



National
Qualifications
2017

2017 Art and Design

National 5

Finalised Marking Instructions

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General marking principles for National 5 Art and Design

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

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

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

'The artist has used a lot of red in the background of this portrait. This suggests to me that the subject is angry as we tend to associate red with this emotion', would gain a mark, as this answer shows some understanding of the expressive potential and use of specific colour and a more analytical response.

- (g) No marks should be awarded for simply repeating information from the legend. Where candidates develop and use this information to justify their opinion or qualify their answer, credit can be given.
- (h) Candidates must answer all aspects of the question to gain full marks. 8 marks are available for responding to aspects relating to expressive art or design. If only two of the three aspects are covered, then 1 mark cannot be accessed and a maximum of 7 marks can be gained by the candidate. If only one aspect is covered, the candidate can gain a maximum of 6 marks for this part of the question. Likewise, the questions require candidate to give two justified opinions and candidates must make two valid and substantiated points relating to the question to gain both marks.

Overview

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

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

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

Mandatory questions (Q1 and Q7)

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

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.

Section 1 - Expressive Art Studies

Question			Max mark	General marking instructions	Specific marking instructions
1.			10	<p>All candidates will answer this question. Candidates are expected to demonstrate their knowledge and understanding with reference to two specific artworks.</p> <p>The two selected examples of artwork should clearly contain similar subject matter or be based on the same theme, eg two portraits, two still life paintings with similar objects, two coastal landscapes, two works based on war, fantasy, dance, etc.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both artists' use of:</p> <ul style="list-style-type: none"> • <i>colour</i> • <i>media handling and techniques</i> • <i>mood and atmosphere</i>. <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 feel shows the most creative approach, and justify the reasons why.</p>

Question			Max mark	General marking instructions	Specific marking instructions
				<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 the response.</p> <p>Candidates who discuss only one artist can only gain a maximum of 5 marks. Answers should be marked according to the specific marking instructions should this occur.</p>	<p>A maximum of 8 marks are available for comparing the two selected artworks. Appropriate answers here would include commenting on:</p> <ul style="list-style-type: none"> • the colour • the media handling skills and the techniques the artists have used to produce the work and their effects • the mood and atmosphere created and how this has been achieved • any other well justified comment relating to subject matter, media handling and techniques and mood and atmosphere <p>A maximum of 2 marks are available for identifying which of the artworks shows the most creative approach, 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 a candidate discusses only one artwork in their answer, marks should be awarded as follows:</p> <p>A maximum of 3 marks are available for discussing the artwork with reference to the artist's use of the specific elements.</p> <p>A maximum of 2 marks are available for explaining which of the work shows the most creative approach, giving reasons.</p>

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

Question			Max mark	General marking instructions	Specific marking instructions	
					Composition <ul style="list-style-type: none"> • dividing up of the image • same angle repeated • sky and horizon merge • unusual perspective • viewpoint • busy scene with lots happening • the viewer's eye is led around the image • lower two-thirds of the image is very detailed • any other well justified comments regarding composition. 	
					Colour <ul style="list-style-type: none"> • subdued • limited palette of colour • tertiary colours • harmonising colours • sky and the land are the same colour palette • any other well justified comments regarding colour. 	
					Line <ul style="list-style-type: none"> • dark outlines define objects • create patterns • used to describe perspective • precise straight lines • fine detail • any other well justified comments regarding line. 	

Question			Max mark	General marking instructions	Specific marking instructions	
					Personal opinion of the mood and atmosphere <ul style="list-style-type: none"> • represents another culture • tells a story • tranquil yet busy • misty/hazy • speculation on the time of day • any other justified reasons - either positive or negative. 	

Question			Max mark	General marking instructions	Specific marking instructions
3.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the artist's methods or approach to the subject and their use of specific elements give their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> comment on the painting, referring to composition, colour and media handling give an opinion on what the painting communicates to them about the subject, giving 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. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for giving justified reasons for their personal opinion on what the painting communicates about the subject. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p>

Question			Max mark	General marking instructions	Specific marking instructions		
					<p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none">• figure posed against a simple background• positioning of the figure within the composition• pose of the figure - slouched, hand in pocket• use of space• scale of figure against background• figure looking to the right• focal point• viewpoint• any other well justified point relating to composition.</td></tr></table>	Composition	<ul style="list-style-type: none">• figure posed against a simple background• positioning of the figure within the composition• pose of the figure - slouched, hand in pocket• use of space• scale of figure against background• figure looking to the right• focal point• viewpoint• any other well justified point relating to composition.
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Question			Max mark	General marking instructions	Specific marking instructions	
					Colour <ul style="list-style-type: none"> • soft muted colours • chalky pastel colours • predominantly neutral colour palette • limited colour palette • contrast of warm and cool colours • harmonising colours - clothing similar colour palette to background • colours on the checked shirt collar create a focal point • tonal values of the colours - mainly mid-tones • effect of the colours on mood and atmosphere • any other well justified point relating to colour 	
					Media handling <ul style="list-style-type: none"> • textural visible brushstrokes • use of line to define edges and create pattern • paint applied in layers • paint applied thinly in places - surface visible • drybrush technique • expressive marks and scratches on the surface • lack of detail - simplification of facial features • variety of surface textures created • contrast of the linear detail within the shirt collar to create the checked pattern with the textural, less detailed areas • effect of technique on style/realism • any other well justified point relating to media handling and techniques 	

Question			Max mark	General marking instructions	Specific marking instructions	
					Personal opinion on what the painting communicates about the subject <ul style="list-style-type: none"> • body language and what it communicates • facial expression and what it communicates • narrative interpretation • speculation on personality of subject • speculation on mood of subject • any other well justified opinion on what the painting communicates about the subject. 	

Question			Max mark	General marking instructions	Specific marking instructions		
4.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s methods or approach to the subject and their use of specific elementsgive their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s composition and use of shape and colourgive their opinion of the artist’s style of painting, and two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s composition and use of shape and colour. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for giving justified reasons for their personal opinion of 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 candidate comments which they could have developed in their answer.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none">the overlapping objectsuse of foreground, middle ground and backgroundcentral placement of the objectsthe strong vertical shape and cloth placed as a backdroptraditional organisation of still life objects and spaceany other well justified comments regarding the artists use of composition.</td></tr></table>	Composition	<ul style="list-style-type: none">the overlapping objectsuse of foreground, middle ground and backgroundcentral placement of the objectsthe strong vertical shape and cloth placed as a backdroptraditional organisation of still life objects and spaceany other well justified comments regarding the artists use of composition.
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					<table><tr><td>Shape</td><td><ul style="list-style-type: none">• simplification and stylisation of shape• the flattening of form through shape• the contrast of the curved and angular shapes• the use of bold shape to lead the viewer’s eye to the central compositional arrangement• use of black outlines to define shapes• use of dots as tone to suggest form• any other well justified comments regarding the artist’s use of shape.</td></tr><tr><td>Colour</td><td><p>Candidates may perceive the dots to be black rather than blue and black and markers should accept either interpretation.</p><ul style="list-style-type: none">• the application of flat areas of colour• limited palette and its visual impact• primary colours• bold use of colour• the dominant use of yellow• use of black and white• any other well justified comments regarding colour.</td></tr><tr><td>Personal opinion of this style of painting</td><td><ul style="list-style-type: none">• garish bright colours• association with comic book imagery• some candidates may make a connection to Pop Art• like a print• simplified/stylised• flat looking representations of familiar objects• the use of dots as a means of representing tone• any other justified opinions, positive or negative, on this style of painting.</td></tr></table>	Shape	<ul style="list-style-type: none">• simplification and stylisation of shape• the flattening of form through shape• the contrast of the curved and angular shapes• the use of bold shape to lead the viewer’s eye to the central compositional arrangement• use of black outlines to define shapes• use of dots as tone to suggest form• any other well justified comments regarding the artist’s use of shape.	Colour	<p>Candidates may perceive the dots to be black rather than blue and black and markers should accept either interpretation.</p> <ul style="list-style-type: none">• the application of flat areas of colour• limited palette and its visual impact• primary colours• bold use of colour• the dominant use of yellow• use of black and white• any other well justified comments regarding colour.	Personal opinion of this style of painting	<ul style="list-style-type: none">• garish bright colours• association with comic book imagery• some candidates may make a connection to Pop Art• like a print• simplified/stylised• flat looking representations of familiar objects• the use of dots as a means of representing tone• any other justified opinions, positive or negative, on this style of painting.
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Question			Max mark	General marking instructions	Specific marking instructions		
5.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-Q6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s methods or approach to the subject and their use of specific elementsgive their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on this sculpture, referring to subject matter, form and scalegive their opinion on what this sculpture communicates, giving two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the subject matter, form and scale. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions about what the sculpture communicates. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Subject Matter</td><td><ul style="list-style-type: none">looks like part of a bigger statue that has broken apartrealistic/representationalwood parts look like the sculpture is being transportedlettering is part of the objectlooks like a robot or Transformerany other well justified comments regarding the subject matter.</td></tr></table>	Subject Matter	<ul style="list-style-type: none">looks like part of a bigger statue that has broken apartrealistic/representationalwood parts look like the sculpture is being transportedlettering is part of the objectlooks like a robot or Transformerany other well justified comments regarding the subject matter.
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Question			Max mark	General marking instructions	Specific marking instructions	
					<div> Form <ul style="list-style-type: none"> • natural and man-made forms • parts are machine-like • realistic human features • machine on one side and a face on the other • the head on its side • contrast between textured areas and smooth areas • seems to be divided into sections • wooden planks unorganised compared to the mechanical looking parts • any other well justified comments regarding form. </div> <div> Scale <ul style="list-style-type: none"> • head is the correct proportions • larger than life • industrial scale • large size makes it seem more powerful • any other well justified comments regarding scale. </div> <div> Personal opinion on what this sculpture communicates <ul style="list-style-type: none"> • similar to a classical ruin • speculation on the theme • the narrative • realistic and mechanical parts could start to move • any other justified opinion on what this sculpture communicates, either positive or negative. </div>	

Question			Max mark	General marking instructions	Specific marking instructions		
6.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s methods or approach to the subject and their use of specific elementsgive their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the artist’s composition, use of colour and media handlinggive two justified reasons for their opinion on the mood and atmosphere created. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, colour and media handling. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for giving justified reasons for their personal opinion on the mood and atmosphere created. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none">the arrangement of the subject matterinclusion of objects which belong to ownerfocal pointviewpointlight sourcecentral positioning of the dogthe placement of the red cloth offering a theatrical backdroplines on the floor tiles leading the eye into the paintingany other well justified comments regarding composition.</td></tr></table>	Composition	<ul style="list-style-type: none">the arrangement of the subject matterinclusion of objects which belong to ownerfocal pointviewpointlight sourcecentral positioning of the dogthe placement of the red cloth offering a theatrical backdroplines on the floor tiles leading the eye into the paintingany other well justified comments regarding composition.
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Question			Max mark	General marking instructions	Specific marking instructions	
					<div> <div>Colour</div> <ul style="list-style-type: none"> • limited colour palette • the contrast of red with black • the colour red and its effect • the stark white tiles drawing your eye to the subject matter • the tonal changes of colour to show form • any other well justified comments regarding the colour. </div> <div> <div>Media handling</div> <ul style="list-style-type: none"> • application of paint to create realism • the level of detail • use of blending • controlled application of paint • direction of light and shadow depicted • creation of different surface qualities and textures - fabric, coat of the dog • any other well justified comments regarding technique. </div> <div> <div>Personal opinion on the mood and atmosphere created</div> <ul style="list-style-type: none"> • the importance of the subject • the associations made by the inclusion of the hat, gloves and cane - symbolism • narrative interpretation • dramatic light and shade • any other justified reasons regarding the mood and atmosphere. </div>	

Section 2 - Design Studies

Question			Max mark	General marking instructions	Specific marking instructions
7.			10	<p>All candidates will respond to this question. Candidates are expected to demonstrate their knowledge and understanding with reference to two specific designs.</p> <p>This question allows candidates to compare similarities and differences in designers' approaches/use of specific elements.</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 the response.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both designs in terms of:</p> <ul style="list-style-type: none"> • <i>visual impact</i> • <i>fitness for purpose</i> • <i>target market/audience</i>. <p>This will include a comparison of how the designers have used the selected elements. Candidates will also identify which of the two designs that they feel are the most successful and justify the reasons why.</p>

Question			Max mark	General marking instructions	Specific marking instructions
				<p>Depending on the specifics of the question, comments could include:</p> <ul style="list-style-type: none"> the techniques used to achieve a particular look the materials used in relation to the appearance achieved aesthetic considerations the style of the designs style – the sources of inspiration style – eg the use of colour, line, texture, form in the designs reference to design elements and the use of descriptive design vocabulary (eg in graphics: lettering, imagery, layout; in jewellery: construction techniques, statement jewellery, application of finishes, interpretation of a source of inspiration). <p>Candidates who discuss only one designer can only gain a maximum of 5 marks. Answers should be marked according to the specific marking instructions should this occur.</p>	<p>Candidates' answers might include commenting on:</p> <ul style="list-style-type: none"> the visual impact of the design and how this has been achieved the designers' consideration of fitness for purpose and how this has affected the designs target market/audience any other well justified comment relating to fitness for purpose, target market/audience and visual impact. <p>A maximum of 8 marks are available for comparing the works. Where a candidate only discusses one design in their answer, marks should be awarded as follows:</p> <p>A maximum of 2 marks are available for identifying which of the designs is most successful, giving justified reasons.</p> <p>Where a candidate discusses only one design work in their answer, marks should be awarded as follows:</p> <p>A maximum of 3 marks are available for discussing a design with reference to the designer's use of the specific elements.</p> <p>A maximum of 2 marks are available for explaining why they find the design to be most successful, giving reasons.</p>

Question			Max mark	General marking instructions	Specific marking instructions		
8.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the designer’s use of specific design elementsgive their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the designer’s use of imagery, lettering and layoutgive their own opinion on how successful the design is in creating visual impact giving 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>A maximum of 2 marks may be awarded for personal opinion on the visual impact. One mark should be awarded for each relevant justified point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Imagery</td><td><ul style="list-style-type: none">focal point of the pig and surrounding animalslines and shapes which lead to the central characterthe stylisation of imagerythe effect of position and scale of the different animalsthe simplification of imageryeffect of symmetryany other well justified comments regarding the use of imagery.</td></tr></table>	Imagery	<ul style="list-style-type: none">focal point of the pig and surrounding animalslines and shapes which lead to the central characterthe stylisation of imagerythe effect of position and scale of the different animalsthe simplification of imageryeffect of symmetryany other well justified comments regarding the use of imagery.
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Question			Max mark	General marking instructions	Specific marking instructions	
					Lettering <ul style="list-style-type: none"> the design of the font effect of block letters the placement of lettering and its effect the change of scale the repeated font style on the front and the back cover legibility any other well justified comments regarding the use of lettering. 	
					Layout <ul style="list-style-type: none"> arrangement of the front, back and spine the dynamic use of diagonal lines position of the central character the symmetrical placement of the characters around the central animal use of borders placement of stars to denote important information any other well justified comments regarding the layout of the design. 	
					Personal opinion on how successful the design creates visual impact <ul style="list-style-type: none"> bold style contrast limited colour palette shelf appeal any other justified comment regarding how successful the design creates visual impact. 	

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

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Fitness for purpose <ul style="list-style-type: none"> length can be changed easy to hold comfortably rechargeable can access awkward spaces lightweight not restricted by a power cable can be adapted for a range of cleaning situations any other well justified comments regarding fitness for purpose. 	
					Style <ul style="list-style-type: none"> modern/contemporary looking metallic colours looks futuristic different from traditional vacuum cleaners has no fussy details makes a feature of the motorised part utilitarian any other well justified comments regarding style. 	

Question			Max mark	General marking instructions	Specific marking instructions	
					Materials <ul style="list-style-type: none"> • plastic parts would be light and durable • easy to look after and clean • lighter than other vacuum cleaners • less damage to floor surfaces because of smooth plastic • colour of materials • any other well justified comments regarding the materials used. 	
					Personal opinion on the success of this design <ul style="list-style-type: none"> • looks fun to use • can clean areas that are difficult to get at • like a sci-fi gadget • consumer appeal • innovative • ease of use • any other justified opinions, either positive or negative, on the success of the design. 	

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

Question			Max mark	General marking instructions	Specific marking instructions						
					<p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Scale</td><td><ul style="list-style-type: none">large scale of the buildingvisual effect of the scaleeffect of scale on the building’s function/fitness for purposedramatic, imposing glass façadeany other well justified comments regarding scale.</td></tr><tr><td>Form</td><td><ul style="list-style-type: none">curvilinear formunusual form of the roofcomplexity of the formpossible inspiration for the form - riverside location, waves, water, machinery etc.any other well justified point relating to form.</td></tr><tr><td>Use of materials</td><td><ul style="list-style-type: none">steel frame gives strength to the structurefuturistic effect of the zinc claddingproperties of the materials selected - strength, durability, resistance to corrosion etcvisual effect of the materialslarge glass windows - allow the view to be seen from inside, allow natural light into the buildingany other well justified point relating to use of materials.</td></tr></table>	Scale	<ul style="list-style-type: none">large scale of the buildingvisual effect of the scaleeffect of scale on the building’s function/fitness for purposedramatic, imposing glass façadeany other well justified comments regarding scale.	Form	<ul style="list-style-type: none">curvilinear formunusual form of the roofcomplexity of the formpossible inspiration for the form - riverside location, waves, water, machinery etc.any other well justified point relating to form.	Use of materials	<ul style="list-style-type: none">steel frame gives strength to the structurefuturistic effect of the zinc claddingproperties of the materials selected - strength, durability, resistance to corrosion etcvisual effect of the materialslarge glass windows - allow the view to be seen from inside, allow natural light into the buildingany other well justified point relating to use of materials.
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Question			Max mark	General marking instructions	Specific marking instructions	
					Personal opinion on how the designer created visual impact <ul style="list-style-type: none"> • how the building stands out from its surroundings • dramatic shape against the skyline • striking and unusual design • effect of the building lit at night because of the large windows • creates memorable landmark • any other well justified opinion on how well the designer has created visual impact. 	

Question			Max mark	General marking instructions	Specific marking instructions
11.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the designer's use of specific design elements give their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> comment on the design, referring to visual impact, target market and wearability give their opinion on the style of the jewellery, giving two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the visual impact, target market and wearability. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinion and justification on the style of the jewellery. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max mark	General marking instructions	Specific marking instructions	
					Visual impact <ul style="list-style-type: none"> • glamorous/stylish/extravagant • eye-catching • compliments outfit • intricate detail • ornamental • decorative • large scale • use of colour • coordinating set • any other well justified comments regarding visual impact. 	

Question			Max mark	General marking instructions	Specific marking instructions	
					<div>Target market</div> <ul style="list-style-type: none"> • brides • young women attending wedding celebration • fashion conscious women • trend-setting • specific cultures • any other well justified comments regarding target market. 	
					<div>Wearability</div> <ul style="list-style-type: none"> • practical/impractical to wear • work on different parts of the body • speculation on weight of the pieces and comfort • freedom/restriction of movement • speculation on durability • special occasion wear • any other well justified comments regarding wearability. 	
					<div>Personal opinion on the style</div> <ul style="list-style-type: none"> • traditional with modern twist • asymmetrical • ethnic/cultural influence • expensive looking because of materials • coordinating pieces • statement piece • any other justified comments, either positive or negative, and opinions on the style of the costume. 	

Question			Max mark	General marking instructions	Specific marking instructions		
12.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none">comment on the designer’s use of specific design elementsgive their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on the methods used by the designer to create this piece, referring to sources of inspiration, visual impact and wearabilitygive their opinion on what the costume communicates about the character, giving two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the inspiration, visual impact and wearability. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for on what the costume communicates about the character. One mark should be awarded for each relevant justified point made up to the maximum of 2 marks in total.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Sources of inspiration</td><td><ul style="list-style-type: none">punk influencesroboticmechanicalskateboarding/roller-blading protective clothingmilitary stylescience fictionRoman soldiercomic book/superhero/gaming charactersany other well justified comments regarding sources of inspiration.</td></tr></table>	Sources of inspiration	<ul style="list-style-type: none">punk influencesroboticmechanicalskateboarding/roller-blading protective clothingmilitary stylescience fictionRoman soldiercomic book/superhero/gaming charactersany other well justified comments regarding sources of inspiration.
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Question			Max mark	General marking instructions	Specific marking instructions	
					Visual impact <ul style="list-style-type: none"> visually dramatic/theatrical dramatic/distinctive use of colour combination of blue, red and white for theatrical effect subtle light colours on fabric to contrast bolder colours of the accessories red accents scale of striped Mohawk headpiece use of white in detailing futuristic/space-age/machine-age colours detail on costume reflective surfaces - catch the stage light shoulder pads - exaggerated form any other well justified comments regarding visual impact. 	
					Wearability <ul style="list-style-type: none"> durability flexibility: Lycra base layer safety considerations: padded knees/elbows protective allows for flexible incorporation of skates into costume - health & safety use of lightweight foam - comfort any other well justified comments regarding wearability. 	

Question			Max mark	General marking instructions	Specific marking instructions	
					<div> Personal opinion on what the costume communicates about the character <ul style="list-style-type: none"> • warrior-like • rebellious • powerful • leader • confident • speed • any other justified comments, either positive or negative, and opinions about what costume communicates about the character. </div>	

[END OF MARKING INSTRUCTIONS]