



National  
Qualifications  
2016

# **2016 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.

Candidates are required to select specific art and designs works for comparison. They may name the works. For example,

'I have chosen 'Pyramid of Skulls' by Cezanne and 'Still Life with Bull's Skull' by Picasso.'

'I have selected a lamp by Louis Comfort Tiffany and a lamp by Philippe Starck.'

The works may also be identified through the detail given within the response.

Where a candidate identifies the artists or designers, but fails to identify specific works, the marker must make a judgement as to whether the response communicates a knowledge and understanding appropriate to this level. To apply marks, the marker must be convinced that two specific works are being compared and that the candidate is not making comments on the artists' and/or designers' works in general.

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

## Part Two: Marking Instructions

### Section 1 - Expressive Art Studies

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
1.			10	<p><b>All candidates</b> will answer this question. Candidates are expected to demonstrate their knowledge and understanding with reference to <b>two</b> specific artworks.</p> <p>The two selected examples of artwork should clearly contain similar subject matter or be based on the same theme, eg two portraits, two still life paintings with similar objects, two coastal landscapes, two works based on war, fantasy, dance, etc.</p> <p>This question allows candidates to compare artists' approaches with explicit reference to specific elements. In the extended response, candidates will make direct comparisons between selected examples of artwork. They will also be asked to make a judgement on a specific issue. They will be required to give two reasons for their response.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both artists' use of:</p> <ul style="list-style-type: none"> <li>• composition/arrangement</li> <li>• style</li> <li>• colour</li> </ul> <p>This will include a comparison of how the artist has used the selected elements. Candidates will also identify which of the two works they find most interesting, and justify the reasons why.</p> <p>A <b>maximum of 8 marks</b> are available for comparing the <b>two</b> selected artworks. Appropriate answers here would include commenting on:</p> <ul style="list-style-type: none"> <li>• the compositional/arrangement and the effect on the works</li> <li>• the style of each of the works and the influences and/or effects</li> <li>• the artists' use of colour for expressive effect and how this has been achieved</li> <li>• <b>any other well-justified comments relating to composition/arrangement, style and colour</b></li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
				<p>Candidates who discuss only one artist can only gain a <b>maximum of 5 marks</b>. Answers should be marked according to the specific marking instructions should this occur.</p>	<p>Candidates who have not responded on <i>composition/arrangement</i>, <i>style</i> and <i>colour</i> cannot gain the full 8 marks available; at least one valid point must be made on each aspect of the question.</p> <p>A total of 2 marks are available for identifying which of the artworks is the most interesting to the candidate, giving two justified reasons. Marks should not be awarded for repeating earlier points, if these points have not been developed in any way.</p> <p>Where candidates' answers only discuss one artist in their answer, marks should be awarded as follows:</p> <p>A <b>maximum of 3 marks</b> are available for discussing artwork with reference to one artist's use of the specific elements.  A <b>maximum of 2 marks</b> are available for explaining why they find the artist's work interesting, giving reasons.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
2.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the artist’s methods or approach to the subject and their use of specific elements</li><li>give their opinion on the work, justifying their opinions</li></ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates’ responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the artist’s approach referring to composition, line and colour</li><li>comment on their opinion of the style of this painting, giving two justified reasons</li></ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, line and colour. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving reasons for their personal opinion of the style of this painting. One mark should be awarded for each relevant justified point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Composition</td><td><ul style="list-style-type: none"><li>emphasising scale with tall rectangular shapes</li><li>an ‘X’ shape divides the image</li><li>gives a sense of scale</li><li>railway tracks lead the viewer into the painting</li><li>multiple viewpoints</li><li>fragmented image</li><li><b>any other well justified comments regarding composition</b></li></ul></td></tr></table>	Composition	<ul style="list-style-type: none"><li>emphasising scale with tall rectangular shapes</li><li>an ‘X’ shape divides the image</li><li>gives a sense of scale</li><li>railway tracks lead the viewer into the painting</li><li>multiple viewpoints</li><li>fragmented image</li><li><b>any other well justified comments regarding composition</b></li></ul>
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					<table><tr><td>Line</td><td><ul style="list-style-type: none"><li>• direction of line emphasising perspective</li><li>• leading the viewer’s eye to the centre of the image</li><li>• dark lines highlight the basic shape of buildings and architectural detail</li><li>• dark lines highlight the detail of the rail tracks</li><li>• <b>any other well justified comments regarding line</b></li></ul></td></tr><tr><td>Colour</td><td><ul style="list-style-type: none"><li>• application of flat areas of colour</li><li>• limited colour palette</li><li>• pale colours emphasise distance</li><li>• muted colour</li><li>• contrasting warm and cold colours</li><li>• <b>any other well justified comments regarding colour</b></li></ul></td></tr><tr><td>Personal opinion of the style of this painting</td><td><ul style="list-style-type: none"><li>• comparison with other art styles of which they are familiar</li><li>• stylised and simplified shapes</li><li>• represents a place in an unusual way</li><li>• the style helps communicate the meaning of the title</li><li>• <b>any other justified reasons - either positive or negative</b></li></ul></td></tr></table>	Line	<ul style="list-style-type: none"><li>• direction of line emphasising perspective</li><li>• leading the viewer’s eye to the centre of the image</li><li>• dark lines highlight the basic shape of buildings and architectural detail</li><li>• dark lines highlight the detail of the rail tracks</li><li>• <b>any other well justified comments regarding line</b></li></ul>	Colour	<ul style="list-style-type: none"><li>• application of flat areas of colour</li><li>• limited colour palette</li><li>• pale colours emphasise distance</li><li>• muted colour</li><li>• contrasting warm and cold colours</li><li>• <b>any other well justified comments regarding colour</b></li></ul>	Personal opinion of the style of this painting	<ul style="list-style-type: none"><li>• comparison with other art styles of which they are familiar</li><li>• stylised and simplified shapes</li><li>• represents a place in an unusual way</li><li>• the style helps communicate the meaning of the title</li><li>• <b>any other justified reasons - either positive or negative</b></li></ul>
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3.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the artist's methods or approach to the subject and their use of specific elements</li> <li>give their opinion on the work, justifying their opinions</li> </ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> <li>comment on the approach used in this artwork, referring to composition, colour and pattern</li> <li>give their opinion of how well the artist has communicated humour in this painting</li> </ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's use of composition, colour and pattern. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving reasons for their opinion of how well the artist has communicated humour in this painting. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<b>Composition</b> <ul style="list-style-type: none"> <li>• a crowded/busy composition</li> <li>• focal point of the image</li> <li>• use of flat shapes and their effect on the perspective</li> <li>• geometric shapes and structures</li> <li>• contrast of both man-made and natural objects</li> <li>• the positioning of certain objects causes confusion to viewer</li> <li>• division of space</li> <li>• <b>any other well justified comments regarding composition</b></li> </ul>	
					<b>Colour</b> <ul style="list-style-type: none"> <li>• contrasting cool and warm colours</li> <li>• vibrancy and intensity</li> <li>• areas of flat colour</li> <li>• more subtle colour in parts of the background</li> <li>• application of colour and how it contributes to style</li> <li>• <b>any other well justified comments regarding colour</b></li> </ul>	
					<b>Pattern</b> <ul style="list-style-type: none"> <li>• repeated geometric and organic forms</li> <li>• the effects of pattern in foreground and background</li> <li>• decorative detail created by pattern</li> <li>• a wide range of contrasting patterns throughout</li> <li>• how pattern creates the illusion of depth</li> <li>• representation of animal markings</li> <li>• <b>any other well justified comments regarding pattern</b></li> </ul>	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<b>Personal opinion of how well the artist has communicated humour</b>	<ul style="list-style-type: none"> <li>• stylised shapes and structures add a child-like/whimsical feel to the painting</li> <li>• not 'realistic'</li> <li>• decorative/naïve style</li> <li>• staged composition contributes to the narrative</li> <li>• unusual combination of subject matter</li> <li>• <b>any other justified reasons - either positive or negative</b></li> </ul>

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4.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the artist’s methods or approach to the subject and their use of specific elements</li><li>give their opinion on the work, justifying their opinions</li></ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates’ responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the artist’s representation of this subject, referring to composition, shape and colour</li><li>give their own opinion on what the painting communicates to them, giving <b>two</b> justified reasons</li></ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, shape and colour. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving reasons for their personal opinion on what the artist is trying to communicate. One mark should be awarded for each relevant justified point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td><b>Composition</b></td><td><ul style="list-style-type: none"><li>focal point</li><li>placement of figures</li><li>the grouping of triangular formations</li><li>dominant ‘W’ shape</li><li>cluttered and crowded arrangements</li><li>how the eye is led around the picture</li><li>use of foreground, middle ground and background</li><li>comments on the use of perspective</li><li><b>any other well justified comments regarding composition</b></li></ul></td></tr></table>	<b>Composition</b>	<ul style="list-style-type: none"><li>focal point</li><li>placement of figures</li><li>the grouping of triangular formations</li><li>dominant ‘W’ shape</li><li>cluttered and crowded arrangements</li><li>how the eye is led around the picture</li><li>use of foreground, middle ground and background</li><li>comments on the use of perspective</li><li><b>any other well justified comments regarding composition</b></li></ul>
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					<b>Shape</b> <ul style="list-style-type: none"> <li>flattened perspective and form</li> <li>use of black line around shapes</li> <li>the bold use of contrast within shapes</li> <li>geometric and irregular forms</li> <li>the simplification of shape</li> <li>fragmentation of the fire</li> <li><b>any other well justified comments regarding the use of shape</b></li> </ul>	
					<b>Colour</b> <ul style="list-style-type: none"> <li>limited colour palette</li> <li>use of warm colour and its effect</li> <li>the use of black and white to create contrast</li> <li>effect of colour to establish mood and atmosphere</li> <li>tonal variation of colour</li> <li>application of colour</li> <li><b>any other well justified comments regarding the use of colour</b></li> </ul>	
					<b>Personal opinion on what this painting communicates</b> <ul style="list-style-type: none"> <li>comments on the subject matter</li> <li>the consequences of war</li> <li>a harrowing scene</li> <li>symbolism of the imagery</li> <li>speculation on the narrative</li> <li><b>any other justified reasons, either positive or negative, relating to what the artist is trying to communicate</b></li> </ul>	

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					<div>Form</div> <ul style="list-style-type: none"> <li>• organic</li> <li>• gigantic in scale/oversized/monumental</li> <li>• linear</li> <li>• the curved forms of the legs create an arched form which supports the central part of the sculpture</li> <li>• delicacy of leg structures</li> <li>• focal point in centre of sculpture</li> <li>• <b>any other well justified comments regarding subject matter</b></li> </ul>	
					<div>Use of Materials</div> <ul style="list-style-type: none"> <li>• strength of steel to support sculpture</li> <li>• use of marble for spider's eggs</li> <li>• metal is effective in terms of colour and texture</li> <li>• contrasting textures</li> <li>• durability/suitability for outdoor location</li> <li>• <b>any other well justified comments regarding materials</b></li> </ul>	
					<div>Personal opinion as to what this sculpture communicates</div> <ul style="list-style-type: none"> <li>• haunting/sinister</li> <li>• grotesque</li> <li>• creepy</li> <li>• unconventional approach to sculpture and its setting</li> <li>• shock factor</li> <li>• possible references to extra-terrestrial/fantasy/horror</li> <li>• <b>any other justified reasons - either positive or negative</b></li> </ul>	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
6.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question from this section of the paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the artist’s methods or approach to the subject and their use of specific elements</li><li>give their opinion on the work, justifying their opinions</li></ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates’ responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the work, referring to composition, colour and media handling/technique</li><li>give their opinion on the approach to this self-portrait, giving <b>two</b> justified reasons</li></ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the artist’s composition, use of colour and media handling/technique. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for giving reasons for their personal opinion of the approach to self-portraiture. One mark should be awarded for each relevant justified point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td><b>Composition</b></td><td><ul style="list-style-type: none"><li>the main face is the most detailed part</li><li>main face is in the centre of the image</li><li>top half light, bottom half dark</li><li>repeated image adds interest</li><li>repetition give a sense of depth and perspective</li><li>parts of window frame the image</li><li>curve of the palette is repeated</li><li><b>any other well justified comments regarding composition</b></li></ul></td></tr></table>	<b>Composition</b>	<ul style="list-style-type: none"><li>the main face is the most detailed part</li><li>main face is in the centre of the image</li><li>top half light, bottom half dark</li><li>repeated image adds interest</li><li>repetition give a sense of depth and perspective</li><li>parts of window frame the image</li><li>curve of the palette is repeated</li><li><b>any other well justified comments regarding composition</b></li></ul>
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<div> <b>Colour</b> <ul style="list-style-type: none"> <li>• bright sky contrast with dull interior</li> <li>• reference to limited colour palette</li> <li>• dark clothing highlights the face</li> <li>• brighter colours are placed on the palette</li> <li>• bright colour create a focal point</li> <li>• <b>any other well justified comments regarding colour</b></li> </ul> </div> <div> <b>Media handling/ Technique</b> <ul style="list-style-type: none"> <li>• parts are 'unfinished'</li> <li>• repeated faces are less detailed</li> <li>• visible brushstrokes</li> <li>• spontaneous and energetic mark-making</li> <li>• <b>any other well justified comments regarding media handling/technique</b></li> </ul> </div> <div> <b>Personal opinion of the style of this self-portrait</b> <ul style="list-style-type: none"> <li>• reference may be made to other styles of work with which they are familiar</li> <li>• effect of the repeated image</li> <li>• fragmentation of the image</li> <li>• showing the artist working</li> <li>• what the painting communicates about the artist</li> <li>• <b>any other justified reasons - either positive or negative</b></li> </ul> </div>	

## Section 2 - Design Studies

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
7.			10	<p><b>All candidates</b> 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. In the extended response, candidates will make direct comparisons between identified examples of design work. They will also be asked to make a judgement on a specific issue. They will be required to give two reasons for their response.</p> <p>Depending on the specifics of the question, comments could include:</p> <ul style="list-style-type: none"> <li>the techniques used to achieve a particular look</li> <li>the materials used in relation to the appearance achieved</li> <li>aesthetic considerations</li> <li>the style of the designs</li> <li>style – the sources of inspiration</li> <li>style – eg the use of colour, line, texture, form in the designs</li> </ul>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both designs in terms of:</p> <ul style="list-style-type: none"> <li><i>influences/sources of inspiration</i></li> <li><i>fitness for purpose</i></li> <li><i>materials and/or techniques</i></li> </ul> <p>This will include a comparison of how the designers have used the selected elements. Candidates will also identify which of the two designs they feel is the most successful and why.</p> <p>Candidates' answers might include commenting on:</p> <ul style="list-style-type: none"> <li>influences/sources of inspiration used and their impact on the designs</li> <li>each designs fitness for purpose and how well this has been considered by the designers</li> <li>materials and/or techniques and their effect on the designs</li> <li><b>any other well justified comments relating to influences/sources of inspiration, fitness for purpose, materials and/or techniques</b></li> </ul> <p>Candidates who have not responded on <i>influences/sources of inspiration</i> <i>fitness for purpose</i> and <i>materials and/or techniques</i> cannot gain the full 8 marks available; at least one valid point must be made on each aspect of the question.</p> <p>A <b>maximum of 8 marks</b> are available for comparing the designs. Where candidates only discuss one designer in their answer, marks should be awarded as follows:</p> <ul style="list-style-type: none"> <li>A <b>maximum of 3 marks</b> are available for discussing a selected design with reference to the designer's use of the specified design elements.</li> </ul>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
				<ul style="list-style-type: none"> <li>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)</li> </ul> <p>Candidates who discuss only one designer can only gain a <b>maximum of 5 marks</b>. Answers should be marked according to the specific marking instructions should this occur.</p>	<ul style="list-style-type: none"> <li>A <b>maximum of 2 marks</b> is available for identifying which of the designs is most successful, giving justified reasons.</li> </ul> <p>A <b>total of 2 marks</b> are available for identifying which of the two designs is the most successful, giving two justified reasons. Marks should not be awarded for repeating earlier points, if these points have not been developed in any way.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
8.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the designers' use of specific design elements</li><li>give their opinion on the work, justifying their opinions</li></ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the impact of this poster design, referring to colour, lettering and imagery</li><li>give their opinion of how successful this design for a poster is, giving two justified reasons</li></ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the impact of this poster design, referring to colour, lettering and imagery. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions how successful this design for a poster is. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Colour</td><td><ul style="list-style-type: none"><li>eye-catching and bold colours</li><li>contrasting colours divide the image</li><li>colour is used to frame the lettering and the face</li><li>all lettering is the same colour</li><li>use of warm and cold colours</li><li>the white shapes in the middle are bright and placed in the centre of the design for impact</li><li>contrasting use of flat colour and tone</li><li><b>any other well justified comments regarding colour</b></li></ul></td></tr></table>	Colour	<ul style="list-style-type: none"><li>eye-catching and bold colours</li><li>contrasting colours divide the image</li><li>colour is used to frame the lettering and the face</li><li>all lettering is the same colour</li><li>use of warm and cold colours</li><li>the white shapes in the middle are bright and placed in the centre of the design for impact</li><li>contrasting use of flat colour and tone</li><li><b>any other well justified comments regarding colour</b></li></ul>
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<b>Lettering</b> <ul style="list-style-type: none"> <li>• flowing shapes of letters and words</li> <li>• lettering fits into spaces within the overall design</li> <li>• lettering is part of the image of the woman</li> <li>• variation in scale</li> <li>• words are not easy to read at first glance</li> <li>• purpose of lettering</li> <li>• <b>any other well justified comments regarding lettering</b></li> </ul>	
					<b>Imagery</b> <ul style="list-style-type: none"> <li>• unusual feather shapes</li> <li>• shapes seem to resemble a peacock</li> <li>• flowing/organic shapes</li> <li>• realistic face</li> <li>• ‘art nouveau’ influence</li> <li>• abstract shape/pattern</li> <li>• face is the only part of the design to have tone/look realistic</li> <li>• <b>any other well justified comments regarding imagery</b></li> </ul>	
					<b>Personal opinion on the success of this design</b> <ul style="list-style-type: none"> <li>• hand-drawn style</li> <li>• effectiveness of communicating information</li> <li>• typical of ‘swinging sixties’ style</li> <li>• style reflects the music of the time</li> <li>• <b>any other justified opinion of this poster design, either positive or negative</b></li> </ul>	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
9.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the designers' use of specific design elements</li><li>give their opinion on the work, justifying their opinions</li></ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the design of this clock, referring to style, materials and target market</li><li>give their opinion of how effective this design for a clock is, giving <b>two</b> justified reasons</li></ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the style, materials and target market. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions of the effectiveness of this design. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Style</td><td><ul style="list-style-type: none"><li>looks hi-tech</li><li>makes a feature of the electronics</li><li>out-of-the-ordinary appearance</li><li>looks like a toy/kit</li><li>robotic</li><li>emphasis on function</li><li>how it relates to other design movements</li><li>fixings are part of the design</li><li>use of colour</li><li>speculation on sources of inspiration</li><li><b>any other well justified comments regarding style</b></li></ul></td></tr></table>	Style	<ul style="list-style-type: none"><li>looks hi-tech</li><li>makes a feature of the electronics</li><li>out-of-the-ordinary appearance</li><li>looks like a toy/kit</li><li>robotic</li><li>emphasis on function</li><li>how it relates to other design movements</li><li>fixings are part of the design</li><li>use of colour</li><li>speculation on sources of inspiration</li><li><b>any other well justified comments regarding style</b></li></ul>
Style	<ul style="list-style-type: none"><li>looks hi-tech</li><li>makes a feature of the electronics</li><li>out-of-the-ordinary appearance</li><li>looks like a toy/kit</li><li>robotic</li><li>emphasis on function</li><li>how it relates to other design movements</li><li>fixings are part of the design</li><li>use of colour</li><li>speculation on sources of inspiration</li><li><b>any other well justified comments regarding style</b></li></ul>						

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<b>Materials</b> <ul style="list-style-type: none"> <li>• all modern</li> <li>• inexpensive plastic</li> <li>• lightweight</li> <li>• transparent casing</li> <li>• use of electronic components</li> <li>• colour of materials</li> <li>• <b>any other well justified comments regarding the use of materials</b></li> </ul>	
					<b>Target market</b> <ul style="list-style-type: none"> <li>• people who like to be different and make a statement</li> <li>• people who like gadgets</li> <li>• speculation on age group and gender</li> <li>• speculation on cost and affordability</li> <li>• <b>any other well justified comments regarding the target market</b></li> </ul>	
					<b>Personal opinion of the effectiveness of the design</b> <ul style="list-style-type: none"> <li>• unlike a traditional clock</li> <li>• legibility of clock display</li> <li>• flimsy</li> <li>• disposable</li> <li>• practicality</li> <li>• health and safety issues</li> <li>• fitness for purpose</li> <li>• <b>any other well justified comments, either positive or negative, on the effectiveness of this clock design</b></li> </ul>	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
10.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the designers' use of specific design elements</li><li>give their opinion on the work, justifying their opinions</li></ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the designer's consideration of target market, furnishings and finishings and fitness for purpose</li><li>give their opinion of this approach to designing a building, giving <b>two</b> justified comments</li></ul> <ul style="list-style-type: none"><li>Marks can be awarded for relevant substantiated comments or points relating to the designer's consideration of target market, furnishings and finishings and fitness for purpose</li><li>One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</li></ul> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions on this approach to designing a building. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Target market</td><td><ul style="list-style-type: none"><li>the age group that the design would appeal to</li><li>occasional guests</li><li>eco conscious consumers</li><li>type of consumer</li><li>rental market/holiday makers</li><li>alternative lifestyles</li><li><b>any other well justified comments regarding the use of materials</b></li></ul></td></tr></table>	Target market	<ul style="list-style-type: none"><li>the age group that the design would appeal to</li><li>occasional guests</li><li>eco conscious consumers</li><li>type of consumer</li><li>rental market/holiday makers</li><li>alternative lifestyles</li><li><b>any other well justified comments regarding the use of materials</b></li></ul>
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<b>Furnishings and finishings</b> <ul style="list-style-type: none"> <li>interior décor</li> <li>striking and modern</li> <li>the placement of plants on top of the building</li> <li>use of colour and its effect</li> <li>outdoor furniture</li> <li>industrial style</li> <li>indoor/outdoor lighting</li> <li>appropriate choice of furniture</li> <li>wall and floor finishes</li> <li><b>any other well justified comments regarding its style</b></li> </ul>	
					<b>Fitness for purpose</b> <ul style="list-style-type: none"> <li>the glass facade allows the garden and terrace to become part of the interior</li> <li>the sliding doors allow maximum light and ventilation</li> <li>suitability as guest accommodation</li> <li>placement of outdoor lighting</li> <li>multi-functional interior space for sleeping and living</li> <li>all the furniture and interior spaces have been arranged to look out into the garden</li> <li><b>any other well justified comments regarding its fitness for purpose</b></li> </ul>	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<b>Personal opinion of this approach to designing a building</b> <ul style="list-style-type: none"> <li>designed to maximise light</li> <li>opinion as to whether the building enhances its surroundings or is out of place</li> <li>the adapting of a shipping container into a residence</li> <li>speculation on cost</li> <li>environmental/ecological considerations</li> <li>the advantages or disadvantages of using a prefabricated container</li> <li><b>any other justified opinions, either positive or negative, of this approach to designing a building</b></li> </ul>	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
11.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the designers' use of specific design elements</li><li>give their opinion on the work, justifying their opinions</li></ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"><li>comment on this design, referring to style, wearability and target market</li><li>give opinions of this approach to jewellery design, giving <b>two</b> justified opinions</li></ul> <p>Marks can be awarded for relevant substantiated comments or points relating to style, wearability and target market. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions of this approach to jewellery design. One mark should be awarded for each relevant point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Style</td><td><ul style="list-style-type: none"><li>striking</li><li>theatrical</li><li>statement piece</li><li>current trends/styles</li><li>a bespoke piece/one-off</li><li>mechanical</li><li>metallic</li><li>textural</li><li>antique/vintage/steampunk</li><li>the visual impact</li><li><b>any other well justified comments regarding style</b></li></ul></td></tr></table>	Style	<ul style="list-style-type: none"><li>striking</li><li>theatrical</li><li>statement piece</li><li>current trends/styles</li><li>a bespoke piece/one-off</li><li>mechanical</li><li>metallic</li><li>textural</li><li>antique/vintage/steampunk</li><li>the visual impact</li><li><b>any other well justified comments regarding style</b></li></ul>
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<b>Wearability</b> <ul style="list-style-type: none"> <li>the weight of the piece might make it uncomfortable for the wearer</li> <li>the different components might get tangled up</li> <li>the putting on and taking off would be difficult</li> <li>sharp edges of the clock hands could make it unsafe for the wearer</li> <li>difficult to keep clean</li> <li>practicality</li> <li><b>any other well justified comments regarding wearability</b></li> </ul>	
					<b>Target Market</b> <ul style="list-style-type: none"> <li>models/celebrities</li> <li>fashion conscious</li> <li>a jewellery collector</li> <li>someone who wants to make a statement</li> <li>someone who want to accessorise in a particular style</li> <li>speculation about the type of wearer</li> <li><b>any other well justified comments regarding the target market</b></li> </ul>	
					<b>Personal opinion of this approach to jewellery design</b> <ul style="list-style-type: none"> <li>unusual/unconventional/outlandish</li> <li>unconventional materials</li> <li>recycled/re-used/reconstructed</li> <li>unsuitable for mass-production</li> <li>speculation on the time and cost to produce</li> <li>one-off piece</li> <li><b>any other justified comments and opinions, either positive or negative, on this approach to jewellery design</b></li> </ul>	

Question			Max Mark	General Marking Instructions	Specific Marking Instructions		
12.			10	<p>Candidates are asked to choose and respond to <b>one</b> other question in this section of the question paper.</p> <p>There is a <b>choice of five</b> different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the designers' use of specific design elements</li><li>give their opinion on the work, justifying their opinions</li></ul> <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is <b>10 marks</b>. Candidates' responses can be credited in a number of ways up to a <b>maximum of 10 marks</b>.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"><li>comment on the issues the designer has had to consider when developing this range of footwear referring to function, style and target market</li><li>give their opinion of why this range of footwear continues to be popular today, giving <b>two</b> justified reasons</li></ul> <p>Marks can be awarded for relevant substantiated comments or points relating to the function, style and target market. One mark should be awarded for each relevant point made up to the maximum of <b>8 marks in total</b>.</p> <p>A maximum of <b>2 marks</b> may be awarded for personal opinions and justification on why this product is still popular today. One mark should be awarded for each relevant justified point made up to the maximum of <b>2 marks in total</b>.</p> <p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Function</td><td><ul style="list-style-type: none"><li>durable</li><li>protection</li><li>waterproof</li><li>comfortable</li><li>fashion statement</li><li>versatile</li><li>practicality of the materials</li><li>wearability</li><li><b>any other well justified comments regarding function</b></li></ul></td></tr></table>	Function	<ul style="list-style-type: none"><li>durable</li><li>protection</li><li>waterproof</li><li>comfortable</li><li>fashion statement</li><li>versatile</li><li>practicality of the materials</li><li>wearability</li><li><b>any other well justified comments regarding function</b></li></ul>
Function	<ul style="list-style-type: none"><li>durable</li><li>protection</li><li>waterproof</li><li>comfortable</li><li>fashion statement</li><li>versatile</li><li>practicality of the materials</li><li>wearability</li><li><b>any other well justified comments regarding function</b></li></ul>						

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					<b>Style</b> <ul style="list-style-type: none"> <li>• eye-catching</li> <li>• trendy/classical/grungy/punk/modern/old-fashioned/retro/stylish/vintage</li> <li>• statement footwear</li> <li>• can be customised</li> <li>• use of pattern and colour</li> <li>• variety of choice depending on taste</li> <li>• <b>any other well justified comments regarding style</b></li> </ul>	
					<b>Target market</b> <ul style="list-style-type: none"> <li>• speculation on the type of wearers</li> <li>• range of different wearers</li> <li>• male/female appeal</li> <li>• <b>any other well justified comments regarding target market</b></li> </ul>	
					<b>Personal Opinion on why this range of footwear is still popular today</b> <ul style="list-style-type: none"> <li>• classic design which can be updated in different ways for different types of consumers</li> <li>• can be used to accessorise an outfit</li> <li>• worn in a variety of situations</li> <li>• <b>any other justified comments, whether positive or negative, regarding the popularity of the footwear</b></li> </ul>	

[END OF MARKING INSTRUCTIONS]