

Non-Examined Assessment

Band 2 Exemplar Learner Response

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

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Introduction

The following are sample learner responses for each task within an assignment alongside examiner commentary for each assignment. They show how learners might respond and can help assessors in making their overall marking decisions.

Learner responses

Each learner response should demonstrate <u>what</u> a **mark band two / third band** response looks like alongside any evidence that is required to be completed. All responses use content from the mark schemes and align with the standards in the mark band descriptors and indicative content.

Assessor commentary

The assessor commentary demonstrates <u>why</u> the responses given throughout the assignment meet the criteria for the mark band they have been awarded. The assessor commentary will be linked to, and supported by, the descriptors in the mark scheme.

3 7-	7-9	 AO3: Makes judgments on the research findings, to inform their design, that are excellent, highly detailed and highly relevant to the requirements of the brief. AO2: Applies an excellent understanding of a wide range of research methods and techniques that include comprehensive and highly detailed links to the requirements of the brief. AO1: Excellent recall of knowledge and understanding of environmental impacts of a product that is comprehensive, highly detailed and highly relevant to the requirements of the brief. AO3: Makes judgments on the research findings, to inform their design, that are good, mostly detailed and mostly relevant to the requirements of the brief. AO2: Applies a good understanding of a range of research methods and techniques that include mostly detailed links to the requirements of the brief. AO2: Applies a good understanding of a range of research methods and techniques that include mostly detailed links to the requirements of the brief. AO3: Copplies a good understanding of a range of research methods and techniques that include mostly detailed links to the requirements of the brief. AO1: Good recall of knowledge and understanding of environmental impact
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		techniques that include mostly detailed links to the requirements of the brief. AO1: Good recall of knowledge and understanding of environmental impact
		of a product that is mostly detailed and mostly relevant to the requirements of the brief.
1 1-	1 –6	AO3: Makes judgments on the research findings, to inform their design, that are reasonable, have some detail and some relevance to the requirement of the brief, though this may be underdeveloped.
1 1-		AO2: Applies a reasonable understanding of research methods and techniques that include some links to the requirements of the brief and have some detail, though may be underdeveloped.
1 1-		AO1: Reasonable recall of knowledge and understanding of environmental impacts of a product that has some detail and some relevance to the requirements of the brief, though may be underdeveloped.
	1–3	AO3: Makes limited judgments on the research findings, to inform their design, with minimal detail and little to no relevance to the requirements of the brief.
		AO2: Applies a limited understanding of a minimal range of research methods and techniques that include minimal detail and little to no relevance to the requirements of the brief.
0 0		AO1: Limited recall of knowledge and understanding of environmental impacts of a product that has minimal detail and little to no relevance to the requirements of the brief.

Project brief

<u>Scenario</u>

You work full time as a designer for a creative design agency.

Your line manager has given you a design project to work on. They want you to capture your progress of the project by creating a digital portfolio of the different stages undertaken, ready for an appraisal at the end of the project.

Your line manager has sent you the following information by email:

The client owns an eco-friendly, home furnishing chain and would like to launch a new campaign to influence behaviour by increasing customer visits to their high street shops.

They would like a bespoke item displayed in the shop window that is eye catching and have said that it can either be functional or design initiated.

They have a varied taste but have provided you with two particular design movements they would like you to explore with your design.

Client brief

Client type:

• commercial – eco-friendly, home furnishings.

Client requirements

- Design a one-off, bespoke item of your choice that will be displayed in a high street shop window.
- You must consider the impact of the item you design on the environment.
- The item you design must be inspired by either:
 - o looking to the past and reflecting the arts and crafts movement
 - or
 - o looking to the future and reflecting post-modernist ideas.

Additional information

Each task will require you to produce a range of evidence that you will then select from and include in your digital portfolio.

You should read all task instructions carefully and keep all of the work you produce so that you have a range of evidence to select from when constructing your final digital portfolio.

Your digital portfolio should include the task title for each section so that it is clear how your work relates to the requirements of each task.

Task 1 (a): research methods and techniques

Evidence

Research you could include in your digital portfolio:

- annotated primary sources
- annotated secondary sources
- potential materials samples, experiments
- annotated sketches
- notes on environmental issues linked to your design ideas mind maps
- mood boards
- annotated draft sketches
- a list of references for the sources you have used
- a copy of your internet browsing history.



Assessor comments

AO3 The learner has shown a link to the research in the designs but they are lacking development and detail. They are mostly relevant to the brief. The learner mentions the environmental considerations but in underdeveloped detail.

AO2 The learner has shown some reasonable understanding of research methods but these lack detail and are underdeveloped. There is minimal primary research and the secondary research has some links to the brief but again they are underdeveloped. The research into materials is underdeveloped and could be expanded on by collecting materials rather than displaying stock images.

AO1 The learner has shown reasonable recall of knowledge and has mentioned environmental impacts on the research documents and in the designs that link to the brief. This detail is underdeveloped and could have been explored more thoroughly.











Task 1 (b): interpreting a design brief

Evidence:

An email of your proposal to the client (in an appropriate word-processed document and included in your digital portfolio).

DEAR STORE OWNERS,

I HAVE SKETCHED 3 IDEAS FOR YOUR BRIEF TO DESIGN AN ITEM FOR YOUR STORE WINDOW. I HAVE CHOSEN THE POST MODERN STYLE BECAUSE I THINK IT WILL BE EYE CATCHING AND ATTRACT CUSTOMERS TO THE STORE WITH THE BRIGHT COLOURS AND UNUSUAL SHAPES.

THE FIRST ITEM IS A CHAIR MADE FROM SCRAP OR OLD MATERIALS WHICH WOULD BE SENT TO LAND FILL AND NOT REUSED SO IS A GOOD WAY TO SHOW PEOPLE HOW THEY CAN RE USE THINGS AND NOT THROW THEM AWAY.

THE SECOND IS ANOTHER CHAIR MADE FROM SCRAP PACKAGING USED IN A FACTORY WHICH WOULD HAVE BEEN THROWN AWAYAND IS FOLDED OVER TO GIVE IT STRENGTH IN AN INTERESTING SHAPE. THERE ARE CUSHIONS ON BOTH WHICH WOULD BE MADE USING OLD CLOTHES OR SCRAP FABRICS FROM CHARITY SHOPS.

THE THIRD ITEM IS AN OLD STOOL WHICH HAS BEEN UPSCALED INTO A CHAIR USING SCRAP MATERIALS AND PAINTED OR COVERED IN VINYL OFF CUTS TO GIVE THE POST MODERN COLOURS. THE VINYL WILL BE SOURCED FROM A MANUFACTURER WHO USES VINYL BUT HAS A LOT OF OFF CUTS.

I THINK ALL OF THESE MEET THE BRIEF BY SHOWING HOW PRODUCTS CAN BE ECO FRIENDLY AND THEY FOLLOW THE POST MODERN DESIGN STYLE. MY POLL ON INSTAGRAM SHOWED THAT PEOPLE LIKE SOMETHING FUN, BRIGHT AND DIFFERENT IN A SHOP WINDOW TO MAKE THEM GO INSIDE. THE ITEM I MAKE WILL BE COLOURFUL AND UNUSUAL IN ITS STYLE SO WILL ATTRACT NE' CUSTOMERS THAT HAVENT NOTICED THE STORE BEFORE.

THANK YOU.

Assessor comments

AO1 The design brief has been interpreted with reference to the design movement chosen. There is some detail but this is underdeveloped and could have been expanded upon with details of the design style.

AO2 The learner has shown they have applied reasonable understanding of the brief with reference to the design movement by mentioning the bright and bold colours and some relevance to environmental considerations is included. There is some detail but this is underdeveloped and could have been expanded upon.

AO3 The judgements for the initial design are reasonable using examples of reusing materials and recycling, which are relevant to the brief. The learner has also included some detail on the choice of the design style, which is included in the brief.

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STOOL USED IS A RELCAIMED OBJECT SO MAY VARY IN SIZE MEASUREMENTS **Evidence:** RIBBED TUBING USED 10CM You could include in DIAMETER your digital portfolio: AND 60 CMS THIN ACRYLIC ROD 1CM THICK TO SUPPORT BACK 45 CMS IN IN LENGTH LENGTH drawings: 2D ROUND CUSHION 20CMS IN designs, hand DIAMTER rendered or CAD TRIANGLE STOOL SEAT notes on 30 CMS CUSHION20 CMS ON EACH EDGE DIAMETER 2 experimental LENGHT CMS THICK ideas images of material samples FEET CREATED FROM ORIGAMI annotations on BOX SQUARES the drawings ORIGINAL PAPER SIZE a list of 20CMS BY 20CMS references for the sources you have used a copy of your internet browsing history. THE STOOL LEGS WITH GO INSIDE THE ORIGAMI BOXES AT THE OPENING OIN THE ORIGAMI DESIGN AT THE TOP OF THE BOX AND SECURED AT THE BOTTOM IWAS ORIGINALLY GOING TO USE OLD TENNIS BALLS BUT THE TEXTURE WOULD HAVE BEEN TO ROUGH

Task 2: developing the designs

Assessor comments:

AO4 The learner has shown some application of technical process by using digital software to create their drawings. These are underdeveloped and would need more practice and refinement to gain extra marks. There is some detail but again more development is needed. They have applied design processes reasonably and included some potential adjustments to the design but lack development of this process. The learner has referred to materials to be used relating these to the brief and has shown reasonable demonstration of design principles.

AO5 The learner has analysed their technical process but this needed much more development, they have recognised the need for more practice using digital software but would benefit in using more CAD based programmes rather than drawing programmes. The learner has reasonably evaluated the design and recognised where some adjustment is needed but could have explained further the reasons for these adjustments. The learner has evaluated reasonably the use of recycled materials but this is underdeveloped and more detail could be given about each material in order to gain extra marks. They have analysed reasonably the link to design principles to their own design but further detail is lacking.



Design review

I used my research and dieter rams 10 principles of good design o choose the best design which fits the design style of post modernism the best, it is colourful and environmentally friendly and is still useful even though it is made from waste products, the design is still in proportion and could be used as a chair as well as creating interest in the clients shop

There were a few things i changed to the design like the feet on the chair legs, these were going to be old tennis balls but i thought they might look a bit scruffy and also the rod holding the tube chair back wasn't there to start with but is needed to hold the tube.

The drawings i have done were created digitally and show the design well and have measurements included. I do need to learn more about digital design and how it can be used. It is a clearer way to present a design than a hand drawing.

The materials used have all been reclaimed or recycled materials to fit with the eco friendly element of the brief. I have creates another drawing showing the materials to be used and another 2 drawings showing details of the feet and the tube attachment



	Production plan with risk assessment	Assessor comments
Evidence: You could include in your digital portfolio: • production plan • risk assessment of required materials, tools and techniques • a list of references for the sources you have used • a copy of your internet browsing history.	 Production plan with risk assessment Stool being used is an old stool which was due to be thrown away. Check the legs are secure. Clean the stool with some spray cleaner leave to dry. Any kitchen cleaner is fine to use. Tools needed, cleaning cloths. Technique, cleaning. Resources, kitchen cleaner. Risk, skin irritation. Cut the vinyl off cuts (sourced from a manufacturer who was going to throw them away) to size to cover the legs using a guillotine (use with care guillotines have sharp blades, ensure the guillotine is on a flat stable surface before cutting). Tools guillotine. Technique, cutting. Resources, vinyl from factory off cuts. Cut the vinyl off cuts to size with scissors for the stool seat. Once the stool is dry apply the vinyl to the legs and the stool seat and smooth out using a heat gun. Care should be taken with the heat gun heat resistant gloves should be worn. Tools, heat gun. Paint the tubing for the back section of the chair using a spray paint. This should be done in a well ventilated area. Tools, spray can. Resources spray paint. Risk, lung damage from spray. Stuff the tubing with scrap paper so it hold its shape. Attach the tube section to the chair by cutting the bottom of the tube with a craft knife and slotting over the stool top secure with a hot glue gun (take care with the glue gun as the glue is very hot) Tools, hot glue gun. Techniques, cutting and gluing. Use a straight piece of wire to hold up the tube in the centre, use one of the existing holes in the stool and secure with hot glue. Cut a round shape for the stool top from scrap plywood using a jigsaw. Health and safety rules should be followed when using the saw, wear goggles. Tools, jigsaw sand paper. Techniques, sawing and sanding. Risk, cuts from saw sawdust in eyes, wear goggles. Make 4 feet for the chair using scrap card and origami folding techniques to create a geometric shape. 	Assessor comments AO1 The learner has shown a reasonable recall of knowledge and understanding of a production plan and has included materials relevant to the brief and some safe working practices and techniques but these are underdeveloped and need to be in more detail. AO2 The learner has applied their knowledge showing a reasonable understanding of a production plan and has included materials and some safe working practices and techniques but these are not complete for all tasks and are underdeveloped and need to be in more detail. The plan needs more applied understanding of the tools and resources needed for each task.

• Make 4 feet for the chair using scrap card and origami folding techniques to create a geometric shape.

Techniques, origami. Resources, card and ruler.

- Secure the feet with the hot glue gun.
- Cut 2 triangle shapes from the fabric samples and sew together with a sewing machine leaving an opening on one side for the stuffing. Make sure the machine is in good working order and has been electrically tested.

Tools, sewing machine. Resources, fabric sourced from charity shop.

- Stuff the cushion shape with an old cushion inner and hand sew up the hole.
- Cut 2 round shapes for the second cushion and sew together using a sewing machine.
- The cushion can be placed loosely on the chair to complete the chair.

AO4 The learner has demonstrated some safe working practices that have been included within the plan but not produced a separate risk assessment. The practices mentioned do show some proficiency but are underdeveloped and need more comprehensive detail for each process involved.

Task 4: developing and reviewing a prototype

Evidence:

You could include in your digital portfolio:

- annotated images of production techniques applied when creating the prototype
- annotated images of your prototype
- a written/word processed formative review of your production processes and techniques.



Assessor comments AO4 The learner has a reasonable demonstration of design principles and has mentioned these during the annotations on the images of the prototype. These are not fully developed and more detail of the links to the processes is needed to achieve greater marks. The design principles are relevant to the brief and the learner mentions this in their annotations.

The learner has shown some proficiency in technical processes but their skills are underdeveloped and would need more practice to refine these skills. The learner has been able to resolve some design issues through the process to a reasonable level.



Production process review

The prototype of the chair went quite well, it has a style which fit with a post-modern style and would be eye catching in the store window which fit the client brief. The materials I used were all either waste products from factories or designers or things that would have gone to landfill if they hadn't been reused which fits with the stores brief for the design. I like the different textures of the chair which created more interest. The colours were bright and overall the design would attract new customers to look inside the store the cushions worked well but I was quite limited with the fabric I had to choose from.

It was quite difficult to do many samples as it was all limited materials.

I made the prototype in actual size as I was using reclaimed materials so it would have been difficult to make smaller.

I found painting the tubing with spray paint quite hard as it needed a lot of layers and then started to drip where the paint was too thin so i might think of a way to do this differently for the actual chair maybe painting it with acrylic paint. i was originally going to glue the tube on but that didn't really work so I attached it with cable ties then glued it on to make it secure. The vinyl was also quite difficult as it creased a lot on the bends of the legs. I overheated the vinyl a few times trying to get it flat. A different type of vinyl might be better or I might just need more practice using the heat gun technique. I would like to try and find some more post modern style pattern fabric for the actual chair to fit the design style better but as I was limited with what I could find in the charity shops I thought these bright patterns would still look good.

Using the jigsaw was successful as it is easy to use and you can create free shapes with it as well as precise shapes so it is a good tool to use.

When making the final chair I would paint the tubing in a different way to make sure it was neater and possibly also paint the legs to avoid the creased vinyl although I have changed the design to cover this up so it would be ok.

Assessor comments: AO5 The Learner has reasonably evaluated their own production processes of the prototype in some detail. They have analysed the design and have been able to make changes to improve the design during the process. These evaluations are underdeveloped and more detail on the reasons behind the changes and possible future improvements would gain additional marks. They have reasonably evaluated their use of design principles during the process and made links to the brief throughout.

Task 5: reviewing the project and digital presentation

Evidence:

You could include in your digital portfolio:

- a digital presentation in appropriate file format
- completed digital portfolio in appropriate file format.

BRIEF TO CREAT A ONE OFF BESPOKE ITEM TO DISPLAY IN A HIGH STREET STORE WINDOW THE IMPACT OF THE ENVIRONMENT MUST BE CONSIDERED AND IT MUST FOLLOW THE DESIGN STYLE OF EITHER THE ARTS AND CRAFTS MOVEMENT OR POST MODERNISM MIND MAP BLUE CUBES SPHERES RED GREEN × 1 . SHAPE COLOUR COLLAGE FUN MIXED POST STYLE ODERNERNISN INSTALLATIONS SIMPLE UNUSUAL FURNITUR OVERSIZED WEIRD

Assessor comments

The learner has produced a presentation that captures how they responded to the brief. The presentation is suitable for showing to a client though a manager might find it too minimal if viewed without having the digital portfolio to refer to alongside it.

The learner's review and discussion of their design production skills are reasonable though their summative review is underdeveloped. The learner demonstrates a reasonable level of presentation and some aspects of the thought process have been made clear



