subject matter has been represented	<ul style="list-style-type: none"> <li>• an insight into the world of ballet</li> <li>• the expression of the dancer</li> <li>• her pose indicates the discipline required in ballet</li> <li>• capturing a moment in time</li> <li>• narrative interpretation</li> <li>• <b>any other justified reasons how well the subject matter has been represented</b></li> </ul>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
5.		10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the artist's methods or approach to the subject and their use of specific elements</li> <li>give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the artist's response to the subject matter and to refer to composition, tone and pattern</li> <li>give their own opinion of the atmosphere created in the painting</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's response to the subject matter and to refer to composition, tone and pattern. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving reasons for their personal opinion of the atmosphere created in the painting. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Composition	<ul style="list-style-type: none"> <li>• how the arrangement of figures leads the eye into the painting</li> <li>• the focal point</li> <li>• the positioning of the figures and animals</li> <li>• depth and perspective</li> <li>• crowded composition</li> <li>• directional lines</li> <li>• use of foreshortening</li> <li>• <b>any other well justified comments on composition</b></li> </ul>
					Tone	<ul style="list-style-type: none"> <li>• range of tone used</li> <li>• effect of tone</li> <li>• how tone contributes to focal point</li> <li>• tone depicts form and creates realism</li> <li>• how tone creates light and shade</li> <li>• highlights the main subject matter</li> <li>• draws the viewer's attention to the idea of the circus ring beyond</li> <li>• <b>any other well justified comments on tone</b></li> </ul>
					Pattern	<ul style="list-style-type: none"> <li>• range of pattern</li> <li>• effect of pattern</li> <li>• natural and manmade patterns</li> <li>• skilful use of media to create pattern</li> <li>• <b>any other well justified comments on the pattern</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Personal opinion on the atmosphere	<ul style="list-style-type: none"> <li>• informal/naturalistic</li> <li>• a sense of calm ‘behind the scenes’</li> <li>• sense of anticipation</li> <li>• the expression of the main figures and speculation as to what they may be discussing</li> <li>• narrative interpretation</li> <li>• <b>any other justified opinions on the atmosphere created in the painting</b></li> </ul>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
6.		10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the artist's methods or approach to the subject and their use of specific elements</li> <li>give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>Comment on how the artist has responded to the subject matter, referring to composition, media handling and tone.</li> <li>Give their own opinion of this approach and to justify their comments</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's response refereeing to composition, media handling and tone. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving reasons for their personal opinion of the approach. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Composition	<ul style="list-style-type: none"> <li>• tabletop setting</li> <li>• viewpoint</li> <li>• perspective of the objects</li> <li>• kippers as focal point</li> <li>• central placement of kippers</li> <li>• framing of main subject matter</li> <li>• simple background highlights subject matter</li> <li>• the arrangement of the newspaper and kippers</li> <li>• simple arrangement</li> <li>• <b>any other well justified comments regarding composition</b></li> </ul>
					Media handling	<ul style="list-style-type: none"> <li>• loose, textural and energetic brushstrokes</li> <li>• application of paint</li> <li>• expressive approach</li> <li>• brushwork represents different surface qualities</li> <li>• simplification of subject matter</li> <li>• <b>any other well justified comments regarding media handling</b></li> </ul>
					Tone	<ul style="list-style-type: none"> <li>• tone in the folds in the background cloth and newspaper</li> <li>• showing direction of light</li> <li>• contrast of newspaper and background</li> <li>• highlights on the kippers</li> <li>• effect of tone</li> <li>• <b>any other well justified comments regarding tone</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
					Personal opinion on this approach to still life painting <ul style="list-style-type: none"> <li>• simple theme</li> <li>• unusual choice of subject matter</li> <li>• might contrast with more conventional still-life work</li> <li>• treatment of the subject matter</li> <li>• style of the painting</li> <li>• <b>any other justified reasons - either positive or negative about the approach</b></li> </ul>

## Section 2 - Design Studies

Question	Max Mark	General Marking Instructions	Specific Marking Instructions
7.	10	<p>All candidates will respond to this question. Candidates are expected to demonstrate their knowledge and understanding with reference to two specific designs.</p> <p>This question allows candidates to compare similarities and differences in designers' approaches/use of specific elements.</p> <p>In the extended response, candidates will make direct comparisons between identified examples of design work. They will also be asked to make a judgement on a specific issue. They will be required to give two reasons for their response.</p> <p>Depending on the specifics of the question, comments could include:</p> <ul style="list-style-type: none"> <li>• the techniques used to achieve a particular look</li> <li>• the materials used in relation to the appearance achieved</li> <li>• aesthetic considerations</li> <li>• the style of the designs</li> <li>• style – the sources of inspiration</li> <li>• style – eg the use of colour, line, texture, form in the designs</li> <li>• reference to design elements and the use of descriptive design vocabulary (eg in graphics:</li> </ul>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both designs in terms of:</p> <ul style="list-style-type: none"> <li>• function</li> <li>• visual impact</li> <li>• target market/audience.</li> </ul> <p>This will include a comparison of how the designers have used the specified elements. Candidates will also identify which of the two designs they consider to be the most effective and explain reasons why.</p> <p>Candidates' answers might include commenting on:</p> <ul style="list-style-type: none"> <li>• each designer's consideration of function and how this has affected the designs</li> <li>• the visual impact of each design and how this has been achieved</li> <li>• influences on the visual impact of the designs</li> <li>• the influence of the target market/audience of the designs</li> <li>• in what ways the designers have considered their target market/audience</li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
				<p>lettering, imagery, layout; in jewellery: construction techniques, statement jewellery, application of finishes, interpretation of a source of inspiration).</p> <p>Candidates who discuss only one designer can only gain a <b>maximum of 5 marks</b>. Answers should be marked according to the specific marking instructions should this occur.</p>	<ul style="list-style-type: none"> <li>• any other well justified comments relating to visual impact, function and target market/audience.</li> </ul> <p>A <b>maximum of 8 marks</b> are available for comparing the designs. Where candidates only discuss one designer in their answer, marks should be awarded as follows:</p> <ul style="list-style-type: none"> <li>• A <b>maximum of 3 marks</b> are available for discussing a selected design with reference to the designer's use of the specified design elements.</li> <li>• A <b>maximum of 2 marks</b> are available for explaining why they find the designers work to be effective.</li> </ul>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
8.		10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the designers' use of specific design elements</li> <li>give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the designs, referring to lettering, imagery and colour</li> <li>give their opinion as to who might be the target market for these drinks and to justify their comments</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the designer's use of lettering, imagery and colour. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions and justification of who might be the target market for these drinks. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Lettering	<ul style="list-style-type: none"> <li>• the design of the lettering</li> <li>• simplicity of the fonts</li> <li>• the placement of the lettering</li> <li>• same font used in different sizes</li> <li>• use of grey and a colour for the text</li> <li>• readability of the lettering</li> <li>• purpose of the lettering</li> <li>• <b>any other well justified comments regarding lettering</b></li> <li>•</li> </ul>
					Imagery	<ul style="list-style-type: none"> <li>• the stylisation of the fruit</li> <li>• simplified images</li> <li>• use of symbolism</li> <li>• use of pattern</li> <li>• <b>any other well justified comments regarding imagery</b></li> </ul>
					Colour	<ul style="list-style-type: none"> <li>• connotations of colour</li> <li>• impact of colour</li> <li>• limited colour</li> <li>• two-tones of colour used</li> <li>• contrast of colour against the white bottle</li> <li>• <b>any other well justified comments regarding colour</b></li> </ul>
					Personal opinion on who might be the target market	<ul style="list-style-type: none"> <li>• aimed at health conscious people</li> <li>• image conscious people</li> <li>• speculation on age and type of consumer</li> <li>• people attracted to the bright colours</li> <li>• <b>any other justified comments on who might the target market for these drinks</b></li> </ul>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
9.		10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the designers' use of specific design elements</li> <li>give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <ul style="list-style-type: none"> <li>The candidates are asked to comment on the design of the chair referring to fitness for purpose, materials and style.</li> <li>Give their opinion on who might be the target market for this product. Give 2 reasons.</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to fitness for purpose, materials and style. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions and justification of who might be the target market for this product. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Fitness for purpose	<ul style="list-style-type: none"> <li>• practicality</li> <li>• portability</li> <li>• comfort</li> <li>• storage</li> <li>• speculation on where chair might be used</li> <li>• durability</li> <li>• <b>any other well justified comments on the fitness for purpose of chair</b></li> </ul>
					Materials	<ul style="list-style-type: none"> <li>• plastic is lightweight, strong</li> <li>• easy to clean</li> <li>• the practicality of being inflatable: easy to move and store</li> <li>• innovative use of materials</li> <li>• unusual choice of materials</li> <li>• comfortable</li> <li>• low cost to produce</li> <li>• suitable for mass production</li> <li>• can vary in colour</li> <li>• constraints of materials</li> <li>• <b>any other well justified comments on the materials used to create this chair</b></li> </ul>
					Style	<ul style="list-style-type: none"> <li>• brightly coloured plastic</li> <li>• its 'chunky' appearance characteristic of the 60's style</li> <li>• based on traditional armchair form</li> <li>• an armchair with headrest suggests comfort and relaxation</li> <li>• pop art, fun</li> <li>• still has appeal today</li> <li>• <b>any other well justified comments on the style of this chair</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
					Personal opinion on target market <ul style="list-style-type: none"> <li>• speculation on age and type of target market</li> <li>• its versatility and function would also make it a popular item with students</li> <li>• those who want to make a statement about purchasing an unusual item of product design</li> <li>• design conscious people</li> <li>• speculation on when/where it could be used</li> <li>• affordability</li> <li>• <b>any other well justified comments on the target market for the chair</b></li> </ul>

Question	Max Mark	General Marking Instructions	Specific Marking Instructions
10.	10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>• comment on the designers' use of specific design elements</li> <li>• give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>• comment on the design of the interior of the space jet, referring to use of available space, furniture/fittings and style</li> <li>• give their opinion on the success of the interior, giving two justified reasons.</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the use of available space, furniture/fittings and style of the design. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions and justification on their opinion on the success of the design. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Use of available space	<ul style="list-style-type: none"> <li>• compact space</li> <li>• placement of windows to maximise view</li> <li>• arrangement of seating maximising available space</li> <li>• the curved shape of the interior and the challenges this presents to the designer</li> <li>• <b>any other well justified comments regarding use of space</b></li> </ul>
					Furniture/ fittings	<ul style="list-style-type: none"> <li>• comfort factor</li> <li>• effect of the windows</li> <li>• reclining seats - multifunctional - bed/seats</li> <li>• ergonomic factors</li> <li>• organic forms</li> <li>• handles to hold onto when out of seats to aid movement around the interior</li> <li>• <b>any other well justified comments regarding furniture/fittings</b></li> </ul>
					Style	<ul style="list-style-type: none"> <li>• repetition of curved or organic shapes</li> <li>• limited use of colours</li> <li>• porthole style windows</li> <li>• pattern of windows</li> <li>• size of windows</li> <li>• futuristic/minimalist</li> <li>• <b>any other well justified comments regarding styles</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Personal opinion on the success of the interior	<ul style="list-style-type: none"> <li>• modern futuristic interior</li> <li>• comfortable seating</li> <li>• fun and exciting to travel in</li> <li>• safety aspects</li> <li>• calm and relaxing neutral colours used</li> <li>• relaxed seating to view outside</li> <li>• <b>any other justified personal opinion regarding the success of the design</b></li> </ul>

Question	Max Mark	General Marking Instructions	Specific Marking Instructions
11.	10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>• comment on the designers' use of specific design elements</li> <li>• give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>• comment on the design of the arm-piece, referring to sources of inspiration, detail, materials</li> <li>• give their opinion of who might wear the arm-piece and on what occasions it might have been worn.</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the sources of inspiration, detail and materials. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions and justification of who might wear the arm-piece and on what occasions it might have been worn. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Sources of inspiration	<ul style="list-style-type: none"> <li>narrative interpretation</li> <li>tribal symbolism</li> <li>animals</li> <li>warriors</li> <li><b>any other well justified comments regarding sources of inspiration</b></li> </ul>
					Detail	<ul style="list-style-type: none"> <li>highly detailed</li> <li>decorative</li> <li>patterned</li> <li>level of skill/time required</li> <li>the net, or mesh, is intricate</li> <li>images are repeated/symmetrical</li> <li><b>any other well justified comments regarding detail</b></li> </ul>
					Materials	<ul style="list-style-type: none"> <li>not conventional jewellery material</li> <li>ivory is a natural substance</li> <li>ability to be carved</li> <li>some candidates may refer to the ethics of using ivory</li> <li>use of beads to add embellishment/accent of darker colour</li> <li><b>any other well justified comments regarding the materials</b></li> </ul>
					Personal opinion on who might have worn the arm-piece and on what occasions	<ul style="list-style-type: none"> <li>might be worn during a ceremony or ritual</li> <li>tribal people</li> <li>speculation on gender/age of wearer</li> <li>status piece</li> <li><b>any other justified comment regarding who might have worn the arm-piece and on what occasion</b></li> </ul>

Question	Max Mark	General Marking Instructions	Specific Marking Instructions
12.	10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>• comment on the designers' use of specific design elements</li> <li>• give their opinion on the work, justifying their opinions.</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>• comment on the design referring to sources of inspiration, form and target market</li> <li>• give their own opinion on how well the designer has created visual impact. Give two reasons.</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to sources of inspiration, form and target market. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions on how well the designer has created visual impact. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Sources of inspiration	<ul style="list-style-type: none"> <li>• range of possible sources eg nature</li> <li>• animal patterns</li> <li>• reptiles</li> <li>• sealife</li> <li>• insects</li> <li>• camouflage</li> <li>• <b>any other well justified comments regarding the possible sources of inspiration</b></li> </ul>
					Form	<ul style="list-style-type: none"> <li>• exaggerated form</li> <li>• emphasise female form</li> <li>• narrow waist</li> <li>• short skirt</li> <li>• voluminous in places</li> <li>• sculptural</li> <li>• futuristic</li> <li>• <b>any other well justified comments regarding the designers' use of form</b></li> </ul>
					Target market	<ul style="list-style-type: none"> <li>• speculation on age of wearer</li> <li>• personality of wearer</li> <li>• fashion conscious</li> <li>• affordability/cost</li> <li>• suitable for catwalk/film/pop-video/theatre/performance</li> <li>• special occasion wear</li> <li>• <b>any other well justified comments and opinions on target market.</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
					Personal opinion on how well the designer has created visual impact <ul style="list-style-type: none"> <li>• bold dramatic style</li> <li>• statement piece</li> <li>• use of colour</li> <li>• use of symmetry</li> <li>• use of embellishments</li> <li>• fragmentation/collage effect</li> <li>• variety of pattern</li> <li>• attention to detail</li> <li>• <b>any other well justified comments regarding how well the designer has created visual impact</b></li> </ul>

[END OF MARKING INSTRUCTIONS]