



General Certificate of Secondary Education

Design and Technology Graphic Products 3543/F

Foundation Tier

Mark Scheme

2008 examination - June series

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1 Environmental

- (a) 'sustainable' forest, *e.g. managed, harvested and replanted, considerate of wild life and inhabitants, not using up natural resources, renewing or recycling the environment.*

Good understanding, e.g. explicit, examples to show understanding e.g. human intervention (replant). (3 marks)

Satisfactory understanding, e.g. basic concept, managed forest (2 marks)

An attempt, confused but within topic e.g. damaged by animals (1 mark)

Incorrect or not attempted (0 marks) **3 marks**

- (b) Environmental logo for sustainable forest:
Responses in context of environmental issues.

- (i) Feature 1 arrows *e.g. recycle, replant, renew.*

Full understanding, clear meaning e.g. recycle & comment (2 marks)

Satisfactory understanding of concept – lacking detail-
confused e.g. continuous cycle (1 mark)

Incorrect (0 mark)

Reference to colour of arrow (1 mark)

Not attempted (0 marks) **3 marks**

- (ii) Feature 2 representation of trees *e.g. trees, sign for environment, forests, stylised, easy to understand meaning, types of trees.*

Full understanding, clear meaning, e.g. recognises trees from a sustainable forest. (2 marks)

Satisfactory understanding of concept, lacking detail or confused e.g. made from tree (1 mark)

Reference to colour of trees (1 mark)

Incorrect or not attempted. (0 marks) **3 marks**

1	(c)	(i)	Logo Design		
			Two or more identifiably different logos on theme.	(1 mark)	1 mark
			Arrows and trees identified and used on both	(1 mark)	1 mark
			Simplified, stylistic shapes	(2 marks)	
			An attempt at stylised shape	(1 mark)	2 mark
			No attempt	(0 mark)	
			Neat pencil work	(1 mark)	1 mark
		(ii)	Presentation Drawing on “Sustainable Forests” theme. <i>(If different theme mark Quality only – max 3 marks)</i>		
			Logo		
			Suitability of logo for ‘Sustainable Forest’	(1 mark)	1 mark
			Good quality tree(s) and arrow(s)	(2 marks)	
			Satisfactory quality	(1 mark)	
			Poor, scribble, not attempted.	(0 marks)	2 mark
			Quality		
			Quality of rendering – even or tonal or block	(2 marks)	
			Satisfactory quality	(1 mark)	
			Poor quality	(0 mark)	2 marks
			Neat pencil / line work	(1 mark)	
			Very poor, scribble, not attempted.	(0 marks)	1 mark
		(iii)	Explanation-keep in context		
			Critical reasoning highlighting <u>a feature</u>	(2 marks)	
			Feature identified, no reasoning, descriptive	(1 mark)	
			Superficial, incorrect, not attempted e.g. logo looks good or eye-catching	(0 marks)	2 marks
			TOTAL		22 marks

2 Representing Data

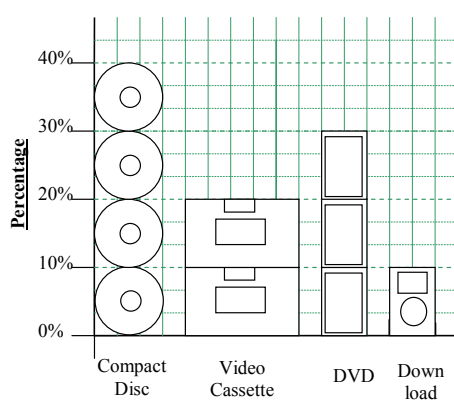
(a) Advantage of pictograph

Full explanation, with reason *e.g. easy to read and understand, quick intake of data, more interesting than bars* (2 marks)

Partial explanation *e.g. attempt at reasoning e.g use of pictures makes it clearer.* (1 mark)

Incorrect, not attempted, *e.g. 'know what they are'.* (0 marks) **2 marks**

(b) Pictograph (*be strict*)



Format

Accuracy: each pictograph bar correct – *on line* (pro rata) (4 marks) **4 marks**

Symbols: each present and accurate representation size & shape (pro rata). Max of 2 marks if generally poor reproduction of symbols or wrong number. (4 marks) **4 marks**

Colour: Good quality, enhances drawing, visual impact, (3 marks)

Adequate quality, some imperfections *e.g. out of 'box'* uneven colour (good monochrome max.) (2 marks)

An attempt, poorly executed, colours poorly used or incomplete. (1 mark)

No colour – line drawings only, not attempted. (0 marks) **3 marks**

TOTAL 13 marks

3 Letter Style*Accept any type of music.*

(a)			
(i)	Type of music offered	(1 mark)	1 mark
	Not attempted	(0 marks)	
(ii)	Name offered	(1 mark)	1 mark
	<i>No penalty if more than two words long – self penalising in Q3 .<u>Minimum of 2 letters</u></i>		
	No name offered	(0 marks)	
(b)	Three distinctly different letter-styles (<i>pro rata</i>) (Accept upper and/or lower case.) If a single letter is used max 1 mark.	(3x1 mark)	3 marks
	<i>Best evidence</i>		
	Evidence of supporting 'grid' or construction or proportion et.c	(1 mark)	
	Evidence of 'wide' stems, curves etc not single line lettering (on at least 2 examples).	(1 mark)	
	Quality sketches, neat pencil/pen work	(1 mark)	3 marks
(c)	(Accept any style of lettering inc single line with reference to 1,2 or 3, must be in a box)		
	Reasoned explanation, justified, compared and complete.	(3 marks)	
	Simple, elementary, mainly descriptive with little reasoning. Eg stands out	(2 marks)	
	An attempt, superficial, basic e.g. 'it's the best', 'I like it'	(1 mark)	
	Confused, not attempted. Letter style not identified.	(0 marks)	3 marks
TOTAL			11 marks

4 Development of Design and Presentation Drawing Figure 4 & 5

(a) **Development of CD Sleeve Design** (*Accept any sketch as starting point with or without text*)

- | | | | |
|-----|---|-----------|----------------|
| (i) | Related to <i>both</i> response panels - read comment box.
Strong direct evidence of developmental progression | (3 marks) | |
| | Development evident, some very similar major features | (2 marks) | |
| | No development, discrete ideas (1 or 2 ideas) | (1 mark) | |
| | Not attempted | (0 marks) | 3 marks |

Best evidence

Clearly related to type of music. e.g. instrument, image Images related to music type stated in Q3	(2 mark)
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Limited reference to music. e.g. turntable, microphone, speakers etc	(1 mark)
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Confused, unclear, not attempted.	(0 marks)	2 marks
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Best evidence

Quality of communicating design

Clear, effective sketches	(2 marks)
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Satisfactory sketches	(1 mark)
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Not attempted.	(0 marks)	2 marks
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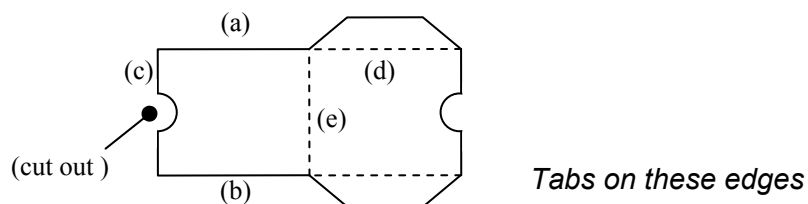
- | | | | |
|------|--|-----------|----------------|
| (ii) | Comment of design development
Critical, relevant, related to design, reasoned | (3 marks) | |
| | Descriptive, some relevance implied | (2 marks) | |
| | An attempt, superficial, labels, e.g. 'good', 'I like it'. | (1 mark) | |
| | Confused, unclear, not attempted. | (0 marks) | 3 marks |

4 (b)

(i) <u>Use of Information</u>			
<u>CD name included and copy of letter style</u> (from Question 2)	(1 mark)		1 mark
Different name or style	(0 mark)		
<u>Quality of sketching</u>			
Good quality, easily recognisable drawings	(3 marks)		
Limited quality, some confusion or imperfections	(2 marks)		
An attempt, lacks precision, ambiguous	(1 mark)		
Inappropriate, not attempted	(0 marks)		3 marks
<u>Colour rendering</u>			
Very good quality, enhances drawing, visual impact e.g. very good tonal control, even cover.	(5 marks)		5 marks
Good quality, higher skills attempted	(4 marks)		
Satisfactory quality, some imperfections e.g. uneven colour. No higher skills. (<i>Good grey pencil, or monochrome or unfinished, max 3 marks.</i>)	(3 marks)		
An attempt, poorly executed, colour poorly applied.	(2 marks)		
Poor, no attempt at quality, heavy handed, scribble	(1 mark)		
No colour – line drawings only, not attempted.	(0 marks)		
<u>Layout of features</u>			
Good visual impact, e.g. effective use of space,	(3 marks)		
Satisfactory, some sense of composition	(2 marks)		
Poor, no sense of composition,	(1 mark)		
Very poor, not organised or not attempted	(0 marks)		3 marks
(ii) <u>Evaluation of presentation drawing</u>			
Critical, relevant, related to design, reasoned	(3 marks)		
Descriptive, some relevance implied. e.g. stands out	(2 marks)		
An attempt, superficial, labels, e.g. 'better', 'I like it'.	(1 mark)		
Confused, unclear, not attempted.	(0 marks)		3 marks
TOTAL			25 marks

5 Surface Development (Net)

(a) Development



- (i) Development (net)
- | | | |
|---|-----------|-----------------|
| Correct position & line of solid horizontal edges (a,b) 3 squ in | (2 marks) | 2 marks |
| Correct position of vertical edge c (3 squ in) & cut out | (2 marks) | 2 marks |
| Correct position & <u>fold lines</u> (d, e) | (2 marks) | 2 marks |
| Glue <u>tabs</u> must be solid line on correct edges and sizes (3 squ in) | (2 marks) | 2 marks |
| Correct size semi-circle cut out & mitre angle, 45 deg | (2 marks) | 2 marks |
| <u>Line quality</u> | | |
| Consistently neat, sharp and tidy | (2 marks) | |
| Adequate, some imperfections | (1 mark) | |
| Wide, very blunt or freehand, not attempted | (0 marks) | 2 marks |
| (b) <u>Additional Dimensions-both needed.</u> | | |
| leader lines: consistent use of– not touching outline | (1 mark) | 1 mark |
| arrow heads: consistent neat, closed | (1 mark) | 1 mark |
| solid dimension lines: consistent – no gaps, touching leaders | (1 mark) | 1 mark |
| Correct sizes and correct position | (1 mark) | 1 mark |
| line quality, consistently neat, sharp | (1 mark) | 1 mark |
| (c) <u>Scale</u> | | |
| 1:1 only acceptable answer | (1 mark) | |
| Incorrect, confused, unclear, not attempted. | (0 marks) | 1 mark |
| TOTAL | | 18 marks |

6 Order of Making & Quality Control

(a)

Order of Making	Stage	Tool OR Equipment Used
1st	F	
2nd	C	e.g. coloured pencils, spirit pens
3rd	A	e.g. craft knife, scalpel, safety rule, scissors
4th	B	e.g. creasing bar, scissors back, straight edge rule
5th	D	e.g. PVA, glue stick, spray glue, glue gun
6th	E	

Appropriate
CAM equipment
for stages
C, A & B

Caution: Do not accept generics e.g. knife, glue or die cutter
Appropriate CAM equipment: laser, printers, plotters, CAMM 1, ROBO, STIKA etc

- (i) Order
4 x 1 mark (4 marks) **4 marks**
- (ii) Tools, etc. relating to their shape
4 x 1 mark (4 marks) **4 marks**

(b)

- (i) Which stage? Accept any stage (1 mark) **1 mark**
- (ii) What is checked? Feature
Feature identified that matches (i) (1 mark)
Incorrect, confused, not attempted (0 marks)
- Why?
Detailed explanation, relevant and precise (2 marks)
Brief, superficial, lacks detail (1 mark)
One word, incorrect, not attempted (0 marks) **3 marks**

	Stages
A	Cut out the shape - <i>size, finish of edges</i>
B	Crease the fold lines - <i>accuracy</i>
C	Apply coloured image - <i>bleeding, consistency</i>
D	Apply glue - <i>appropriate amount & type</i>
E	Assemble the sleeve - <i>fit for purpose – alignment</i>
F	Draw surface development – <i>accuracy – fit for purpose</i>

- (iii) How is it checked?
Detailed explanation e.g. use of aid, gauge, visual, jig (2 marks)
Brief, superficial, lacks detail Eg measure (1 mark)
One word, incorrect, not attempted (0 marks) **2 marks**

6	(c)	Do sketch & notes match Stage A?		
		Yes	(1 mark)	
		No, not attempted	(0 marks)	1 mark
		Sketch(es) of given process		
		Good quality, easily recognisable drawings	(3 marks)	
		Limited quality, some confusion or imperfections e.g both net and scissors and/or craft knife	(2 marks)	
		An attempt, lacks precision, ambiguous e.g. net or tool	(1 mark)	
		Sketch does not match stated stage, confused	(0 marks)	3 marks
		Notes on given process		
		Good notes, assists understanding	(2 marks)	
		Adequate labels, some confusion	(1 mark)	
		Incorrect notes for stage, not attempted	(0 marks)	2 marks
		TOTAL		20 marks

7 **Materials**

- (a) 'Mock up': definition, *a model to aid in the final stages of the design process to identify faults and suggest improvements.*

Full understanding, most features covered. (3 marks)

Some understanding, minor misunderstanding (2 marks)

Incomplete understanding, major features omitted, an attempt. Eg Practice CD sleeve (1 mark)

Incorrect or not attempted, prototype (0 marks) **3 marks**

- (b)

- (i) 200 gsm – three features

Full understanding e.g. (one or per square metre): weighs (200): (grams): (3 marks)

Two features identified (2 marks)

One feature identified (1 mark)

Not attempted, or incorrect. (0 marks) **3 marks**

- (ii) Properties of recycled material in context of sleeve e.g. *colour/quality/density impaired, can be grainy, contain flecks*

Full reasoned understanding e.g. colour printing not as clear (2 marks)

Some understanding but no reasons given e.g. poor quality (1 mark)

Not attempted, or incorrect or related to strength or environment. (0 marks) **2 marks**

- (iii) 'Bleeding' e.g. *ink spreads as liquid is drawn by capillary action of fibres.*

Full reasoned understanding e.g. effect and cause (2 marks)

Some understanding but no reasons given e.g. ink spreads, runs (1 mark)

Not attempted, or incorrect. (0 marks) **2 marks**

7 (c) CD on magazine cover

Notes: *Accept any feasible method e.g. Sellotape, double sided tape, hot glue, stick pads or balls*

Do not accept an inappropriate method e.g. in plastic magazine bag – how is bag then attached?

Do not accept stapling or Blutack.

Sketches: relate to method

Good, idea clearly evident, good representation (4 marks)

Reasonable drawing, main features recognisable (3 marks)

Adequate sketch, some details omitted, some confusion (2 marks)

An attempt, little detail, minimum effort (1 mark)

Incorrect or not attempted or inappropriate method, e.g. glue in plastic bag, vacuum forming, stapling or Blutack. (0 marks) **4 marks**

Notes:

Notes or labels, aids understanding of sketch (2 marks)

Minimum of information, generics e.g. glue (1 mark)

Illegible, confused, not attempted (0 marks) **2 marks**

TOTAL 16 marks