



National
Qualifications

X804/75/11

Art and Design

Marking Instructions

Please note that these marking instructions have not been standardised based on candidate responses. You may therefore need to agree within your centre how to consistently mark an item if a candidate response is not covered by the marking instructions.



General marking principles for National 5 Art and Design

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

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

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

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

- (f) No marks should be awarded for simply repeating information from the legend. Where candidates develop and use this information to justify their opinion or qualify their answer, credit can be given.
- (g) To gain full marks, candidates must have responded to all aspects of the question. **8 marks** are available for responding to the prompts relating to expressive art or design issues.
 - if the candidate responds to only two of the three prompts effectively, then **1 mark** cannot be accessed and a **maximum of 7 marks** can be gained by the candidate for this aspect of the question.
 - if the candidate responds to only one of the three prompts effectively, the candidate can gain a **maximum of 6 marks** for this aspect of the question.
- (h) The questions also require candidates to give an opinion with justified reasons which are worth **2 marks**. Candidates must make two valid and substantiated points relating to the question to gain both marks.

Overview

National 5 level candidates are required to demonstrate knowledge and understanding of key art and design issues, and knowledge and understanding of the work of at least two artists or two designers. The format of the questions reflects this emphasis. The paper is divided into Section 1: Expressive Art Studies and Section 2: Design Studies and each is equally demanding.

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

The questions are divided into two parts.

Part (a)

This part of the question assesses the candidates' ability to comment on the art 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.

1 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 of a selected artist and designer from part (a).

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

Examples of social and cultural influences may include

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

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

In question 1 part (b), candidates will select one artist from part (a) and identify two influences on this artist. They will then describe how these influences can be seen in the artist's work. It is acceptable for candidates to refer to the artwork discussed in part (a) or the artist's work in general.

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

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

In Section 2, Design Studies, question 7 part (a), candidates will respond by referring to two specific examples of designers' work. They will be asked about visual aspects and functional design issues in relation to the works they have selected.

In question 7 part (b), candidates will select one designer from part (a) and identify two influences on this designer. They will then describe how these influences can be seen in any of the designer's work. It is acceptable for candidates to refer to the design discussed in part (a) or to the designer's work in general.

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

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

Optional questions (Q2–6 and Q8–12)

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

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

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

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

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

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

Marking instructions for each question

Section 1 – Expressive art studies

Question	Specific marking instructions		Max marks						
All candidates who have chosen Section 1 will answer this question.									
1.	(a)	<p>Candidates are expected to demonstrate their knowledge and understanding with reference to two specific artworks.</p> <p>The two selected examples of artwork should clearly contain similar subject matter or be based on the same theme, for example, two portraits, two still life paintings with similar objects, two coastal landscapes, two works based on war, fantasy, dance, etc.</p> <p>Candidates’ responses can be credited in a number of ways.</p> <p>Candidates are asked to comment on their two selected artworks referring to</p> <ul style="list-style-type: none"><i>media handling and/or techniques</i><i>use of shape and/or form</i><i>mood and atmosphere.</i> <p>Appropriate answers here would include comments on</p> <ul style="list-style-type: none">use of materials, processes and techniques the artists have used to produce the work and their effecteach artist’s use of shape and/or form and the effect on the workthe mood and atmosphere of the work and how this has been achievedany other well justified comment relating to use of media handling and/or techniques, use of shape and/or form and mood and atmosphere. <p>Candidates may refer to a diverse range of artworks. The table below gives examples of points which would gain marks.</p> <table><tr><td>media handling and/or techniques a small brush has been used to add detail to give a realistic effect.</td><td>1</td></tr><tr><td>use of shape and/or form tone has been used to create a sense of form to make the objects look 3D.</td><td>1</td></tr><tr><td>mood and atmosphere the painting has a happy mood because bright, vibrant colours have been used in the patterns in the background.</td><td>1</td></tr></table>	media handling and/or techniques a small brush has been used to add detail to give a realistic effect.	1	use of shape and/or form tone has been used to create a sense of form to make the objects look 3D.	1	mood and atmosphere the painting has a happy mood because bright, vibrant colours have been used in the patterns in the background.	1	8
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			<p>A maximum of 2 marks is available for giving an opinion on which of the artworks is most appealing, with two justified reasons.</p> <p>The table below gives an example of a point which would gain a mark.</p> <table border="1"><tr><td>most appealing I think that the Ralph Goings painting is most appealing because of the attention to detail makes it look like a photograph.</td><td>1</td></tr></table> <p>Marks should not be awarded for repeating earlier points if these points have not been developed in any way.</p>	most appealing I think that the Ralph Goings painting is most appealing because of the attention to detail makes it look like a photograph.	1	2										
most appealing I think that the Ralph Goings painting is most appealing because of the attention to detail makes it look like a photograph.	1															
	(b)		<p>Candidates' responses can be credited up to a maximum of 5 marks. This question asks candidates to select one artist from part (a).</p> <p>Identify two influences on this artist and describe how these influences can be seen in any of their work.</p> <p>Marks should be allocated as follows</p> <p>One mark should be given for each specific correct influence identified, up to a maximum of 2 marks.</p> <p>One mark should be given for each clear description of how the influences identified can be seen in any of the artist's work up to a maximum of 2 marks.</p> <p>One additional mark should be given up to a maximum of 5 marks in total for</p> <ul style="list-style-type: none">• a further developed point which gives additional detail on how one particular influence is seen in the artist's work <p>or</p> <ul style="list-style-type: none">• a further point describing another way one particular influence is seen in the artist's work. <p>The table below gives examples</p> <table border="1"><tr><th>Response</th><th>Mark</th><th>Reason</th></tr><tr><td>Peploe was influenced by some French artists.</td><td>0</td><td>While correct, this is not specific enough and does not show the knowledge expected.</td></tr><tr><td>Peploe visited France and was influenced by the Fauves.</td><td>1</td><td>A specific and correct influence is identified.</td></tr><tr><td>This made him use bright colours.</td><td>0</td><td>This is too vague and does not show enough subject specific knowledge and understanding.</td></tr></table>	Response	Mark	Reason	Peploe was influenced by some French artists.	0	While correct, this is not specific enough and does not show the knowledge expected.	Peploe visited France and was influenced by the Fauves.	1	A specific and correct influence is identified.	This made him use bright colours.	0	This is too vague and does not show enough subject specific knowledge and understanding.	5
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Optional question – candidates select one from questions 2, 3, 4, 5, 6							
2.		<p>Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to</p> <ul style="list-style-type: none">comment on the painting referring to composition, colour and media handling and/or techniques.give their opinion on the mood and atmosphere of the painting, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, colour and media handling and/or techniques. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table><tr><td>composition</td><td><ul style="list-style-type: none">leading lines have been used across the painting drawing attention to the focal point of the womanthe use of foreground middle ground and background divides the composition creating depththe light source coming from the window makes the centre of the image the brightest part the drawing your attentionthe window creates a frame around the figure in the centre and makes her stand outany other justified comments regarding composition.</td></tr><tr><td>colour</td><td><ul style="list-style-type: none">the boy in the foreground is wearing a red t shirt this warm colour attracts your attentionthe vibrant purple curtains stand out against the yellow window frame and make at you look at the middle of the paintingthe colours are natural but slightly exaggerated which make it look slightly unrealisticthe blue of the dolls house is a cool colour which contrasts with the warm colours around itany other justified comments regarding colour.</td></tr></table>	composition	<ul style="list-style-type: none">leading lines have been used across the painting drawing attention to the focal point of the womanthe use of foreground middle ground and background divides the composition creating depththe light source coming from the window makes the centre of the image the brightest part the drawing your attentionthe window creates a frame around the figure in the centre and makes her stand outany other justified comments regarding composition.	colour	<ul style="list-style-type: none">the boy in the foreground is wearing a red t shirt this warm colour attracts your attentionthe vibrant purple curtains stand out against the yellow window frame and make at you look at the middle of the paintingthe colours are natural but slightly exaggerated which make it look slightly unrealisticthe blue of the dolls house is a cool colour which contrasts with the warm colours around itany other justified comments regarding colour.	8
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Optional question – candidates select one from questions 2, 3, 4, 5, 6							
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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 the artwork referring to subject matter, shape and media handling and/or techniquesgive their opinion on the visual impact of the artwork, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of subject matter, shape and media handling and/or techniques. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below outlines appropriate points which candidates could have developed in their answer.</p> <table><tr><td>subject matter</td><td><ul style="list-style-type: none">the subject of the cyclist is shown in an unusual way because he is placed on top of the crowd in the background which you can see through his facethe subject is a cycle race which is shown by the setting in a sports arena which can be seen in the backgroundthe wheel of the other bike on the left hand side gives the idea that the cyclist in a race with other competitorsthe raised red and yellow platform above the spectators has two figures who could be judges suggesting it is a racethe French flag in the background and the advertising board that says Paris gives the idea of a national eventany other justified comments regarding subject matter.</td></tr><tr><td>shape</td><td><ul style="list-style-type: none">overlapping geometric shapes in the middle of the painting help to show depthrepeated shape of the handle bars helps give a sense of movementsimplified shapes are used to show the frame of the bikethe shapes of the people in the crowd become smaller towards the background and give a sense of distanceany other justified comments regarding shape.</td></tr></table>	subject matter	<ul style="list-style-type: none">the subject of the cyclist is shown in an unusual way because he is placed on top of the crowd in the background which you can see through his facethe subject is a cycle race which is shown by the setting in a sports arena which can be seen in the backgroundthe wheel of the other bike on the left hand side gives the idea that the cyclist in a race with other competitorsthe raised red and yellow platform above the spectators has two figures who could be judges suggesting it is a racethe French flag in the background and the advertising board that says Paris gives the idea of a national eventany other justified comments regarding subject matter.	shape	<ul style="list-style-type: none">overlapping geometric shapes in the middle of the painting help to show depthrepeated shape of the handle bars helps give a sense of movementsimplified shapes are used to show the frame of the bikethe shapes of the people in the crowd become smaller towards the background and give a sense of distanceany other justified comments regarding shape.	8
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Question			Specific marking instructions	Max marks				
			<table><tr><td>media handling and/or techniques</td><td><ul style="list-style-type: none">the circular brush strokes in the wheel on the left make it looked blurred as if it is movingthe horizontal brush strokes used to create the ground make it look as if the bike is travelling quickly giving a sense of movementthe use of collage helps to break up the composition which makes the painting look unusualthe flat black paint used on the bike in the foreground helps it to stand outaround the figures face and body the outlines have been stippled to give a sense of formany other justified comments regarding media handling and/or techniques.</td></tr></table> <p>A maximum of 2 marks may be awarded for the justified personal opinions on the visual impact of to the art work.</p> <p>1 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><tr><td>personal opinion on the visual impact</td><td><ul style="list-style-type: none">the red areas on the cyclist and on the background create visual impact as they stand out more than the other coloursthe green and black stripes on the cyclist jersey create a bold pattern which gives good visual impactthe use of black outlines against the crowd in the background helps the cyclist to stand out creating visual impactthe cyclists fills the frame of this large painting which creates a striking effectany other justified opinion – either positive or negative on the visual impact.</td></tr></table>	media handling and/or techniques	<ul style="list-style-type: none">the circular brush strokes in the wheel on the left make it looked blurred as if it is movingthe horizontal brush strokes used to create the ground make it look as if the bike is travelling quickly giving a sense of movementthe use of collage helps to break up the composition which makes the painting look unusualthe flat black paint used on the bike in the foreground helps it to stand outaround the figures face and body the outlines have been stippled to give a sense of formany other justified comments regarding media handling and/or techniques.	personal opinion on the visual impact	<ul style="list-style-type: none">the red areas on the cyclist and on the background create visual impact as they stand out more than the other coloursthe green and black stripes on the cyclist jersey create a bold pattern which gives good visual impactthe use of black outlines against the crowd in the background helps the cyclist to stand out creating visual impactthe cyclists fills the frame of this large painting which creates a striking effectany other justified opinion – either positive or negative on the visual impact.	2
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Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
5.		<p>Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to</p> <ul style="list-style-type: none">comment on the sculpture, referring to use of subject matter, form and visual impactgive their opinion on what the sculpture communicates, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the subject matter, form and visual impact. 1 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><tr><td>subject matter</td><td><ul style="list-style-type: none">the subject matter reminds me of giants in stories and fairy tales because of the large scale of the figurethe figure looks like it is bursting out from the ground which creates a dramatic effectthe subject matter contrasts with its surrounding as the building in the background looks like a fancy castle where you would not expect to find this sculpturethe subject matter creates a fantasy effect because a giant coming out of the ground is an unrealistic sceneany other justified comments regarding subject matter.</td></tr><tr><td>form</td><td><ul style="list-style-type: none">the form of the face is highly realistic as it contains a lot of detailthe form of the grass which goes over the giants back gives an illusion of him coming out of the groundthe form of the hand is less detailed than the face and draws your attention to the emotion in the facethe form of the arms create a triangular arrangement framing the face and drawing your eye to this areaany other justified comments regarding form.</td></tr></table>	subject matter	<ul style="list-style-type: none">the subject matter reminds me of giants in stories and fairy tales because of the large scale of the figurethe figure looks like it is bursting out from the ground which creates a dramatic effectthe subject matter contrasts with its surrounding as the building in the background looks like a fancy castle where you would not expect to find this sculpturethe subject matter creates a fantasy effect because a giant coming out of the ground is an unrealistic sceneany other justified comments regarding subject matter.	form	<ul style="list-style-type: none">the form of the face is highly realistic as it contains a lot of detailthe form of the grass which goes over the giants back gives an illusion of him coming out of the groundthe form of the hand is less detailed than the face and draws your attention to the emotion in the facethe form of the arms create a triangular arrangement framing the face and drawing your eye to this areaany other justified comments regarding form.	8
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Question			Specific marking instructions	Max marks
			<div> <div>visual impact</div> <ul style="list-style-type: none"> the sculpture is massive and would be really surprising to see in this location which would make it very striking visually the sculpture merges well with its surroundings because it is placed in amongst the trees and there is grass covering a majority of the sculpture the hollow areas under the sculpture create dark cave like areas which would make you want to get closer to explore them the very dramatic facial expression creates visual impact due to how extreme it looks any other justified comments regarding visual impact. </div> <p>A maximum of 2 marks may be awarded for justified personal opinions on what the sculpture communicates. 1 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> <div> <div>personal opinion on what the sculpture communicates to you</div> <ul style="list-style-type: none"> the sculpture looks frightening because of the angry expression which makes me think he is bursting out of the ground to chase me the way that the grass is stretched over the back of the giant makes me think that he is trying to escape from underground the facial expression makes the giant look as if he is struggling to escape as he looks like he is in pain the sculpture is made to look like it has been there for a long time and much older than it is because the polystyrene has been painted in different shades of grey to look old any other justified reasons – either positive or negative regarding what the sculpture communicates. </div>	2
				10

Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
6.		<p>Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to</p> <ul style="list-style-type: none">comment on the artwork referring to composition, pattern and colourgive their opinion of this approach to painting a town, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, pattern and colour. 1 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><tr><td>composition</td><td><ul style="list-style-type: none">leading lines curving away into the distance create a sense of depthbuildings and cars have been made to look flat which make the image look unrealisticthe bold lines create a triangular shape which leads your eye to the middle of the paintingthe composition is symmetrical as there are similar curved lines on each side of the paintingany other justified comments regarding composition.</td></tr><tr><td>pattern</td><td><ul style="list-style-type: none">repeating horizontal lines have been used to create pattern on the ground to suggest texturethe trees have been placed in an irregular pattern which leads your eye around the paintingcircular patters have been used to represent the trees this makes them look simple and childlikeeverything in the painting has pattern even the cars and the buildings have unrealistic patterns added that makes it look decorativeany other justified comments regarding pattern.</td></tr></table>	composition	<ul style="list-style-type: none">leading lines curving away into the distance create a sense of depthbuildings and cars have been made to look flat which make the image look unrealisticthe bold lines create a triangular shape which leads your eye to the middle of the paintingthe composition is symmetrical as there are similar curved lines on each side of the paintingany other justified comments regarding composition.	pattern	<ul style="list-style-type: none">repeating horizontal lines have been used to create pattern on the ground to suggest texturethe trees have been placed in an irregular pattern which leads your eye around the paintingcircular patters have been used to represent the trees this makes them look simple and childlikeeverything in the painting has pattern even the cars and the buildings have unrealistic patterns added that makes it look decorativeany other justified comments regarding pattern.	8
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Question			Specific marking instructions	Max marks
			<div> <div>colour</div> <ul style="list-style-type: none"> the painting is mainly made up of shades of green which make it look like the town is in the countryside the house in the foreground is painted with warm reddish colours which stands out against the green background the bright yellows create accents of colour on the houses and cars which attract your attention expressive colour has been used as the houses and cars are painted in unrealistic bright primary colours any other justified comments regarding colour. </div> <p>A maximum of 2 marks may be awarded for may be awarded for the justified personal opinions on this approach to painting a town.</p> <p>1 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> <div> <div>personal opinion of this approach to painting a town</div> <ul style="list-style-type: none"> this is a childlike approach as all of the shapes have been simplified and outlined this looks like a fantasy approach because the perspective is distorted and everything looks unreal a decorative approach has been used because of the jewel like colours which remind me of stained glass windows this is an unusual approach as everything looks flat with exaggerated colours any other justified reasons – either positive or negative on this approach to painting a town. </div>	2
				10

SECTION 2 – Design studies

Question	Specific marking instructions		Max marks						
All candidates who have chosen Section 2 will answer this question.									
7.	(a)	<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, f two posters, two products with similar functions, two buildings, two neckpieces, two theatrical costumes etc.</p> <p>Candidates’ responses can be credited in a number of ways.</p> <p>Candidates are asked to identify and comment on two selected designs referring to</p> <ul style="list-style-type: none">• <i>function</i>• <i>style</i>• <i>target market/audience.</i> <p>Candidates’ answers might include commenting on:</p> <ul style="list-style-type: none">• what way designers’ consideration of function has affected the designs• the style of the designs and inspiration for this style• how the design style has affected the appearance• materials and/or techniques and their effect on the designs• any other justified comment relating to function, style and materials and/or techniques. <p>Candidates may refer to a diverse range of design works. The table below gives examples of points which would gain marks.</p> <table><tr><td>function Nord Express is designed to encourage people to travel as the imagery creates a sense of speed through the use of leading lines.</td><td>1</td></tr><tr><td>style Chanel’s suit has a streamlined style as it has a boxy silhouette.</td><td>1</td></tr><tr><td>target market/audience target market for the dragonfly corsage was Sarah Bernhardt. It was a one off piece made especially for her.</td><td>1</td></tr></table>	function Nord Express is designed to encourage people to travel as the imagery creates a sense of speed through the use of leading lines.	1	style Chanel’s suit has a streamlined style as it has a boxy silhouette.	1	target market/audience target market for the dragonfly corsage was Sarah Bernhardt. It was a one off piece made especially for her.	1	8
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Question			Specific marking instructions	Max marks		
			<p>A maximum of 2 marks is available for giving an opinion on which of the designs is the most creative, with two justified reasons.</p> <p>The table below gives an example of a point which would gain a mark.</p> <table><tr><td><p>most creative</p><p>the V&A in Dundee is the most creative because it has a really unusual form as it looks like an upside pyramid.</p></td><td><p>1</p></td></tr></table> <p>Marks should not be awarded for repeating earlier points, if these points have not been developed in any way.</p>	<p>most creative</p> <p>the V&A in Dundee is the most creative because it has a really unusual form as it looks like an upside pyramid.</p>	<p>1</p>	<p>2</p>
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Question		Specific marking instructions	Max marks															
	(b)	<p>Candidates' responses can be credited up to a maximum of 5 marks. This question asks candidates to select one designer from part (a).</p> <p>Identify two influences on this designer and describe how these influences can be seen in any of their work.</p> <p>Marks should be allocated as follows</p> <p>One mark should be given for each specific correct influence identified, up to a maximum of 2 marks.</p> <p>One mark should be given for each clear description of how the influences identified can be seen in the designer's work up to a maximum of 2 marks.</p> <p>One additional mark should be given up to a maximum of 5 marks in total for</p> <ul style="list-style-type: none">• a further developed point which gives additional detail on how one particular influence is seen in the designer's work <p>or</p> <ul style="list-style-type: none">• a further point describing another way one particular influence is seen in the designer's work. <p>The table below gives examples</p> <table><tr><th>Response</th><th>Mark</th><th>Reason</th></tr><tr><td>William Morris was influenced by events that were happening at the time he lived.</td><td>0</td><td>This is not specific enough and does not show the level of knowledge expected.</td></tr><tr><td>William Morris was influenced by the Industrial Revolution.</td><td>1</td><td>A specific and correct influence is identified.</td></tr><tr><td>This led him to do mass-production so he was able to make lots of products cheaply, as he wanted them to be available for everyone to afford.</td><td>0</td><td>This is factually incorrect so cannot be awarded a mark.</td></tr><tr><td>He did not like the poor quality factory produced designs, so he used traditional hand-crafted techniques to produce his own furniture and textile designs.</td><td>1</td><td>A clear description of how the influence can be seen in the designer's work (the production method) is given.</td></tr></table>	Response	Mark	Reason	William Morris was influenced by events that were happening at the time he lived.	0	This is not specific enough and does not show the level of knowledge expected.	William Morris was influenced by the Industrial Revolution.	1	A specific and correct influence is identified.	This led him to do mass-production so he was able to make lots of products cheaply, as he wanted them to be available for everyone to afford.	0	This is factually incorrect so cannot be awarded a mark.	He did not like the poor quality factory produced designs, so he used traditional hand-crafted techniques to produce his own furniture and textile designs.	1	A clear description of how the influence can be seen in the designer's work (the production method) is given.	5
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						15								

Question	Specific marking instructions		Max marks		
Optional question – candidates select one from questions 8, 9, 10, 11, 12					
8.		<p>Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none">comment on this poster design, referring to layout, lettering and colourgive your opinion on the target audience for this poster, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the layout, lettering and use of colour.</p> <p>1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Layout</td><td><ul style="list-style-type: none">the layout of the poster has been split by white lines into three areas – one for authors/book titles, main lettering and the information at the bottom, and this makes the poster easier to understandthe main information about the festival is placed at the bottom of the poster in a horizontal block of colour which makes it easy to readthe authors’ names and book titles are placed in coloured rectangles making them look the spines of booksthe authors’ names are arranged in a vertical strip, which makes it look like a pile of booksthe letters of the main title are contained in squares of colour and arranged vertically give an unusual effectthe layout of the lettering in the title is quite confusing but there are arrows to show the viewer which way to read the text in the titleany other justified comments regarding layout.</td></tr></table>	Layout	<ul style="list-style-type: none">the layout of the poster has been split by white lines into three areas – one for authors/book titles, main lettering and the information at the bottom, and this makes the poster easier to understandthe main information about the festival is placed at the bottom of the poster in a horizontal block of colour which makes it easy to readthe authors’ names and book titles are placed in coloured rectangles making them look the spines of booksthe authors’ names are arranged in a vertical strip, which makes it look like a pile of booksthe letters of the main title are contained in squares of colour and arranged vertically give an unusual effectthe layout of the lettering in the title is quite confusing but there are arrows to show the viewer which way to read the text in the titleany other justified comments regarding layout.	8
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Question			Specific marking instructions	Max marks
			<p>Lettering</p> <ul style="list-style-type: none"> the title of the poster 'Kansas' has been designed using the shapes of open books for each letter and this links to the purpose of the poster different sizes of fonts are used in this poster to draw attention to the importance of the information, with the most important being the biggest The colour of the lettering contrasts with the background making it stand out the lettering is framed by being placed in different blocks which makes it easier to read the size of the font in the vertical strip on the side very small which affects the readability the information in the block at the bottom of the poster is placed very close together but the different font sizes separates it out any other justified comments regarding lettering. 	
			<p>Colour</p> <ul style="list-style-type: none"> the use of white for the title 'KANSAS' stands out against the blocks of colour and makes the poster eye-catching the use of thin white lines representing the pages of a book on each letter of the main title reminds me of optical illusions adding an unusual visual effect although a range of colours have been used, they are repeated throughout and in sections and this makes the poster more unified the main information is in different colours of fonts so makes the information stand out warm and cold colours are used in different areas which creates visual impact any other justified comments regarding the colour. 	

Question			Specific marking instructions	Max marks		
			<p>A maximum of 2 marks may be awarded for justified personal opinions on the target audience for this poster.</p> <p>1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p> <p>The table below gives examples of points which would gain marks.</p> <table><tr><td>Personal opinion on the target audience for this poster design</td><td><ul style="list-style-type: none">the colour palette of rich colours would mainly appeal to a mature target audiencethis poster would appeal to people who like reading because of the imagery of books used to create lettering making it clear that the event is about booksthe design communicates that the event is in Kansas, so would appeal to people who live in this area or are visitingthe poster would appeal to fans of the authors who are featured on list contained in the posterthis poster would appear to serious-minded adults as the only imagery is books which have been used to create letters giving the impression this is a formal eventany other justified opinions – either positive or negative on the visual impact of this poster design.</td></tr></table>	Personal opinion on the target audience for this poster design	<ul style="list-style-type: none">the colour palette of rich colours would mainly appeal to a mature target audiencethis poster would appeal to people who like reading because of the imagery of books used to create lettering making it clear that the event is about booksthe design communicates that the event is in Kansas, so would appeal to people who live in this area or are visitingthe poster would appeal to fans of the authors who are featured on list contained in the posterthis poster would appear to serious-minded adults as the only imagery is books which have been used to create letters giving the impression this is a formal eventany other justified opinions – either positive or negative on the visual impact of this poster design.	2
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Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 8, 9, 10, 11, 12							
9.		<p>Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to</p> <ul style="list-style-type: none">comment on this chair design, referring to form, fitness for purpose and target marketgive their opinion on this approach to chair design, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the designer’s use of form, fitness for purpose and target market. 1 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><tr><td>form</td><td><ul style="list-style-type: none">the chair has an organic form as everything is curved with no sharp edgesthe circular form helps it the chair to rock backwards and forwardsit is an unusual form for a chair as most chairs have four legsthe chair has a large form which will take up a lot of spacethe form reminds me of an insect as it has long spindly legsany other justified comments regarding form.</td></tr><tr><td>fitness for purpose</td><td><ul style="list-style-type: none">the chair has an unusual purpose and it provides light so it would be good for readingthe chair is eco-friendly because it generates its own electricity by rockingthe chair does not look very comfortable, there are no arm rests to ensure you don’t fall outthe chair looks impractical as you would need a lot of space to fit it into a roomthe chair might not be suitable for everybody as it is not adjustableany other justified comments regarding fitness for purpose.</td></tr></table>	form	<ul style="list-style-type: none">the chair has an organic form as everything is curved with no sharp edgesthe circular form helps it the chair to rock backwards and forwardsit is an unusual form for a chair as most chairs have four legsthe chair has a large form which will take up a lot of spacethe form reminds me of an insect as it has long spindly legsany other justified comments regarding form.	fitness for purpose	<ul style="list-style-type: none">the chair has an unusual purpose and it provides light so it would be good for readingthe chair is eco-friendly because it generates its own electricity by rockingthe chair does not look very comfortable, there are no arm rests to ensure you don’t fall outthe chair looks impractical as you would need a lot of space to fit it into a roomthe chair might not be suitable for everybody as it is not adjustableany other justified comments regarding fitness for purpose.	8
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			<table><tr><td>target market</td><td><ul style="list-style-type: none">environmentally conscious people might be interested in this chair because it generates its own electricitydesign conscious people who like to have the latest gadgets would be interested in buying this chairpeople who read a lot might like this chair as looks like it is built especially for readingchildren may enjoy this chair because it is also a rocking chair and would be fun to useany other justified comments regarding target market.</td></tr></table> <p>A maximum of 2 marks may be awarded for giving justified reasons for their personal opinions on this approach to chair design.</p> <p>1 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><tr><td>personal opinion on this approach to chair design</td><td><ul style="list-style-type: none">this chair is very different from most other chairs and is a very unusual approach as it does not have legsit is a creative and unique approach as it combines a chair and a lightit is a modern approach to designing a rocking chair as these are usually made up from lots of individual partsit is a fun approach to designing a chair as the user has to rock the chair to work the lightany other justified opinions – either positive or negative on this approach to chair design.</td></tr></table>	target market	<ul style="list-style-type: none">environmentally conscious people might be interested in this chair because it generates its own electricitydesign conscious people who like to have the latest gadgets would be interested in buying this chairpeople who read a lot might like this chair as looks like it is built especially for readingchildren may enjoy this chair because it is also a rocking chair and would be fun to useany other justified comments regarding target market.	personal opinion on this approach to chair design	<ul style="list-style-type: none">this chair is very different from most other chairs and is a very unusual approach as it does not have legsit is a creative and unique approach as it combines a chair and a lightit is a modern approach to designing a rocking chair as these are usually made up from lots of individual partsit is a fun approach to designing a chair as the user has to rock the chair to work the lightany other justified opinions – either positive or negative on this approach to chair design.	2
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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 this design, referring to decoration, scale and formgive their opinion on the visual impact of this interior design, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to the decoration, scale and form of this interior. 1 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><tr><td>decoration</td><td><ul style="list-style-type: none">a variety of intricate patterns creates contrast and a busy effecta lot of the decoration is symmetrical which gives a balanced effectthe amount of decoration would have been time consuming and needing skilled crafts peopleuse of stained glass adds coloured light and pattern to the interiorany other justified comments regarding decoration.</td></tr><tr><td>scale</td><td><ul style="list-style-type: none">the scale is vast so the building can hold a large number of peoplethe height makes the building spacious and airythe large scale gives a dramatic effect and makes it seem like an important buildingthe small scale of the pattern on the tiles contrast with the large interiorany other justified comments regarding scale.</td></tr><tr><td>form</td><td><ul style="list-style-type: none">the form of the pillars provide structure and stabilitythe domed ceiling creates a sense of importancearches are repeated throughout the structure and in the windows which adds to the decorative effectit is a very complicated form and must have been very difficult to buildany other justified comments regarding form.</td></tr></table>	decoration	<ul style="list-style-type: none">a variety of intricate patterns creates contrast and a busy effecta lot of the decoration is symmetrical which gives a balanced effectthe amount of decoration would have been time consuming and needing skilled crafts peopleuse of stained glass adds coloured light and pattern to the interiorany other justified comments regarding decoration.	scale	<ul style="list-style-type: none">the scale is vast so the building can hold a large number of peoplethe height makes the building spacious and airythe large scale gives a dramatic effect and makes it seem like an important buildingthe small scale of the pattern on the tiles contrast with the large interiorany other justified comments regarding scale.	form	<ul style="list-style-type: none">the form of the pillars provide structure and stabilitythe domed ceiling creates a sense of importancearches are repeated throughout the structure and in the windows which adds to the decorative effectit is a very complicated form and must have been very difficult to buildany other justified comments regarding form.	8
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			<p>A maximum of 2 marks may be awarded for giving justified reasons for their personal opinion on the visual impact of the interior.</p> <p>1 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><tr><td>personal opinion on the visual impact</td><td><ul style="list-style-type: none">the rich colour and the elaborate pattern together create a striking effectthe ornate interior gives a sense of richness which is visually appealingthe amount of stained glass adds to the visual impact as it floods the building with coloured lightthe lighting has been suspended at a low height so that it does not interrupt the impact of the decorative ceilingthe red carpet contrasts with the blue decoration and gives a striking visual impactother justified opinions – either positive or negative on the visual impact.</td></tr></table>	personal opinion on the visual impact	<ul style="list-style-type: none">the rich colour and the elaborate pattern together create a striking effectthe ornate interior gives a sense of richness which is visually appealingthe amount of stained glass adds to the visual impact as it floods the building with coloured lightthe lighting has been suspended at a low height so that it does not interrupt the impact of the decorative ceilingthe red carpet contrasts with the blue decoration and gives a striking visual impactother justified opinions – either positive or negative on the visual impact.	2
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11.		<p>Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to</p> <ul style="list-style-type: none">comment on this design, referring to wearability, sources of inspiration and target marketgive their opinion on the visual impact of this piece of jewellery design, with two justified reasons. <p>Marks can be awarded for relevant substantiated comments or points relating to wearability, sources of inspiration and target market. 1 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><tr><td>wearability</td><td><ul style="list-style-type: none">the amount of silver used in this piece would make it very heavy to wear for a long timethe neckpiece is rigid which might be uncomfortable to wear for prolonged periods of timethe design might make it difficult to move because of the rigid part which fits around the neck instead of a chainthe horizontal bar across the front might dig in to your chest and be uncomfortablethe curved part is designed to fit over the wearers shoulders as it is moulded to the same shapeany other justified comments regarding wearability.</td></tr><tr><td>sources of inspiration</td><td><ul style="list-style-type: none">it could have been inspired by organic forms as the circular shapes remind me of seed podssteam punk may have been an inspiration because it looks like it is inspired by mechanical objectsit may have been influenced by cubism as the shapes reminds me a Picasso face on its sideit could have been inspired by musical instruments as the shapes remind me of parts of a musical instrumentsany other justified comments regarding sources of inspiration.</td></tr></table>	wearability	<ul style="list-style-type: none">the amount of silver used in this piece would make it very heavy to wear for a long timethe neckpiece is rigid which might be uncomfortable to wear for prolonged periods of timethe design might make it difficult to move because of the rigid part which fits around the neck instead of a chainthe horizontal bar across the front might dig in to your chest and be uncomfortablethe curved part is designed to fit over the wearers shoulders as it is moulded to the same shapeany other justified comments regarding wearability.	sources of inspiration	<ul style="list-style-type: none">it could have been inspired by organic forms as the circular shapes remind me of seed podssteam punk may have been an inspiration because it looks like it is inspired by mechanical objectsit may have been influenced by cubism as the shapes reminds me a Picasso face on its sideit could have been inspired by musical instruments as the shapes remind me of parts of a musical instrumentsany other justified comments regarding sources of inspiration.	8
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[END OF MARKING INSTRUCTIONS]