



National
Qualifications
2018

2018 Art and Design

National 5

Finalised Marking Instructions

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General marking principles for National 5 Art and Design

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

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

For example, *'The painting has bright colours'* would not gain a mark as it is simply descriptive, but

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

- (g) No marks should be awarded for simply repeating information from the legend. Where candidates develop and use this information to justify their opinion or qualify their answer, credit can be given.
- (h) To gain full marks, candidates must have responded to all aspects of the question. 8 marks are available for responding to the prompts relating to expressive art or design issues.
 - If the candidate responds to only two of the three prompts effectively, then 1 mark cannot be accessed and a maximum of 7 marks can be gained by the candidate for this aspect of the question.
 - If the candidate responds to only one of the three prompts effectively, the candidate can gain a maximum of 6 marks for this aspect of the question.
 - The questions also require candidates to give an opinion with justified reasons 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. The paper is divided into Section 1: Expressive Art Studies and Section 2: Design Studies and each is equally demanding.

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

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

Mandatory questions (Q1 and Q7)

In these questions, candidates are required to demonstrate knowledge and understanding of key art and design issues and knowledge and understanding of the work of two artists and two designers. Candidates are expected to provide substantiated reasons to support their personal opinions.

The questions are divided into two parts:

Part (a)

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

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

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

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

- A **maximum of 4 marks** are available for discussing artwork with reference to one artist's use of the specific elements.
- A **maximum of 2 marks** are available for giving an opinion on a specific aspect of the artist's or designer's work with two justified reasons.

Part (b)

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

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

Examples of social and cultural influences may include:

- living conditions, including economic conditions
- influence of family and community
- influence of other artists/designers
- influence of art/design movements
- exposure to different cultures
- physical environment/geography
- new and emerging technology
- politics
- gender
- religion/belief
- national/world events
- developments in other fields eg 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 (eg 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 (eg Alessi or Timorous Beasties), and this is acceptable.

Optional questions (Q2-6 and Q8-12)

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

In each section, there is a **choice of five** different questions for personalisation and choice. These questions require candidates to give a personal response to one selected image from the choice of supplied questions and images in each section. They will demonstrate their understanding of specialist art and design vocabulary when commenting on key aspects of art and design practice and justifying their answers and opinions.

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

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

Each of these questions asks candidates to:

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

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

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

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

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

Question	Specific marking instructions	Max mark						
Optional question - candidates select one from questions 2, 3, 4, 5, 6								
2.	<p>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on the artist's approach referring to composition, colour and media handling and/or techniques • give their opinion on the mood and atmosphere of this painting, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's use of composition, colour and media handling and/or techniques. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table border="1" data-bbox="365 916 1318 1989"> <tbody> <tr> <td data-bbox="365 916 635 1263">Composition</td> <td data-bbox="635 916 1318 1263"> <ul style="list-style-type: none"> • focal point of the apples • framing of the view out of the window • use of line • empty space • emphasising scale with window frame • repeated shapes • arrangement of apples • any other well justified comments regarding composition. </td> </tr> <tr> <td data-bbox="365 1263 635 1644">Colour</td> <td data-bbox="635 1263 1318 1644"> <ul style="list-style-type: none"> • neutral colour palette • tonal variation of colour • subtle colour • focal point • warm and cold colour • red accent on apples • symbolism of colour • realism of the colour • any other well justified comments regarding colour. </td> </tr> <tr> <td data-bbox="365 1644 635 1989">Media handling and/or techniques</td> <td data-bbox="635 1644 1318 1989"> <ul style="list-style-type: none"> • distressed surfaces • application of watercolour • highlights on the apples • expressive approach • brushstrokes represent different textural surfaces • loose and fluid brush marks • any other well justified comments regarding media handling and/or techniques. </td> </tr> </tbody> </table>	Composition	<ul style="list-style-type: none"> • focal point of the apples • framing of the view out of the window • use of line • empty space • emphasising scale with window frame • repeated shapes • arrangement of apples • any other well justified comments regarding composition. 	Colour	<ul style="list-style-type: none"> • neutral colour palette • tonal variation of colour • subtle colour • focal point • warm and cold colour • red accent on apples • symbolism of colour • realism of the colour • any other well justified comments regarding colour. 	Media handling and/or techniques	<ul style="list-style-type: none"> • distressed surfaces • application of watercolour • highlights on the apples • expressive approach • brushstrokes represent different textural surfaces • loose and fluid brush marks • any other well justified comments regarding media handling and/or techniques. 	8
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Question		Specific marking instructions	Max mark		
		<p>A maximum of 2 marks may be awarded for the justified personal opinions on the mood and atmosphere communicated.</p> <p>One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1"> <tr> <td> Personal opinion on the mood and atmosphere communicated by this painting </td> <td> <ul style="list-style-type: none"> • emptiness of the space • winter atmosphere • the sense of space • stillness and silence communicated • the sense of time past/abandonment • narrative interpretation • any other justified reasons, either positive or negative, relating to mood and atmosphere. </td> </tr> </table>	Personal opinion on the mood and atmosphere communicated by this painting	<ul style="list-style-type: none"> • emptiness of the space • winter atmosphere • the sense of space • stillness and silence communicated • the sense of time past/abandonment • narrative interpretation • any other justified reasons, either positive or negative, relating to mood and atmosphere. 	2
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3.	<p>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on the artist's approach referring to composition, colour and mood and atmosphere • give their opinion on the style of this painting, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's use of composition, colour and mood and atmosphere. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table border="1" data-bbox="365 913 1316 2018"> <tbody> <tr> <td data-bbox="365 913 592 1330">Composition</td> <td data-bbox="592 913 1316 1330"> <ul style="list-style-type: none"> • positioning of the animals • focal point • the use of foreground, middle ground and background • how the viewer's eye is led around the painting • the division of space • looking down into the city • multiple view points • flattened perspective • any other well justified comments regarding composition. </td> </tr> <tr> <td data-bbox="365 1330 592 1675">Colour</td> <td data-bbox="592 1330 1316 1675"> <ul style="list-style-type: none"> • the use of contrasting/complementary colours • symbolism of colour • speculation of use of colour • tonal variation of colour • application of colour and its contribution to mood and atmosphere • light colours in background creates distance • any other well justified comments regarding colour. </td> </tr> <tr> <td data-bbox="365 1675 592 2018">Mood and atmosphere</td> <td data-bbox="592 1675 1316 2018"> <ul style="list-style-type: none"> • identification of mood and atmosphere • effect of scale on mood • narrative response • effect of distortion • effect of light and shade • fantastical elements • stylisation of the shapes/forms and the effect • any other well justified comments regarding mood and atmosphere. </td> </tr> </tbody> </table>	Composition	<ul style="list-style-type: none"> • positioning of the animals • focal point • the use of foreground, middle ground and background • how the viewer's eye is led around the painting • the division of space • looking down into the city • multiple view points • flattened perspective • any other well justified comments regarding composition. 	Colour	<ul style="list-style-type: none"> • the use of contrasting/complementary colours • symbolism of colour • speculation of use of colour • tonal variation of colour • application of colour and its contribution to mood and atmosphere • light colours in background creates distance • any other well justified comments regarding colour. 	Mood and atmosphere	<ul style="list-style-type: none"> • identification of mood and atmosphere • effect of scale on mood • narrative response • effect of distortion • effect of light and shade • fantastical elements • stylisation of the shapes/forms and the effect • any other well justified comments regarding mood and atmosphere. 	8
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Question		Specific marking instructions	Max mark		
		<p>A maximum of 2 marks may be awarded for giving justified personal opinion on the style of this painting. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1"> <tr> <td>Personal opinion on the style of this painting</td> <td> <ul style="list-style-type: none"> • stylised shapes and features add a child-like feel to the painting • unusual selection of subject matter • use of repeated geometric shapes • play on scale • references may be made to other styles which they are familiar with • any other justified reasons, either positive or negative, relating to the style. </td> </tr> </table>	Personal opinion on the style of this painting	<ul style="list-style-type: none"> • stylised shapes and features add a child-like feel to the painting • unusual selection of subject matter • use of repeated geometric shapes • play on scale • references may be made to other styles which they are familiar with • any other justified reasons, either positive or negative, relating to the style. 	2
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4.	<p>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on this sculpture with reference to subject matter, form and visual impact • give their opinion on what this sculpture communicates, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's use of subject matter, form and visual impact. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table border="1" data-bbox="365 913 1316 2018"> <tbody> <tr> <td data-bbox="365 913 625 1294">Subject matter</td> <td data-bbox="625 913 1316 1294"> <ul style="list-style-type: none"> • figurative • relationship between figure and its surroundings • references to title - traveller • use of the suitcase as a prop • narrative interpretation • pose indicates movement • realistic subject matter made extraordinary • any other well justified comments regarding subject matter. </td> </tr> <tr> <td data-bbox="365 1294 625 1711">Form</td> <td data-bbox="625 1294 1316 1711"> <ul style="list-style-type: none"> • realistic • figurative - human form • the use of positive and negative shape • incomplete • speculation on balance • position on a platform/plinth • focal point - empty space • framing environment • detail of folds in clothing • any other well justified comments regarding form. </td> </tr> <tr> <td data-bbox="365 1711 625 2018">Visual impact</td> <td data-bbox="625 1711 1316 2018"> <ul style="list-style-type: none"> • different view points • eye-catching • unconventional • placement of piece in its surroundings • surreal • colour • any other well justified comments regarding visual impact. </td> </tr> </tbody> </table>	Subject matter	<ul style="list-style-type: none"> • figurative • relationship between figure and its surroundings • references to title - traveller • use of the suitcase as a prop • narrative interpretation • pose indicates movement • realistic subject matter made extraordinary • any other well justified comments regarding subject matter. 	Form	<ul style="list-style-type: none"> • realistic • figurative - human form • the use of positive and negative shape • incomplete • speculation on balance • position on a platform/plinth • focal point - empty space • framing environment • detail of folds in clothing • any other well justified comments regarding form. 	Visual impact	<ul style="list-style-type: none"> • different view points • eye-catching • unconventional • placement of piece in its surroundings • surreal • colour • any other well justified comments regarding visual impact. 	8
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Question	Specific marking instructions	Max mark				
Optional question - candidates select one from questions 2, 3, 4, 5, 6						
6.	<p>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on this painting, referring to composition, colour and visual impact • give their opinion on the mood and atmosphere created in this painting, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's use of composition, colour and visual impact. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table border="1" data-bbox="365 913 1318 1814"> <tbody> <tr> <td data-bbox="365 913 596 1361">Composition</td> <td data-bbox="596 913 1318 1361"> <ul style="list-style-type: none"> • triangular composition of ships leads the eye to the mast of the sinking ship • focal point • perspective created through scale and proportion • arrangement of rocks in foreground • foreground, middle ground and background • a sense of depth and distance • use of space - position of horizon line • viewpoint • any other well justified comments regarding composition. </td> </tr> <tr> <td data-bbox="365 1361 596 1814">Colour</td> <td data-bbox="596 1361 1318 1814"> <ul style="list-style-type: none"> • impact of colour to create depth and danger of the waves • symbolism of colour • choice of colour palette • realistic use of colour • focal point of the flag - use of red and white • contrasting warm and cold colours • the use of black and white to create contrast • tonal variation of colour to create form • dramatic tonal contrast of colour • any other well justified comments regarding colour. </td> </tr> </tbody> </table>	Composition	<ul style="list-style-type: none"> • triangular composition of ships leads the eye to the mast of the sinking ship • focal point • perspective created through scale and proportion • arrangement of rocks in foreground • foreground, middle ground and background • a sense of depth and distance • use of space - position of horizon line • viewpoint • any other well justified comments regarding composition. 	Colour	<ul style="list-style-type: none"> • impact of colour to create depth and danger of the waves • symbolism of colour • choice of colour palette • realistic use of colour • focal point of the flag - use of red and white • contrasting warm and cold colours • the use of black and white to create contrast • tonal variation of colour to create form • dramatic tonal contrast of colour • any other well justified comments regarding colour. 	8
Composition	<ul style="list-style-type: none"> • triangular composition of ships leads the eye to the mast of the sinking ship • focal point • perspective created through scale and proportion • arrangement of rocks in foreground • foreground, middle ground and background • a sense of depth and distance • use of space - position of horizon line • viewpoint • any other well justified comments regarding composition. 					
Colour	<ul style="list-style-type: none"> • impact of colour to create depth and danger of the waves • symbolism of colour • choice of colour palette • realistic use of colour • focal point of the flag - use of red and white • contrasting warm and cold colours • the use of black and white to create contrast • tonal variation of colour to create form • dramatic tonal contrast of colour • any other well justified comments regarding colour. 					

Question		Specific marking instructions	Max mark				
		<table border="1"> <tr> <td>Visual impact</td> <td> <ul style="list-style-type: none"> • scale of the work • dramatic tone • dark silhouette • contrast of the sea and ships • stormy sky • narrative interpretation • lighting • any other well justified comments regarding visual impact. </td> </tr> </table> <p>A maximum of 2 marks may be awarded for giving reasons for their personal opinion on the mood and atmosphere created in this painting. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1"> <tr> <td>Personal opinion on the mood and atmosphere created in this painting</td> <td> <ul style="list-style-type: none"> • narrative interpretation • a harrowing scene • rays of the sun shining through the clouds symbolising hope • violent waves heightening drama • any other justified reasons, either positive or negative, on the mood and atmosphere created in this painting. </td> </tr> </table>	Visual impact	<ul style="list-style-type: none"> • scale of the work • dramatic tone • dark silhouette • contrast of the sea and ships • stormy sky • narrative interpretation • lighting • any other well justified comments regarding visual impact. 	Personal opinion on the mood and atmosphere created in this painting	<ul style="list-style-type: none"> • narrative interpretation • a harrowing scene • rays of the sun shining through the clouds symbolising hope • violent waves heightening drama • any other justified reasons, either positive or negative, on the mood and atmosphere created in this painting. 	2
Visual impact	<ul style="list-style-type: none"> • scale of the work • dramatic tone • dark silhouette • contrast of the sea and ships • stormy sky • narrative interpretation • lighting • any other well justified comments regarding visual impact. 						
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			10				

SECTION 2 - Design Studies

Question	Specific marking instructions	Max mark
All candidates will answer this question.		
7.	<p>(a)</p> <p>Candidates are expected to demonstrate their knowledge and understanding with reference to two specific designs.</p> <p>The two selected designs should be from the same design area, eg two poster, two products with similar functions, two buildings, two neckpieces, two theatrical costumes etc.</p> <p>Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to identify and comment on two selected designs, referring to:</p> <ul style="list-style-type: none"> • <i>function</i> • <i>style</i> • <i>materials and/or techniques.</i> <p>A maximum of 8 marks are available for commenting on the two selected designs.</p> <p>Candidates' answers might include commenting on:</p> <ul style="list-style-type: none"> • each designer's consideration of <i>function</i> and how this has affected the designs • the impact of <i>style</i> on the designs • in what ways the designers have used materials and/or techniques • any other well justified comments relating to function, style and materials and/or techniques. <p>A maximum of 2 marks is available for giving an opinion on which of the two designs is most effective, with two justified reasons.</p> <p>Marks should not be awarded for repeating earlier points, if these have not been developed in any way.</p>	<p style="text-align: center;">8</p> <p style="text-align: center;">2</p>
	<p>(b)</p> <p>A maximum of 5 marks is available for explaining the impact of the social, cultural and/or other influences on any of the work and practice of one of the designers selected in part (a).</p> <p>If candidates make justified comments in part (b) regarding the influences on the work or practice of their selected designer that repeat some material from part (a), marks can still be awarded if they are valid responses.</p>	<p style="text-align: center;">5</p>
		<p style="text-align: center;">15</p>

Question	Specific marking instructions	Max mark						
Optional question - candidates select one from questions 8, 9, 10, 11, 12								
8.	<p>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on the design, referring to imagery, lettering and layout • give their opinion on who might be the target audience for this poster, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the designer's use of imagery, lettering and layout. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1" data-bbox="365 875 1318 1697"> <tbody> <tr> <td data-bbox="365 875 596 1182">Imagery</td> <td data-bbox="596 875 1318 1182"> <ul style="list-style-type: none"> • simplified photographic imagery • figure associated with music - eg hip-hop, rap • pose of the figure - suggests dance • style of clothing/jewellery worn by the figure • monochromatic colour of the imagery • sense of movement • any other well justified comments regarding imagery. </td> </tr> <tr> <td data-bbox="365 1182 596 1458">Lettering</td> <td data-bbox="596 1182 1318 1458"> <ul style="list-style-type: none"> • varied scale of the lettering • colour palette used for the lettering • direction of the lettering • font style • effect on readability • any other well justified comments regarding lettering. </td> </tr> <tr> <td data-bbox="365 1458 596 1697">Layout</td> <td data-bbox="596 1458 1318 1697"> <ul style="list-style-type: none"> • integration of the imagery and lettering • use of negative space • balance/asymmetry • effect on visual impact • any other well justified comments regarding layout. </td> </tr> </tbody> </table>	Imagery	<ul style="list-style-type: none"> • simplified photographic imagery • figure associated with music - eg hip-hop, rap • pose of the figure - suggests dance • style of clothing/jewellery worn by the figure • monochromatic colour of the imagery • sense of movement • any other well justified comments regarding imagery. 	Lettering	<ul style="list-style-type: none"> • varied scale of the lettering • colour palette used for the lettering • direction of the lettering • font style • effect on readability • any other well justified comments regarding lettering. 	Layout	<ul style="list-style-type: none"> • integration of the imagery and lettering • use of negative space • balance/asymmetry • effect on visual impact • any other well justified comments regarding layout. 	8
Imagery	<ul style="list-style-type: none"> • simplified photographic imagery • figure associated with music - eg hip-hop, rap • pose of the figure - suggests dance • style of clothing/jewellery worn by the figure • monochromatic colour of the imagery • sense of movement • any other well justified comments regarding imagery. 							
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Question		Specific marking instructions	Max mark		
		<p>A maximum of 2 marks may be awarded for justified personal opinions on who might be the target audience for this poster. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1"> <tr> <td> Personal opinion on who might be the target audience </td> <td> <ul style="list-style-type: none"> • fans of specific types of music - funk, hip-hop, dance, rap etc • specific age group • fans of live music • people who go to clubs • any other justified reasons, either positive or negative, on who might be the target audience. </td> </tr> </table>	Personal opinion on who might be the target audience	<ul style="list-style-type: none"> • fans of specific types of music - funk, hip-hop, dance, rap etc • specific age group • fans of live music • people who go to clubs • any other justified reasons, either positive or negative, on who might be the target audience. 	2
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			10		

Question	Specific marking instructions	Max mark						
Optional question - candidates select one from questions 8, 9, 10, 11, 12								
9.	<p>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on the design of the headphones referring to fitness for purpose, style and target market • give their opinion on the success of this product, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to fitness for purpose, style and target market. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table border="1" data-bbox="365 913 1318 1984"> <tbody> <tr> <td data-bbox="365 913 596 1261">Fitness for purpose</td> <td data-bbox="596 913 1318 1261"> <ul style="list-style-type: none"> • wireless • comfort - leather ear pads • plastic - easy to clean • stay on head when jogging or dancing because of adjustable headband • fold up for portability • need to be charged • any other well justified comments regarding fitness for purpose. </td> </tr> <tr> <td data-bbox="365 1261 596 1641">Style</td> <td data-bbox="596 1261 1318 1641"> <ul style="list-style-type: none"> • colour options • celebrity endorsement • large size in comparison to earphones • retro • fashionable/desirable • visual impact • streamlined • branded - use of logo - status symbol • any other well justified comments regarding style. </td> </tr> <tr> <td data-bbox="365 1641 596 1984">Target Market</td> <td data-bbox="596 1641 1318 1984"> <ul style="list-style-type: none"> • speculation on gender/age of wearer • design conscious people/trendy • celebrity endorsement/celebrity users • those who want to make a statement through purchasing a status/designer item • speculation on when/where it could be used • affordability • any other justified comments regarding the target market. </td> </tr> </tbody> </table>	Fitness for purpose	<ul style="list-style-type: none"> • wireless • comfort - leather ear pads • plastic - easy to clean • stay on head when jogging or dancing because of adjustable headband • fold up for portability • need to be charged • any other well justified comments regarding fitness for purpose. 	Style	<ul style="list-style-type: none"> • colour options • celebrity endorsement • large size in comparison to earphones • retro • fashionable/desirable • visual impact • streamlined • branded - use of logo - status symbol • any other well justified comments regarding style. 	Target Market	<ul style="list-style-type: none"> • speculation on gender/age of wearer • design conscious people/trendy • celebrity endorsement/celebrity users • those who want to make a statement through purchasing a status/designer item • speculation on when/where it could be used • affordability • any other justified comments regarding the target market. 	8
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Question		Specific marking instructions	Max mark		
		<p>A maximum of 2 marks may be awarded for giving justified personal opinions on the success of this product. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate points candidates could have developed in their answer.</p> <table border="1"> <tr> <td>Personal opinion on the success of this product</td> <td> <ul style="list-style-type: none"> • collapsible - compact • celebrity endorsed • adjustable • comfortable • colour range • size comparison with other headphones • no wires • comparison to other headphones • portable • user friendly • any other justified reasons, either positive or negative, on the success of this product. </td> </tr> </table>	Personal opinion on the success of this product	<ul style="list-style-type: none"> • collapsible - compact • celebrity endorsed • adjustable • comfortable • colour range • size comparison with other headphones • no wires • comparison to other headphones • portable • user friendly • any other justified reasons, either positive or negative, on the success of this product. 	2
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			10		

Question	Specific marking instructions	Max mark						
Optional question - candidates select one from questions 8, 9, 10, 11, 12								
10.	<p>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on the design referring to source of inspiration, form and fitness for purpose • give their opinion on how well the designer has created visual impact, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to source of inspiration, form and fitness for purpose. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table border="1" data-bbox="365 913 1318 1951"> <tbody> <tr> <td data-bbox="365 913 596 1189">Sources of Inspiration</td> <td data-bbox="596 913 1318 1189"> <ul style="list-style-type: none"> • aviation/streamlining • space age • organic forms - pods/egg • sport • blobitecture • any other well justified comments regarding sources of inspiration. </td> </tr> <tr> <td data-bbox="365 1189 596 1608">Form</td> <td data-bbox="596 1189 1318 1608"> <ul style="list-style-type: none"> • striking/unusual/unconventional • futuristic • symmetrical • contrasts with surroundings • sloping window • encased/protected • organic curved shapes • elevated - on 'stilts' • dramatic - makes a statement • any other well justified comments regarding form. </td> </tr> <tr> <td data-bbox="365 1608 596 1951">Fitness for purpose</td> <td data-bbox="596 1608 1318 1951"> <ul style="list-style-type: none"> • elevated viewpoint • open views - can see entire ground • working space • covered - gives protection from weather/noise • large windows - let light in • easy to clean/maintain • best viewpoint for commentators • any other well justified comments regarding fitness for purpose. </td> </tr> </tbody> </table>	Sources of Inspiration	<ul style="list-style-type: none"> • aviation/streamlining • space age • organic forms - pods/egg • sport • blobitecture • any other well justified comments regarding sources of inspiration. 	Form	<ul style="list-style-type: none"> • striking/unusual/unconventional • futuristic • symmetrical • contrasts with surroundings • sloping window • encased/protected • organic curved shapes • elevated - on 'stilts' • dramatic - makes a statement • any other well justified comments regarding form. 	Fitness for purpose	<ul style="list-style-type: none"> • elevated viewpoint • open views - can see entire ground • working space • covered - gives protection from weather/noise • large windows - let light in • easy to clean/maintain • best viewpoint for commentators • any other well justified comments regarding fitness for purpose. 	8
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Question		Specific marking instructions	Max mark		
		<p>A maximum of 2 marks may be awarded for giving reasons for their personal opinion on how well the designer has created visual impact. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1"> <tr> <td> Personal opinion on how well the designer has created visual impact </td> <td> <ul style="list-style-type: none"> • makes a statement • unusual approach to architecture • sleek gloss finish • imposing landmark • unique form • stands out from its surroundings • eye-catching • white colour • minimalist • any other justified reasons, either positive or negative, on how well the designer has created visual impact. </td> </tr> </table>	Personal opinion on how well the designer has created visual impact	<ul style="list-style-type: none"> • makes a statement • unusual approach to architecture • sleek gloss finish • imposing landmark • unique form • stands out from its surroundings • eye-catching • white colour • minimalist • any other justified reasons, either positive or negative, on how well the designer has created visual impact. 	2
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			10		

Question	Specific marking instructions	Max mark						
Optional question - candidates select one from questions 8, 9, 10, 11, 12								
11.	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on the jewellery, referring to decoration, materials and/or techniques and function • give their opinion on how well the designer has created visual impact, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the decoration, materials and/or techniques and function. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table border="1" data-bbox="365 925 1318 2074"> <tbody> <tr> <td data-bbox="365 925 595 1308">Decoration</td> <td data-bbox="595 925 1318 1308"> <ul style="list-style-type: none"> • ornate • Celtic • symmetrical/asymmetrical • pattern • stylisation • repetition • jewelled • linear • any other well justified comments regarding the decoration. </td> </tr> <tr> <td data-bbox="365 1308 595 1727">Materials and/or techniques</td> <td data-bbox="595 1308 1318 1727"> <ul style="list-style-type: none"> • precious and semi-precious materials • cost • durable • colour • weight • raised pattern • set with stones • hand-made • high level of skill required • any other well justified comments regarding the materials and/or techniques. </td> </tr> <tr> <td data-bbox="365 1727 595 2074">Function</td> <td data-bbox="595 1727 1318 2074"> <ul style="list-style-type: none"> • to pin a cloak/plaid together • status symbol • ceremonial purpose • identity - tribal/clan symbolism • practical issues • demonstrates wealth • who might wear it - eg important person • any other well justified comments regarding function. </td> </tr> </tbody> </table>	Decoration	<ul style="list-style-type: none"> • ornate • Celtic • symmetrical/asymmetrical • pattern • stylisation • repetition • jewelled • linear • any other well justified comments regarding the decoration. 	Materials and/or techniques	<ul style="list-style-type: none"> • precious and semi-precious materials • cost • durable • colour • weight • raised pattern • set with stones • hand-made • high level of skill required • any other well justified comments regarding the materials and/or techniques. 	Function	<ul style="list-style-type: none"> • to pin a cloak/plaid together • status symbol • ceremonial purpose • identity - tribal/clan symbolism • practical issues • demonstrates wealth • who might wear it - eg important person • any other well justified comments regarding function. 	8
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Question		Specific marking instructions	Max mark		
		<p>A maximum of 2 marks may be awarded for justified 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 2 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1"> <tr> <td> Personal opinion on how well the designer has created visual impact </td> <td> <ul style="list-style-type: none"> • scale • colour • speculation on original condition • where it fits on the body • creates a focal point • can be seen from a distance • impressive appearance • any other justified reasons, either positive or negative, on how well the designer has created visual impact. </td> </tr> </table>	Personal opinion on how well the designer has created visual impact	<ul style="list-style-type: none"> • scale • colour • speculation on original condition • where it fits on the body • creates a focal point • can be seen from a distance • impressive appearance • any other justified reasons, either positive or negative, on how well the designer has created visual impact. 	2
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Question	Specific marking instructions	Max mark						
Optional question - candidates select one from questions 8, 9, 10, 11, 12								
12.	<p>Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> • comment on the design of the outfit referring to wearability, visual impact and decoration • give their opinion on who might have worn this outfit and on what type of occasion, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the design of the outfit, referring to wearability, visual impact and decoration. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1" data-bbox="363 913 1318 2056"> <tbody> <tr> <td data-bbox="363 913 595 1294">Wearability</td> <td data-bbox="595 913 1318 1294"> <ul style="list-style-type: none"> • restriction of movement • balance • weight of the headpiece and dress • comfort • outlandish style so not everyday wear • function of detachable sleeves • difficult to clean • durability • any other well justified comments regarding wearability. </td> </tr> <tr> <td data-bbox="363 1294 595 1641">Visual impact</td> <td data-bbox="595 1294 1318 1641"> <ul style="list-style-type: none"> • eccentric/outlandish/theatrical/regal • eccentricity of enormous headpiece/wig • form and scale • colour • use of expensive materials to create impression of wealth • width of skirt in contrast to nipped in waist • any other well justified comments regarding visual impact. </td> </tr> <tr> <td data-bbox="363 1641 595 2056">Decoration</td> <td data-bbox="595 1641 1318 2056"> <ul style="list-style-type: none"> • skill required • hand painted, so time consuming and expensive • sources of inspiration • floral decoration • pattern is repeated/symmetrical • repetition of curved lines and organic shapes • use of gold coloured embellishment suggesting wealth • decorative accessories • any other well justified comments regarding decoration. </td> </tr> </tbody> </table>	Wearability	<ul style="list-style-type: none"> • restriction of movement • balance • weight of the headpiece and dress • comfort • outlandish style so not everyday wear • function of detachable sleeves • difficult to clean • durability • any other well justified comments regarding wearability. 	Visual impact	<ul style="list-style-type: none"> • eccentric/outlandish/theatrical/regal • eccentricity of enormous headpiece/wig • form and scale • colour • use of expensive materials to create impression of wealth • width of skirt in contrast to nipped in waist • any other well justified comments regarding visual impact. 	Decoration	<ul style="list-style-type: none"> • skill required • hand painted, so time consuming and expensive • sources of inspiration • floral decoration • pattern is repeated/symmetrical • repetition of curved lines and organic shapes • use of gold coloured embellishment suggesting wealth • decorative accessories • any other well justified comments regarding decoration. 	8
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Decoration	<ul style="list-style-type: none"> • skill required • hand painted, so time consuming and expensive • sources of inspiration • floral decoration • pattern is repeated/symmetrical • repetition of curved lines and organic shapes • use of gold coloured embellishment suggesting wealth • decorative accessories • any other well justified comments regarding decoration. 							

Question		Specific marking instructions	Max mark		
		<p>A maximum of 2 marks may be awarded for personal opinions and justification on who might have worn this outfit and on what type of occasion. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table border="1"> <tr> <td> Personal opinion on who might have worn this outfit and on what type of occasion </td> <td> <ul style="list-style-type: none"> • suitable for royal court occasion/theatre/film/fancy dress • speculation on age of wearer • personality of wearer • affordability/cost • status piece • not everyday wear • any other justified reasons, either positive or negative, on who might have worn the outfit and on what type of occasion. </td> </tr> </table>	Personal opinion on who might have worn this outfit and on what type of occasion	<ul style="list-style-type: none"> • suitable for royal court occasion/theatre/film/fancy dress • speculation on age of wearer • personality of wearer • affordability/cost • status piece • not everyday wear • any other justified reasons, either positive or negative, on who might have worn the outfit and on what type of occasion. 	2
Personal opinion on who might have worn this outfit and on what type of occasion	<ul style="list-style-type: none"> • suitable for royal court occasion/theatre/film/fancy dress • speculation on age of wearer • personality of wearer • affordability/cost • status piece • not everyday wear • any other justified reasons, either positive or negative, on who might have worn the outfit and on what type of occasion. 				
			10		

[END OF MARKING INSTRUCTIONS]