



NCFE Level 1/2 Technical Award in Creative Design and Production (603/7003/8)

Examined assessment

Past Paper

Mark Scheme

v1.0 Pre-standardisation

Past paper

This Mark Scheme has been written by the assessment writer and refined, alongside the relevant questions, by a panel of subject experts through the external assessment writing process and at standardisation meetings.

The purpose of this Mark Scheme is to give you:

- examples and criteria of the types of response expected from a learner
- information on how individual marks are to be awarded
- the allocated assessment objectives (AOs) and total mark for each question.

Marking guidelines

General guidelines

You must apply the following marking guidelines to all marking undertaken throughout the marking period. This is to ensure fairness to all learners, who must receive the same treatment. You must mark the first learner in exactly the same way as you mark the last.

- The Mark Scheme must be referred to throughout the marking period and applied consistently. Do not change your approach to marking once you have been standardised.
- Reward learners positively giving credit for what they have shown, rather than what they might have omitted.
- Utilise the whole mark range and always award full marks when the response merits them.
- Be prepared to award zero marks if the learner's response has no creditworthy material.
- Do not credit irrelevant material that does not answer the question, no matter how impressive the response might be.
- The marks awarded for each response should be clearly and legibly recorded in the grid on the back of the question paper.
- If you are in any doubt about the application of the Mark Scheme, you must consult with your team leader or the chief examiner.

Guidelines for using extended-response marking grids

Extended-response marking grids have been designed to award a learner's response holistically and should follow a best-fit approach. The grids are broken down into levels, with each level having an associated descriptor indicating the performance at that level. You should determine the level before determining the mark.

When determining a level, you should use a bottom-up approach. If the response meets all the descriptors in the lowest level, you should move to the next one, and so on, until the response matches the level descriptor. Remember to look at the overall quality of the response and reward learners positively, rather than focussing on small omissions. If the response covers aspects at different levels, you should use a best-fit approach at this stage, and use the available marks within the level to credit the response appropriately.

When determining a mark, your decision should be based on the quality of the response in relation to the descriptors. You must also consider the relative weightings of the AOs, so as not to over / under credit a response. Standardisation materials, marked by the chief

examiner, will help you with determining a mark. You will be able to use exemplar learner responses to compare to live responses, to decide if it is the same, better or worse.

You are reminded that the indicative content provided under the marking grid is there as a guide, and therefore you must credit any other suitable responses a learner may produce. It is not a requirement either, that learners must cover all of the indicative content to be awarded full marks.

Assessment objectives (AOs)

This unit requires learners to:

AO1	Recall knowledge and show understanding. The emphasis here is for learners to recall and communicate the fundamental elements of knowledge and understanding.
AO2	Apply knowledge and understanding. The emphasis here is for learners to apply their knowledge and understanding to real-world contexts and novel situations.
AO3	Analyse and evaluate knowledge and understanding. The emphasis here is for learners to develop analytical thinking skills to make reasoned judgements and reach conclusions.

The weightings of each AO can be found in the Qualification Specification.

Qu	Mark Scheme	Total marks
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Section A

Total for this section: 30 marks

1	Which one of the following is a design movement that was active from 1880 to 1914? A Art nouveau B Arts and crafts C Bauhaus D Postmodernism Answer: A – Art Nouveau	1 AO1=1
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2	Which one of the following is one of Dieter Rams' 10 Principles of Good Design? A Is long-lasting B Is obtrusive C Is strong D Is well balanced Answer: A – Is long-lasting	1 AO1=1
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3	Which one the following is a social factor of a product? A Age B Cost C Finish D Size Answer: A – Age	1 AO1=1
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4	The image below shows a pair of shoes by a postmodernist designer. Image 1 https://collections.vam.ac.uk/item/O85360/ Identify and explain two features of postmodernism using the example shoe design in Image 1. Award one mark for any of the following features up to a maximum of two marks. AO1: • a broad movement (1) • celebrating the unconventional (1) • links to retro (1), techno (1), punk (1) • ridicules convention (1) • no single definition of style (1).	4 AO1=2 AO2=2
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	Award one mark for any of the following key features applied to the context up to a maximum of two marks. AO2 • One key feature is that postmodernism ridicules convention which can be seen in the design of the shoe in the high sole (1) and very high heel design (1). • One key feature is the mixture of the traditional lace up style and the extra-long laces which is part of the pick and mix culture. Postmodernism has no definite style (1). • One key feature is the pattern of the shoe fabric which links to punk and grunge designs (1).	
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5	Gerry is planning to sell furniture at a craft market. Explain two of the costs Gerry will need to consider. Award one mark for each cost up to two marks. AO1: • bulk buy costs (1) • one-off purchase costs (1) • bespoke materials (1) • staff costs (1) • hidden costs (1) • overheads (1) • specialist hire cost (1). Award one mark for explanation of cost up to two marks. AO2 • (bulk buy costs) Materials needed and where to source them, Gerry may be able to maximise profit if materials are less expensive (1). • (one-off purchase costs) There may be an expensive tool needed to complete the furniture making process (1). • (bespoke materials) Special materials may need to be used for certain products or items needed for market stall display (1). • (staff costs) Does Gerry need to hire staff to help with the production of the furniture (1). • (hidden costs) There may be costs that Gerry has not thought of such as postage and packing for materials or other items (1). • (overheads) Studio costs should be considered, electricity, rent and heating (1).	4 AO1=2 AO2=2
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	(specialist hire costs) Is there equipment that needs to be hired for the event or to complete any of the production of the furniture (1). Accept any other suitable response.	
6	You work as a designer for a jewellery company. You have been asked to produce some prototypes using CAM (Computer-aided manufacture). Identify two CAM techniques and compare two techniques of creating CAM mock-ups. Justify your response. Award one mark for each technique up to two marks. AO1: - rapid prototyping / 3D printing (1) - modelling (1) - prototyping (1) - laser cutter (1) - vinyl cutter (1). Award one mark for each justification up to two marks. AO3 Responses may provide a variety of comparisons but should be supported with justifications. (3D printing) Can produce a full 3D model of the piece using highly accurate measurements, it is quick which means that if anything needed changing with the design it could be done quickly (1). (laser cutter) Can produce a highly accurate prototype of a design but is not fully 3D so is a bit limited in what it can be used for. Laser machines are expensive to buy compared to a 3D printer (1). (any relevant CNC machine) These are specialist machines so the process would need to be outsourced but the prototype can be produced to a high-level finish and the other types cannot, these can also produce highly intricate parts and components such as intricate settings for a ring (1). Accept any other suitable response.	4 AO1=2 AO3=2

7 (a)	Alex is making a large bowl for a kitchen display. They cannot decide if they would be better using metal or plastic for the bowl. Explain two factors which would be the best material. Award one mark for each factor up to two marks. AO2 • (shape) This is important for the design to function (1). • (colour) Plastic offers more choice of colour than metal (1). • (pattern) Both materials could have pattern applied to the surface (1). • (balance) This would be important for the bowl to stand up properly (1). • (material properties) Strength of metal compared to plastic (1).	2 AO2=2
7 (b)	Comparing the two materials you have chosen, which would you recommend to Alex. Justify your choice. Award one mark for each recommendation up to two marks. AO3 Responses may provide a variety of comparative points, in order to achieve the mark for AO3, they must be supported with a justification, typical responses may include: • (strength) plastic is strong but could easily break or crack / chip if dropped or misused, metal would be stronger and would not break in the same situation (1) • (malleability) metal could be bent out of shape if dropped so unless it has been hardened in some way plastic might be better because its shape would not be changed by bending (1) • (durability) plastic is less durable being prone to chips / cracks whereas metal is not and would withstand more use over a longer period (1) • (plasticity) metal could be permanently changed shape if it were dropped, squashed, or mishandled in some way whereas plastic would not, so in a kitchen situation plastic might be a better choice (1) • (sustainability) plastic would need to be replaced more often and may not be easily recycled compared to metal (1). Accept any other suitable response.	2 AO3=2

8 (a)	Jeff is printing some wallpaper, name two techniques he could use. Award one mark for each appropriate technique provided, up to a maximum of two marks. AO1: • screen printing (1) • roller printing (1) • block printing (1). Accept any other suitable response.	2 AO1=2
8 (b)	Using one of the techniques you named in question 8 (a), explain three reasons why this technique would be appropriate for wallpaper printing. Indicative content Award one mark for each reason why the technique would be appropriate in 8 (a) up to a maximum of three marks. AO2 • (screen printing) Good for large area coverage (1) easily accessible materials (1) not expensive to produce (1). • (roller printing) Fast to produce (1) good range of colours available (1) not expensive (1). • (hand block printing) Good for making intricate patterns (1) does not require much space (1) can print with lots of different materials (1). Accept any other suitable response.	3 AO2=3

9 (a)	This image of a sofa shows key features of a certain design movement. Image 2  https://braxtonandyancey.blogspot.com/2011/02/ Identify the design movement and give approximate dates of when this movement was active. Award one mark for the correct design movement and one mark for the era provided. AO1: • design movement: Memphis style (1) • (circa 1981 to 1988) (1).	2 AO1=2
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9 (b)	Analyse the design style of the sofa in Image 2. Explain how you would prepare a design of the sofa for feedback from a client. Justify your response. Award one mark for each explanation up to two marks. AO2 • The chair is colourful and bold, typical of Memphis style (1). • It uses modern materials like plastic and metal for its construction (1). • There is a geometric pattern which is typical of the Memphis style on the cushion section (1). • It uses simple colour blocking that is another identifying feature of Memphis design(1). Award one mark for each analytical point made that explains how Image 2 and / or key features reflects the social factors of Memphis style, up to a maximum of two marks. AO3 Responses may provide a variety of explanations, in order to achieve the mark for AO3, they must be supported with a justification, typical responses may include. • Sketches of the main design of the sofa which would allow the client to see its design style (1). • Models and or mock-ups would allow the client to see the types of materials used as they are not traditional. They can touch and feel them to see if this is something they like (1). • Swatches of fabric will show the client the types of patterns that are available for parts of the sofa in the geometric style (1). • A mood board or colour scheme would allow the client to see how colours look together in the design and they can also choose the colours they want. A mood board is a good way to convey a lot of information in one place at the same time (1). • Computer-aided design (CAD), mock-ups and rendering (1). Accept any other suitable response.	4 AO2=2 AO3=2
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Section B

Total for this section: 14 marks

10	Which one of the following is a purpose of presenting a design solution to a potential customer? A To carry out testing B To get design approval C To showcase a portfolio D To update the customer Answer: C – To showcase a portfolio	1 AO1=1
11	Which one of the following is an online method of self-promotion? A Voluntary work B Website C Word of mouth D Workshops Answer: B – Website	1 AO1=1
12	Which one of the following is a reason for presenting design ideas to your peers? A Approval B Secure new work C Showcasing a portfolio D Support Answer: D – Support	1 AO1=1

13	State one type of presentation method which can be used to present a design solution. Indicative content Award one mark for any of the following points up to a maximum of one mark. AO1: Recall knowledge and show understanding: • digital portfolio (1) • physical portfolio (1) • online presence (1) • events (1) • moodboard (1). Accept any other suitable response.	1 AO1=1
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14	Lisa is attending a marketing event. Explain one way she can promote herself at the event. Award one mark for each of the following points up to a maximum of one mark. AO1: Recall knowledge and show understanding: • business cards (1) • networking (in person / online) (1) • workshops (1). Award one mark for each of the following points up to a maximum of one mark. AO2: Apply knowledge and understanding: • (business cards) business cards can be taken away by potential clients so the client is less likely to forget them (1) • (networking – in person / online) networking is a good way to meet potential clients and tell them about you and your work face to face. Online presence through the use of a digital footprint (1) • (workshops) workshops are a really good way to showcase your skills to others in an informal way (1). Accept any other suitable response.	2 AO1=1 AO2=1
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15 (a)	Stuart is starting his own creative business and beginning self-promotion. Identify one purpose of self-promotion. Award one mark for any of the following points up to a maximum of one mark. AO1: • develop a professional persona (1) • stand out against competition (1) • build confidence (1) • build a brand and image (1) • gain work (1) • to gain and maintain reputation (1). Accept any other suitable response.	1 AO1=1
15 (b)	Explain two types of digital self-promotion Stuart could use to promote his business. Indicative content Award one mark for each of the following points up to a maximum of two marks. AO2 • (website) A website would showcase all of his products and contain information the buyer would need to make purchases (1). • (social media) Socials can be used to direct customers to the website or be used to create fun content such as behind the scenes processes (1). • (features) In blogs and articles, these would get Stuart's work seen on other people's websites making his reach greater and more buyers would see his work (1). Accept any other suitable response.	2 AO2=2

16 (a)	Tom is looking for types of work in the creative industry and is looking for the type of work that would be best for him as a start-up business, needing a regular income. Explain two types of work available to Tom. Award one mark for each type of work up to a maximum of two marks. AO2 • (commissioned work) Tom would need to bid for commissions which could be a lengthy process and would be a regular income source for him (1). • (freelance) This could be a long- or short-term contract and be a more stable source of income (1). • (contracts) Full or part time – these could be a good regular income source for Tom and knowing what is contracted means a stable income so other income streams can be looked into (1). • (unpaid work experience) This could boost the profile of the business and gain Tom new skills but not so good for a long term option (1).	2 AO2=2
16 (b)	Recommend three different skills that are important in the design industry so Tom can make decisions on the type of work he chooses. Indicative content Award one mark only for each skill, up to a maximum of three marks. The list below illustrates a range of different points learners may make for each skill. However, a learner must not be credited twice if they make two points about the same skill. A total of three different skills, with an associated, relevant explanation must be discussed in order to access the full three marks available. AO3 Responses may provide a variety of recommendations, in order to achieve the mark for AO3, they must be supported with a justification, typical responses may include. • Tom needs to be focussed so he is not bidding for commission work that is unsuitable for him and would be wasting his resources (1).	3 AO3=3

	• Tom needs to communicate effectively with clients so if he has multiple income streams his clients are aware of timelines and deadlines (1). • Tom needs to stay motivated as he might have a lot of different types of work when he first starts his business until he knows exactly what direction the business is going in (1). • Tom needs to be resilient as he will have a lot of new challenge to face (1). • creativity (1) • good imagination (1) Accept any other suitable response.	
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Past paper

Section C

Total for this section: 18 marks

17	Which one of the following is a part of the design process that is reviewed in a formative review? A Manufacture method B Product prototype C Risk assessment D Target audience Answer: B – Product prototype	1 AO1=1
18	Which one of the following is an important consideration in a summative review of a design solution? A Communication B Human resources C Studio costs D Usability Answer: D – Usability	1 AO1=1
19	Which one of the following aspects of production should be reviewed in a formative review? A Production location B Production research C Production staff D Production techniques Answer: D – Production techniques	1 AO1=1

20	Joe is an independent designer. State three types of client they may have. Indicative content Award one mark for any of the following points up to a maximum of three marks. AO1: • commercial (1) • independent (1) • corporate (1) • non profit (1) • charity (1) • public sector (1). Accept any other suitable response.	3 AO1=3
21	You have been asked to produce a small number of the same design for a client. State two methods of production that could be used describing their suitability. Award one mark for any of each method of production up to a maximum of two marks. AO1: • bespoke production (1) • one-off (1) • batch production (1). Award one mark for any of the following points, linked to a communication skill provided, up to a maximum of two marks. Indicative content AO2 • (bespoke) This allows each product to be individually made to ensure it is identical and can be used for very small quantities (1). • (one-off) This would be the manufacture of a single product / item, for example cutlery / chess pieces (1). • (batch production) This would allow a small number of identical products which would be quicker to quality check and would not cost as much to set up when compared to larger scale production (1).	4 AO1=2 AO2=2

	Accept any other suitable response.	
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22	Lawrence has created a batch of mugs for a gallery. It is the first batch production he has created. Lawrence has made a list in Table 1 below of quality control measures. Table 1 <table><tr><td></td><td></td></tr><tr><td>Random Sampling</td><td>Choose three mugs and check they are ok.</td></tr><tr><td>Measuring</td><td>Measure the height and the circumference of each mug and check they are the same.</td></tr></table> Analyse the list in and recommend two processes that are missing which would ensure the quality process is completed effectively. Justify your recommendations. Indicative content Award one mark for any of the following missing processes of the quality checklist to a maximum of two marks. AO2 Responses must include any of the following stages that are missing from the processes in the quality checklist. • Visual checking is missing from the list in the table and should be included specifically rather than just saying check they are ok – good visual check makes sure the batch all appear to be consistent in their sizes and colours (1). • Testing is missing from the list in the table – testing is vital for any product to make sure the design works as a functional item or they will not be able to be sold (1). • Tolerance is missing from the list in the table – Lawrence mentions measuring but not a tolerance which is important, and items are never identical and should have parameters for checking (1). Award one mark for any of the associated justifications for the missing stages of the quality process. Up to a maximum of two marks in total. The justification must relate to the missing processes in the quality checklist.			Random Sampling	Choose three mugs and check they are ok.	Measuring	Measure the height and the circumference of each mug and check they are the same.	4 AO2=2 AO3=2
Random Sampling	Choose three mugs and check they are ok.							
Measuring	Measure the height and the circumference of each mug and check they are the same.							

	AO3 Responses may provide a variety of processes, in order to achieve the mark for AO3, they must be supported with a justification, typical responses may include. • (visual) When displayed in a shop or gallery this is important as it makes the maker look professional and gives the customer confidence, they are buying a good product (1). • (testing) This could be detrimental to the business as Lawrence would not get a reorder from the gallery (1): ○ it could also help him to adjust the design should he find any issues when testing (1). • (tolerance) This is important as it gives parameters that the products can be made to, so they appear to be consistent and part of the same batch (1). Accept any other suitable responses that relate to the specified missing processes in the quality checklist.	
23	George has produced a production schedule for his packaging designs but has not included any timings with the stages of the schedule. Recommend two time-management tasks that should be included to complete the schedule and describe how this ensures the product is completed efficiently. Award one mark for any of the following points up to a maximum of two marks. AO2 • (production deadlines) Stages of the plan when certain production elements must be achieved (1). • (contingency) Time added in to allow for any delays (1). • (review points) Stages where checks are made to make sure the plan is on time (1). • (milestones) Stages achieved during the production process (1). • (final deadlines) The final stage of the plan which cannot be changed (1). Award one mark for any of the following points up to a maximum of two marks.	4 AO2=2 AO3=2

	AO3 Responses may provide a variety of recommendations, in order to achieve the mark for AO3, they must be supported with a justification, typical responses may include. • (production deadlines) This is important for George to include to keep the project on track (1): ○ to make sure he knows how long each process will take so he can keep the client informed (1) ○ he would then be able to inform the client if there were any delays to the project so the client is up to date with what George is working on (1). • (contingency) Where possible it is a good idea to plan in some extra time in case things go wrong (1): ○ this could be materials not arriving which would mean George might need to look at a different supplier (1) ○ this enables George to keep his client updated so they remain happy with his work and he does not damage the reputation of his business by not delivering on time (1). • (review points) This is important for George to check his production is going to plan timewise and allows him to make adjustments if needed (1). • (milestones) These are check points in the process when a production stage is complete and a new phase is going to begin so George can make sure that everything is on plan (1). • (final deadlines) This is important for George to ensure he meets final deadlines to avoid incurring penalties and avoid reputational damage (1). Accept any other suitable response.	
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Section D

Total for this section: 18 marks

24	The image below shows an example of a contemporary bag. Image 3  https://www.aliexpress.com Contemporary Bags is a company making one-off commission pieces for customers. They have been contacted by a customer who wants a bag making in a similar style to the image shown for an award ceremony. The customer has asked the designer to choose the materials but explained it is an outdoor event so needs to be showerproof. Analyse the design movement reflected by the bags design in Image 3 and recommend the best materials to use to develop a similar design. Justify your recommendations.	9 AO1=3 AO2=3 AO3=3
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Level	Mark	Descriptor
3	7 to 9	AO3: Excellent analysis and evaluation of design movement that is comprehensive and highly relevant. Supported with excellent justification for the suggested design materials that are comprehensive and highly detailed. AO2: Excellent application of knowledge and understanding of design movement and design materials that is comprehensive and highly detailed and highly relevant to the question. AO1: Excellent recall of knowledge and understanding of design movement and design materials that is comprehensive. Subject specific terminology is used consistently throughout.
2	4 to 6	AO3: Good analysis and evaluation of design movement that is detailed and mostly relevant. Supported with good justification for the suggested design materials that are detailed. AO2: Good application of knowledge and understanding of design movement and design materials that is detailed and mostly relevant to the question. AO1: Good recall of knowledge and understanding of design movement and design materials that is mostly detailed. Subject specific terminology is used, but not always consistently.
1	1 to 3	AO3: Limited analysis and evaluation of design movement. Supported with limited justification for the suggested design materials that have minimal detail and is mostly superficial. AO2: Limited application of knowledge and understanding of design movement and design materials that has minimal detail and is mostly superficial. With minimal relevance to the question. AO1: Limited recall of knowledge and understanding of design movement and

		design materials that has minimal detail . Subject specific terminology is often inappropriate , and a lack of understanding is evident.
	0	No creditworthy material.

Examiners are reminded that indicative content reflects content-related points that a learner may make but is not an exhaustive list, nor is it a model answer. Learners may make all, some or none of the points included in the indicative content. It is not a requirement that the learner formulate a response specifically against each assessment objective (AO) as laid out in the indicative content (IC). A learner's demonstration of recall (AO1) and application (AO2) of knowledge and understanding can be implied through the learner's ability to analyse and evaluate the question topic required of AO3.

Learners must be credited for any other appropriate response.

Indicative content

AO1

The correct design movement reflected by the bag is:

Art Deco (circa 1920 to 1940)

- key social factors:
 - reaction to World War I
 - Greek, Egyptian and Aztec influences
- key features:
 - geometric, angular shapes
 - flowing circles and curves
 - elegant, functional
 - ultra-modern
- key designers:
 - Eileen Gray
 - René Lalique
- materials:
 - textiles
 - plastics
 - metals
 - papers / cards / boards.

AO2

Responses may offer a range of analytical points for how the bag is reflective of the Art Deco Style.

- Has a very bold geometric pattern applied (1).
- Shape is reflective of the style with a boxy style which is very functional (1).

- Has a modern pattern and colours that are bright and vibrant (1).
- Elegant and would be used for a special event (1).
- Has Aztec influence in the pattern used with the repetitive square tiled design (1).
- Responses may show how the treatments applied to the surface can protect the bag (1).
- Use of materials which are water resistant (1).

Surface design:

- (spraying) a layer of spray lacquer is applied to the surface (1)
- (varnishing) a layer of liquid is painted on the surface, can be coloured (1)
- (laminating) an extra layer of material is bonded to the fabric surface (1).

AO3

Responses may justify the use of:

- (spraying) this would create a layered surface protecting the pattern underneath, this would be long-lasting and not expensive to add on (1)
- (varnishing) this would create a layer of protection on the surface that could also have colour added to enhance the pattern, the varnish might discolour over time and might not be pliable enough to remain on the surface, this would be cheap to buy (1)
- (laminating) a waterproof layer added to the top of the fabric protecting the surface and could also be coloured or patterned to link with the design, this would be secure and would not chip off or discolour like some treatments might do but could be expensive to achieve (1).
- (materials) a waterproof or showerproof material could be used which would mean no surface treatment would be needed so the bag might be more long-lasting and genuinely waterproof, but the choice of fabric designs might be limited (1).

Accept any other suitable response.

25	You work as a freelance jewellery designer for a UK company. You have been asked by a client to design a new range of jewellery for their company. As it is the first time you have worked with them, they want to see the designs before any production takes place. You have been asked to present your designs to the client before they can approve it for production. Analyse what is needed for your presentation and justify your recommendations.	9 AO1=3 AO2=3 AO3=3
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		Level	Mark	Descriptor	
		3	7 to 9	AO3: Excellent analysis and evaluation of the design style that is comprehensive and highly relevant. Supported with excellent justification for the suggested processes that are comprehensive and highly detailed. AO2: Excellent application of knowledge and understanding of the design style and production process that is comprehensive, highly detailed and highly relevant to the question. AO1: Excellent recall of knowledge and understanding of the design and production process, that is also comprehensive. Subject specific terminology is used consistently throughout.	
		2	4 to 6	AO3: Good analysis and evaluation of the design style that is detailed and mostly relevant. Supported with good, detailed justification for the suggested processes. AO2: Good application of knowledge and understanding of the design style and manufacturing process that is detailed and relevant to the question. AO1: Good recall of knowledge and understanding of the design style and manufacturing process that contains some detail. Subject specific terminology is used but not always consistently.	
		1	1 to 3	AO3: Limited analysis and evaluation of design style and processes. Supported with limited justification. AO2: Limited application of knowledge and understanding of design style and processes that is detailed and relevant to the question. AO1: Limited recall of knowledge and understanding of design style and manufacturing process with minimal detail. Discussion lacks understanding	

		and use of subject specific terminology is minimal or inappropriate.	
	0	No creditworthy material.	
	Examiners are reminded that indicative content reflects content-related points that a learner may make but is not an exhaustive list, nor is it a model answer. Learners may make all, some or none of the points included in the indicative content. It is not a requirement that the learner formulate a response specifically against each assessment objective (AO) as laid out in the indicative content (IC). A learner's demonstration of recall (AO1) and application (AO2) of knowledge and understanding can be implied through the learner's ability to analyse and evaluate the question topic required of AO3. Learners must be credited for any other appropriate response. AO1 Information needed for the presentation: • task analysis (1) • research (1) • initial ideas (1) • idea development (1) • final designs (1) • financial considerations (1) • health and safety consideration (1) • computer-aided design (CAD) (1) • prototypes (1). AO2 Responses may include references to how the design solution provided in the scenario reflects poor design principles and environmental factors. • (sketches) Are needed to show the client how the product will look (1). • (research) Is useful to allow the client to understand how you came up with the idea (1). • (Idea development) Will show how adjustments can be made or options for the range (1). • (final design) Will give an exact design image for the client so they know exactly what it will look like. Designs can be presented digitally or using hand drawing (1). • (face to face) Presentation allows you to meet your client. • (financial considerations) Allows the budget to be adhered to (1). • (health and safety) Is important to keep everyone safe (1).		

	• (computer-aided design (CAD)) For ease of communicating design as it can be easily manipulated, for example colours (1). • (prototypes) To present physical models to the client (1). AO3 Responses may form any judgement in terms of their evaluation of how well the product met the client's needs, it is the strength of their justifications that: • (sketches) ideally should be digital allowing a multi dimension view of the product as well as exploded sections and can be easily adjusted with the client if they want to make any small changes (1) • (research) is an essential part of the design process and will allow you to show the client how you arrived at the design and make more sense to the client (1) • (idea development) will show the client how the design has progressed and how you have solved any issues arising from the initial idea (1) • (effective communication) is essential when presenting so the client can understand the design and how you can achieve it within the guidelines they have set (1) • (other presentation methods) such as slides are useful to show the client how you arrived at the design and any future improvements or changes you think might be good for the range if it sells well (1). • (computer-aided design (CAD)) to show clients how the design looks and give them greater flexibility to alter the design (1). • (prototypes) to give the client the opportunity to physically interact with the proposed designs (1). Accept any other suitable response.	
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This is the end of the examined assessment.

Assessment objective (AO) grid

Section A

Question	AO1	AO2	AO3	Total
1	1			1
2	1			1
3	1			1
4	2	2		4
5	2	2		4
6	2		2	4
7 (a)		2		2
7 (b)			2	2
8 (a)	2			2
8 (b)		3		3
9 (a)	2			2
9 (b)		2	2	4
Total	13	11	6	30

Section B

Question	AO1	AO2	AO3	Total
10	1			1
11	1			1
12	1			1
13	1			1
14	1	1		2
15 (a)	1			1
15 (b)		2		2
16 (a)		2		2
16 (b)			3	3
Total	6	5	3	14

Section C

Question	AO1	AO2	AO3	Total
17	1			1
18	1			1
19	1			1
20	3			3
21	2	2		4
22		2	2	4
23		2	2	4
Total	8	6	4	18

Section D

Question	AO1	AO2	AO3	Total
24	3	3	3	9
25	3	3	3	9
Total:	6	6	6	18

Past paper