

GCSE DESIGN AND TECHNOLOGY

Mark scheme

Specimen Papers

V0.1

Draft

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this mark scheme are available from aqa.org.uk

Draft

Level of response marking instructions

Level of response mark schemes are broken down into levels, each of which has a descriptor. The descriptor for the level shows the average performance for the level. There are marks in each level.

Before you apply the mark scheme to a student's answer read through the answer and annotate it (as instructed) to show the qualities that are being looked for. You can then apply the mark scheme.

Step 1 Determine a level

Start at the lowest level of the mark scheme and use it as a ladder to see whether the answer meets the descriptor for that level. The descriptor for the level indicates the different qualities that might be seen in the student's answer for that level. If it meets the lowest level then go to the next one and decide if it meets this level, and so on, until you have a match between the level descriptor and the answer. With practice and familiarity you will find that for better answers you will be able to quickly skip through the lower levels of the mark scheme.

When assigning a level you should look at the overall quality of the answer and not look to pick holes in small and specific parts of the answer where the student has not performed quite as well as the rest. If the answer covers different aspects of different levels of the mark scheme you should use a best fit approach for defining the level and then use the variability of the response to help decide the mark within the level, ie if the response is predominantly level 3 with a small amount of level 4 material it would be placed in level 3 but be awarded a mark near the top of the level because of the level 4 content.

Step 2 Determine a mark

Once you have assigned a level you need to decide on the mark. The descriptors on how to allocate marks can help with this. The exemplar materials used during standardisation will help. There will be an answer in the standardising materials which will correspond with each level of the mark scheme. This answer will have been awarded a mark by the Lead Examiner. You can compare the student's answer with the example to determine if it is the same standard, better or worse than the example. You can then use this to allocate a mark for the answer based on the Lead Examiner's mark on the example.

You may well need to read back through the answer as you apply the mark scheme to clarify points and assure yourself that the level and the mark are appropriate.

Indicative content in the mark scheme is provided as a guide for examiners. It is not intended to be exhaustive and you must credit other valid points. Students do not have to cover all of the points mentioned in the Indicative content to reach the highest level of the mark scheme.

An answer which contains nothing of relevance to the question must be awarded no marks.

Qu	Part	Marking guidance	Total marks	AO
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SECTION A

1		D Motion sensor	1 mark	AO4
2		C 99.9 x 101.07mm	1 mark	AO4
3		A Compression	1 mark	AO4
4		C Low carbon steel	1 mark	AO4
5		D Just in Time Manufacturing	1 mark	AO4
6		A Cotton	1 mark	AO4
7	1	C A material that reacts to changes in the environment	1 mark	AO4
7	2	Possible answers may include: Shape memory alloy Photochromic dyes Thermochemical material One mark for any response worthy of credit	1 mark	AO4
8		B Planned obsolescence	1 mark	AO4
9		C A type of polymer	1 mark	AO4
10		D 40mm	1 mark	AO4

11		C Pine	1 mark	AO4
12	1	<p>1 mark for correct answer.</p> <p>Expected answers include:</p> <ul style="list-style-type: none"> • MDF (Medium Density Fibreboard) • GRP (Glass Reinforced Plastic) <p>Credit should be given for other acceptable responses.</p>	1 mark	AO4
12	2	<p>1 mark for each property correctly identified up to a maximum of 2 marks.</p> <p>Indicative content:</p> <p>Properties of MDF include:</p> <ul style="list-style-type: none"> • smooth surface • easy to paint • no natural grain • being porous. <p>Properties of GRP include:</p> <ul style="list-style-type: none"> • high strength to weight ratio • temperature resistance • easy to form complex shapes. <p>As with 12.1, credit should be given to other acceptable responses that do not relate MDF or GRP.</p>	2 marks	AO4
13		<p>1 mark for each correct reason stated up to a maximum of 2 marks.</p> <p>Expected answers include:</p> <ul style="list-style-type: none"> • Strength to weight ratio • Low cost in comparison to other packaging materials • Can be printed on • Rigidity • Thermal properties. 	2 marks	AO4

14	1	<p>1 mark for a correct answer.</p> <p>Credit should be given for any fossil fuel. Possible answers include:</p> <ul style="list-style-type: none"> • Oil • Gas • Coal. <p>Reward any other correct response.</p>	1 mark	AO4
14	2	<p>1 mark for each correct reason stated up to a maximum of 2 marks.</p> <p>Expected answers include:</p> <ul style="list-style-type: none"> • Use of finite resources which cannot be replaced • The process of extracting the materials can be detrimental to the environment • The process can be expensive • Burning fossil fuels can cause pollution. <p>Reward for any other correct response.</p>	2 marks	AO4

SECTION B

15	1	1 mark for correct response.	1 mark	AO4												
<table border="1"> <thead> <tr> <th data-bbox="277 488 727 555">Stock Form</th> <th data-bbox="727 488 1190 555">Raw Material</th> </tr> </thead> <tbody> <tr> <td data-bbox="277 555 727 622">Acrylic rod</td> <td data-bbox="727 555 1190 622">Oil</td> </tr> <tr> <td data-bbox="277 622 727 730">Corrugated card</td> <td data-bbox="727 622 1190 730">Trees/wood</td> </tr> <tr> <td data-bbox="277 730 727 797">Aluminium sheet</td> <td data-bbox="727 730 1190 797">Bauxite</td> </tr> <tr> <td data-bbox="277 797 727 864">Wool yarn</td> <td data-bbox="727 797 1190 864">Animal fleece</td> </tr> <tr> <td data-bbox="277 864 727 1167">Medium Density Fibreboard (MDF)</td> <td data-bbox="727 864 1190 1167"> Any of the following are acceptable: <ul style="list-style-type: none"> • Wood/ • Trees/wood shavings/paper/sawdust • Glue – Urea formaldehyde. </td> </tr> </tbody> </table>					Stock Form	Raw Material	Acrylic rod	Oil	Corrugated card	Trees/wood	Aluminium sheet	Bauxite	Wool yarn	Animal fleece	Medium Density Fibreboard (MDF)	Any of the following are acceptable: <ul style="list-style-type: none"> • Wood/ • Trees/wood shavings/paper/sawdust • Glue – Urea formaldehyde.
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15	2	3-4 marks	Complete description that is accurate and shows understanding of how raw materials are processed.	2 x 2 marks	AO4									
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		0 marks	Nothing worthy of credit.											
		<p>Each stage must be relevant to the stock form selected.</p> <p>Indicative content: The following are not model answers but show some areas of the answer that may be explored. Credit both diagrams and description.</p>												
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16	<p>For each of the two descriptions award up to 2 marks as follows:</p> <table border="1"> <tr> <td>2 marks</td> <td>Complete description demonstrating both knowledge and understanding of how materials and/or products are strengthened or reinforced.</td> </tr> <tr> <td>1 mark</td> <td>Simple description with some errors and misunderstanding of how materials and/or products are strengthened or reinforced.</td> </tr> <tr> <td>0 marks</td> <td>Nothing worthy of credit.</td> </tr> </table> <p>Indicative content:</p> <p>Candidates will draw on their own experience of different material areas to answer the question. For each example, candidates should fully explain each point to access full marks. Both materials and products are acceptable if adequately explained.</p> <p>The following are possible examples answers but any other examples must be given credit where correct.</p> <ul style="list-style-type: none"> • Plywood is created in layers to strengthen the material. • Plywood layers are laid with the grain in different directions. This ensures the weak lines of the grain are strengthened. • Many buildings use reinforced concrete to improve the tensile strength of the material. • Reinforced concrete uses the compressive strength of concrete and the tensile strength of steel combined to make a more suitable building material. • Interfacing can be used to stiffen the collar of a cotton shirt. • Laminating of fabrics can be used to stiffen and strengthen. • Corrugated cardboard is made using layers of cardboard with a corrugated middle layer. This strengthens the material. • Packaging is also strengthened using structural pieces of corrugated card e.g. a wine carrier. This uses internal pieces which separate the products but also provide internal struts. 	2 marks	Complete description demonstrating both knowledge and understanding of how materials and/or products are strengthened or reinforced.	1 mark	Simple description with some errors and misunderstanding of how materials and/or products are strengthened or reinforced.	0 marks	Nothing worthy of credit.	4 marks	AO4
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Newspaper
(continued)

of identical products.
Lithography is a high quality and cheap process when producing many of the same product.
A guillotine is used when cutting out the shape of the product. This is a continuous process.
This ensures products are all the same and reduces the amount of assembly necessary at the end of production.
Manufacture can be mainly automated.



Cotton T-shirt

Cotton is a natural material that is readily available in large quantities.
Products can be nested together on large sheets of cotton to minimise waste.
Automated machines can cut patterns in material to ensure repeatability and consistency.
Simple design ensures many products can be sold to customers.
Several layers can be cut at the same time.
Screen printing allows T shirts to be printed on and then the same design to be used multiple times.



Printed circuit board

Automation is used to ensure precise soldering. This allows very intricate detail that if done by hand would not work.
ICs are used to make complex tasks completed with the smallest space necessary.
Components are designed to fit into a standard module.
Spaces in the PCB are always the same to allow for easy assembly.
PCB's are printed rather than using wires.



Flatpack furniture

Flat manmade boards such as MDF, Plywood and chipboard are often used to ensure a uniform board. Computer Aided Manufacture such as CNC routers are used to ensure repeatability. Products can then be cut and holes etc. can be located exactly so that minimal work is needed in assembly.
Holes etc. are positioned so that alternative features can be added and the furniture becomes flexible in terms of its function.

17	2	<p>1 mark for correctly identifying an appropriate 'main' industrial process.</p> <p>Award up to 4 marks for explaining the process as follows:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; text-align: center;">4 marks</td> <td>Thorough detailed description of a process that is mostly accurate with all stages present and in correct order. Thorough understanding of the process with a labelled diagram or good notes to explain the process.</td> </tr> <tr> <td style="text-align: center;">3 marks</td> <td>Methodical description of most stages of the process, usually in the correct order with some inaccuracies. Sound understanding of the process with a mainly correct labelled diagram or good notes. Response may lack some important key points.</td> </tr> <tr> <td style="text-align: center;">2 marks</td> <td>Process described using mostly appropriate terminology with some gaps. Some understanding demonstrated either with a vague diagram or with some short description of the process.</td> </tr> <tr> <td style="text-align: center;">1 mark</td> <td>Basic description of the process, missing some stages and with errors. May be with a vague diagram without actually naming the process.</td> </tr> <tr> <td style="text-align: center;">0 marks</td> <td>Nothing worthy of credit.</td> </tr> </table> <p>Expected processes include:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>Steel car door</td> <td>Polymer toy musical instrument</td> <td>Newspaper</td> <td>Cotton T-shirt</td> <td>Printed circuit board</td> <td>Flatpack furniture</td> </tr> <tr> <td>Press Forming Spot Welding</td> <td>Injection Moulding</td> <td>Lithography</td> <td>Sewing Screen Printing/Dye Sublimation</td> <td>Soldering</td> <td>CNC Router</td> </tr> </table> <p>Indicative content:</p> <p>The following descriptions of possible processes are not exhaustive and other points can be used to gain maximum marks. Notes should be supported with labelled diagrams.</p> <p>Car Door – Press Forming A punch and die is used to press sheet metal into shape. This means using a ductile material as the process is done at room temperature. Holes can be cut at the same time as shapes are pressed in to the metal.</p> <p>Polymer toy Musical Instrument – Injection Moulding A polymer is placed in the hopper and enters the chamber of the injection moulding machine. The chamber is heated until the plastic melts. The plastic is then forced in to a mould where it cools to create the shape of the object.</p> <p>Newspaper – Lithography Aluminium plates are exposed to UV light and then put on rollers. The rollers</p>	4 marks	Thorough detailed description of a process that is mostly accurate with all stages present and in correct order. Thorough understanding of the process with a labelled diagram or good notes to explain the process.	3 marks	Methodical description of most stages of the process, usually in the correct order with some inaccuracies. Sound understanding of the process with a mainly correct labelled diagram or good notes. Response may lack some important key points.	2 marks	Process described using mostly appropriate terminology with some gaps. Some understanding demonstrated either with a vague diagram or with some short description of the process.	1 mark	Basic description of the process, missing some stages and with errors. May be with a vague diagram without actually naming the process.	0 marks	Nothing worthy of credit.	Steel car door	Polymer toy musical instrument	Newspaper	Cotton T-shirt	Printed circuit board	Flatpack furniture	Press Forming Spot Welding	Injection Moulding	Lithography	Sewing Screen Printing/Dye Sublimation	Soldering	CNC Router	5 marks	AO4
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	<p>pick up ink where the plate has been exposed and water elsewhere. The rollers then transfer the image on to the paper that passes through.</p> <p>T – Shirt – screen printing This is a low cost process where mesh is used to transfer ink on to the fabric. Areas are blocked out with a stencil where the ink should not go. A blade or squeegee is moved across the screen to fill the open mesh apertures with ink.</p> <p>Printed Circuit Board – Soldering The circuit board is passed over a pan of molten solder in which a pump produces an upwelling of solder. As the circuit board makes contact with this wave, the components become soldered to the board. Sometimes, the components are glued onto the surface of a printed circuit board (PCB) before being run through the molten solder wave.</p> <p>Flatpack Furniture – CNC Router Items are secured in place on the router using clamps or a vacuum bed. The file is sent to the router and different lines are set to different depths of cuts. The router then cuts the lines drawn at varying depths and with great accuracy.</p>		
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Draft

18	<p>1 mark for each property correctly identified.</p> <p>Both properties must relate to the same chosen material. If no material chosen award zero marks.</p> <p>Indicative content:</p> <table border="1" data-bbox="209 483 1201 1856"> <thead> <tr> <th data-bbox="209 483 671 517">Material</th> <th data-bbox="671 483 1201 517">Characteristics/Properties</th> </tr> </thead> <tbody> <tr> <td data-bbox="209 517 671 864">Polypropylene</td> <td data-bbox="671 517 1201 864"> <ul style="list-style-type: none"> • Can be heated and remoulded as it is a thermoplastic • Comes in a wide range of bright colours • Can be recycled • It is flexible and less brittle than other plastics such as acrylic • Deteriorates in UV light. </td> </tr> <tr> <td data-bbox="209 864 671 1133">Foam Core Board</td> <td data-bbox="671 864 1201 1133"> <ul style="list-style-type: none"> • Stiff structure which is good for model making • Composite material which is difficult to recycle • Thin outside layer which can be scored. </td> </tr> <tr> <td data-bbox="209 1133 671 1319">Brass</td> <td data-bbox="671 1133 1201 1319"> <ul style="list-style-type: none"> • Non corrosive • Good thermal and electrical conductivity • Orange/gold bronze colour. </td> </tr> <tr> <td data-bbox="209 1319 671 1630">Mahogany</td> <td data-bbox="671 1319 1201 1630"> <ul style="list-style-type: none"> • Light natural wood • Easy to work with • Cheap and easily accessible • Can split easily or warp if not in stable humidity • Can be attacked by fungi or insects. </td> </tr> <tr> <td data-bbox="209 1630 671 1856">Silk</td> <td data-bbox="671 1630 1201 1856"> <ul style="list-style-type: none"> • Easily dyed • Lightweight • Resistant to shrinking and stretching • Sun resistant. </td> </tr> </tbody> </table> <p>Reward any other correct responses.</p>	Material	Characteristics/Properties	Polypropylene	<ul style="list-style-type: none"> • Can be heated and remoulded as it is a thermoplastic • Comes in a wide range of bright colours • Can be recycled • It is flexible and less brittle than other plastics such as acrylic • Deteriorates in UV light. 	Foam Core Board	<ul style="list-style-type: none"> • Stiff structure which is good for model making • Composite material which is difficult to recycle • Thin outside layer which can be scored. 	Brass	<ul style="list-style-type: none"> • Non corrosive • Good thermal and electrical conductivity • Orange/gold bronze colour. 	Mahogany	<ul style="list-style-type: none"> • Light natural wood • Easy to work with • Cheap and easily accessible • Can split easily or warp if not in stable humidity • Can be attacked by fungi or insects. 	Silk	<ul style="list-style-type: none"> • Easily dyed • Lightweight • Resistant to shrinking and stretching • Sun resistant. 	2 marks	AO4
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19	9 – 10 marks	A fully coherent and logical discussion which features a range of points with excellent understanding of issues surrounding the selection of materials, detailed analysis and evaluation of these issues and reasoned conclusions drawn as to why they are seen as ethical.	8 marks	AO3
	7 – 8 marks	A largely coherent and logical discussion which includes good understanding of the issues surrounding the selection of materials and demonstrates a good range of well analysed and evaluated points and some conclusions drawn as to why they are seen as ethical.		2 marks
	5 – 6 marks	Response shows some understanding of the issues surrounding the selection of materials demonstrating a range of points with some analysis/evaluation. Argument may lack some coherency and conclusions drawn may be unsubstantiated.		
	3 – 4 marks	Some understanding of the issues and some worthy discussion. Limited analysis and evaluation, lacking coherency and limited conclusions which may also be unsubstantiated.		
	1 – 2 marks	One or two brief valid points or one point with some explanation. Answer shows limited understanding of the issues with no coherent argument. Analysis only rather than evaluation. No conclusions drawn.		
	0 marks	Nothing worthy of credit.		
	<p>Indicative content:</p> <p>The indicative content below is intended to illustrate points that students may make with regard to the examples given in the question, which would demonstrate their understanding of why these materials are seen as ethical. Students may discuss some or all of these examples or may bring other materials into their answer. There is no requirement for them to discuss the examples given. You should award marks for anything worthy of credit.</p> <p><u>Biodegradable Plastic</u></p> <ul style="list-style-type: none"> • Decomposes much more quickly so that less waste is left in landfill • Does not use up as many finite resources such as oil • Is not as harmful to the environment when extracted • They require less energy to process into a useable material • They are easier to recycle/use less energy to recycle • They are non-toxic when they break down • Biopolymers reduce our reliance on foreign oil. <p><u>Fairtrade Cotton</u></p> <ul style="list-style-type: none"> • Cotton farmers are paid a living wage which allows them to survive and earn enough money to feed their families • Fairtrade protects workers from exploitation 			

- | | | | |
|--|---|--|--|
| | <ul style="list-style-type: none">• Communities are often given help in setting up local amenities such as schools wells etc• It gives smallscale farmers access to global markets• Buying this product shows your support for these communities. | | |
|--|---|--|--|

Recycled Components

- | | | | |
|--|---|--|--|
| | <ul style="list-style-type: none">• Components often contain valuable materials such as gold, copper, aluminium• These materials are difficult to extract and take a large amount of energy to extract and refine• These materials are non-renewable and are becoming more difficult and costly to find• Many components contain harmful materials that should not be left in landfill• Saves landfill space. | | |
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Draft

SECTION C

20	1	2 marks	Identify intended target market and demonstrate understanding of why.	2 marks	AO4
		1 mark	Intended target market identified but lacks understanding.		
		0 mark	Nothing worthy of credit.		
		Indicative content:			
		<ul style="list-style-type: none"> Intended target market identified eg teenagers, adults etc Qualified response e.g. young people aged between 11 and 18 as these chairs are often seen in schools. 			

20	2	Award up to 4 marks for each of the three parts of the question as follows:			12 marks	AO3								
		3 – 4 marks	Well described and justified analysis explaining two or more points and containing full evaluation.											
		1 - 2 marks	Brief points mentioned but not fully explained. Analysis present but no evaluation / conclusions drawn.											
		0 marks	Nothing worthy of credit.											
		<p>Allow positive and negative responses. Responses may include the following types of answer. Two of these statements would merit full marks as each is explained.</p> <p>Indicative content:</p> <table border="1"> <thead> <tr> <th></th> <th>Chair</th> <th>Radio</th> <th>Dress</th> </tr> </thead> <tbody> <tr> <td>Suitability for the user</td> <td> <ul style="list-style-type: none"> Easy to wipe clean which may be useful in a school environment The correct size for the target market of teenagers which makes it comfortable to sit in The correct size to fit under standard size tables in </td> <td> <ul style="list-style-type: none"> Soft handle suggesting that the radio can be carried Aerial retracts to make it more compact when not needed Screen to make it easy to see the radio stations. </td> <td> <ul style="list-style-type: none"> The correct size to fit the consumer Comes in a range of sizes Zip down side to ensure secure and easy fastening and a tight fit. Comfortable </td> </tr> </tbody> </table>				Chair	Radio	Dress	Suitability for the user	<ul style="list-style-type: none"> Easy to wipe clean which may be useful in a school environment The correct size for the target market of teenagers which makes it comfortable to sit in The correct size to fit under standard size tables in 	<ul style="list-style-type: none"> Soft handle suggesting that the radio can be carried Aerial retracts to make it more compact when not needed Screen to make it easy to see the radio stations. 	<ul style="list-style-type: none"> The correct size to fit the consumer Comes in a range of sizes Zip down side to ensure secure and easy fastening and a tight fit. Comfortable 		
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	<ul style="list-style-type: none"> school Stackable so that they can be put away and areas cleared for other tasks. 		<ul style="list-style-type: none"> to wear Easy to wash and line dry.
Aesthetic Quality	<ul style="list-style-type: none"> Blue in colour which will be appealing to children who tend to like primary colours A common colour for the school environment so it will match the classrooms A plain colour that will not date/go out of fashion and appropriate for a wide range of settings More pattern/colour could be applied to make it more interesting. 	<ul style="list-style-type: none"> Simple colour scheme that will fit in with a wide range of users Geometric shapes used in the design which makes the product look simple and functional. 	<ul style="list-style-type: none"> Black in colour which is liked by a wide variety of users and goes with a range of accessories Classic shape of dress unlike more fashionable designs which may have a smaller market.
Environment	<ul style="list-style-type: none"> Oil based plastic seat which is a finite resource and may run out Difficult to separate the steel legs with the plastic seat so more difficult to recycle 	<ul style="list-style-type: none"> Metals such as copper are used in the electronic circuitry of the radio These are a finite resource which may run out Their extraction is 	<ul style="list-style-type: none"> Some synthetic materials such as polyester used which impact the environment. This dye used is synthetic which can

			<ul style="list-style-type: none"> • It may be possible to order new parts e.g. if the seat breaks so that the product can be repaired rather than thrown away • Industrial processes using machinery such as injection moulding machinery are used in the manufacture These take a great deal of energy to make and during their use. 	<p>also harmful to the environment</p> <ul style="list-style-type: none"> • The radio case is made of aluminium which also must be extracted • All these materials need to be transported throughout their lifecycle which affects their environmental impact • The radio uses batteries or electricity in use • This also reduces fossil fuels such as oil, coal and gas. 	<p>be harmful when waste is released into the environment.</p> <ul style="list-style-type: none"> • Oil used in the production of synthetic materials is a non - renewable resource. • High fashion item which is likely to only be used for a short period of time and then discarded or recycled by another user. 		
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21	<p>Award 1 mark for each valid example given, up to a maximum of 2 marks.</p> <p>Award 1 mark for each valid explanation up to a maximum of 2 marks.</p> <p>Possible answers are given below but this is not an exhaustive list. Reward any other valid responses.</p> <table border="1" data-bbox="261 555 1257 1406"> <thead> <tr> <th data-bbox="261 555 440 622">Product</th> <th data-bbox="440 555 911 622">Anthropometric data</th> <th data-bbox="911 555 1257 622">How it is used in the design of your product</th> </tr> </thead> <tbody> <tr> <td data-bbox="261 622 440 757">Chair</td> <td data-bbox="440 622 911 757">The measurement of the person's leg from the bottom of their feet to the back of the knee when sitting.</td> <td data-bbox="911 622 1257 757">This should be used to decide on the height of the seat of the chair.</td> </tr> <tr> <td data-bbox="261 757 440 891">Chair</td> <td data-bbox="440 757 911 891">The width of the average person when sitting.</td> <td data-bbox="911 757 1257 891">To ensure the seat is wide enough to be comfortable.</td> </tr> <tr> <td data-bbox="261 891 440 1099">Radio</td> <td data-bbox="440 891 911 1099">The size of the average person's fingertip.</td> <td data-bbox="911 891 1257 1099">To ensure that the buttons are the correct size or that they are spaced far enough apart so that you don't press the wrong button.</td> </tr> <tr> <td data-bbox="261 1099 440 1200">Radio</td> <td data-bbox="440 1099 911 1200">The length of the thumb.</td> <td data-bbox="911 1099 1257 1200">So that buttons are in reach while the radio is held.</td> </tr> <tr> <td data-bbox="261 1200 440 1301">Dress</td> <td data-bbox="440 1200 911 1301">The height of the consumer</td> <td data-bbox="911 1200 1257 1301">To ensure that the dress is the correct length for the user.</td> </tr> <tr> <td data-bbox="261 1301 440 1406">Dress</td> <td data-bbox="440 1301 911 1406">The size of the waist.</td> <td data-bbox="911 1301 1257 1406">To ensure that the waist fits snugly and accentuates the figure.</td> </tr> </tbody> </table>	Product	Anthropometric data	How it is used in the design of your product	Chair	The measurement of the person's leg from the bottom of their feet to the back of the knee when sitting.	This should be used to decide on the height of the seat of the chair.	Chair	The width of the average person when sitting.	To ensure the seat is wide enough to be comfortable.	Radio	The size of the average person's fingertip.	To ensure that the buttons are the correct size or that they are spaced far enough apart so that you don't press the wrong button.	Radio	The length of the thumb.	So that buttons are in reach while the radio is held.	Dress	The height of the consumer	To ensure that the dress is the correct length for the user.	Dress	The size of the waist.	To ensure that the waist fits snugly and accentuates the figure.	4 marks	AO4
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23		<p>Suitability of the design for the user - 3 marks.</p> <table border="1" data-bbox="248 1267 1217 1637"> <tr> <td data-bbox="248 1267 491 1417">3 marks</td> <td data-bbox="491 1267 1217 1417">The student shows clear understanding of the change of target market and indicates a range of areas where changes have been made due to this. The response is suitable for the user.</td> </tr> <tr> <td data-bbox="248 1417 491 1518">2 marks</td> <td data-bbox="491 1417 1217 1518">The student shows some understanding of the change of target market and the response is partially suitable for the user.</td> </tr> <tr> <td data-bbox="248 1518 491 1597">1 mark</td> <td data-bbox="491 1518 1217 1597">The student shows limited understanding of the change of target market.</td> </tr> <tr> <td data-bbox="248 1597 491 1637">0 marks</td> <td data-bbox="491 1597 1217 1637">Nothing worthy of credit.</td> </tr> </table> <p>Creativity and Innovation – 3 marks.</p> <table border="1" data-bbox="248 1771 1236 2042"> <tr> <td data-bbox="248 1771 523 1872">3 marks</td> <td data-bbox="523 1771 1236 1872">The student demonstrates an imaginative response that is creative and innovative in more than just surface decoration.</td> </tr> <tr> <td data-bbox="248 1872 523 1973">2 marks</td> <td data-bbox="523 1872 1236 1973">The student demonstrates some creativity such as changing shape, size and colour of product in order to make more attractive to user.</td> </tr> <tr> <td data-bbox="248 1973 523 2042">1 mark</td> <td data-bbox="523 1973 1236 2042">The student demonstrates a minimal amount of creativity, changing only something straightforward,</td> </tr> </table>	3 marks	The student shows clear understanding of the change of target market and indicates a range of areas where changes have been made due to this. The response is suitable for the user.	2 marks	The student shows some understanding of the change of target market and the response is partially suitable for the user.	1 mark	The student shows limited understanding of the change of target market.	0 marks	Nothing worthy of credit.	3 marks	The student demonstrates an imaginative response that is creative and innovative in more than just surface decoration.	2 marks	The student demonstrates some creativity such as changing shape, size and colour of product in order to make more attractive to user.	1 mark	The student demonstrates a minimal amount of creativity, changing only something straightforward,	12 marks	AO4
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24	1	<p>1 mark for an appropriate answer.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Corrugated card • Grey board • Foam core board • Styrofoam, MDF • Calico toile • Breadboarding. 	1 mark	AO4																				

24	2	<table border="1" data-bbox="247 280 1236 616"> <tr> <td data-bbox="247 280 399 380">3 marks</td> <td data-bbox="399 280 1236 380">Thorough explanation of why designers create models, including excellent understanding of the purpose of models, Examples given and fully explained.</td> </tr> <tr> <td data-bbox="247 380 399 481">2 marks</td> <td data-bbox="399 380 1236 481">Some explanation of why designers create models, showing good understanding of the purpose of models. Examples given with some explanation.</td> </tr> <tr> <td data-bbox="247 481 399 560">1 mark</td> <td data-bbox="399 481 1236 560">Limited explanation for why designers create models, showing basic understanding of their purpose. No examples used.</td> </tr> <tr> <td data-bbox="247 560 399 616">0 marks</td> <td data-bbox="399 560 1236 616">Nothing worthy of credit.</td> </tr> </table> <p data-bbox="247 683 638 716">Typical answer will reference:</p> <ul data-bbox="295 750 1236 1019" style="list-style-type: none"> • Identifying any issues before full production which saves time and cost • Quicker speed of manufacture • Allowing customers or potential target market to look at a model and give feedback • Having a product you can hold and test in terms of aspects such as how well it functions/fits/feels etc. 	3 marks	Thorough explanation of why designers create models, including excellent understanding of the purpose of models, Examples given and fully explained.	2 marks	Some explanation of why designers create models, showing good understanding of the purpose of models. Examples given with some explanation.	1 mark	Limited explanation for why designers create models, showing basic understanding of their purpose. No examples used.	0 marks	Nothing worthy of credit.	3 marks	AO4
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0 marks	Nothing worthy of credit.											

25

Front View

1 mark – shape is correct.

1 mark – hidden detail is correct.

Isometric Drawing

1 mark – general shape is correct.

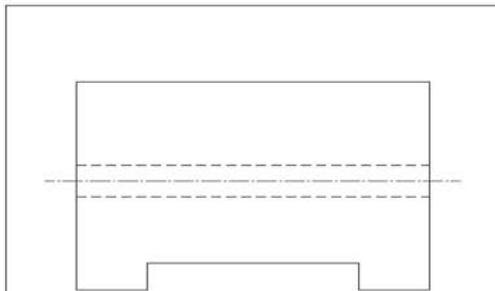
1 mark – indent is correct.

1 mark – holes are in the correct place.

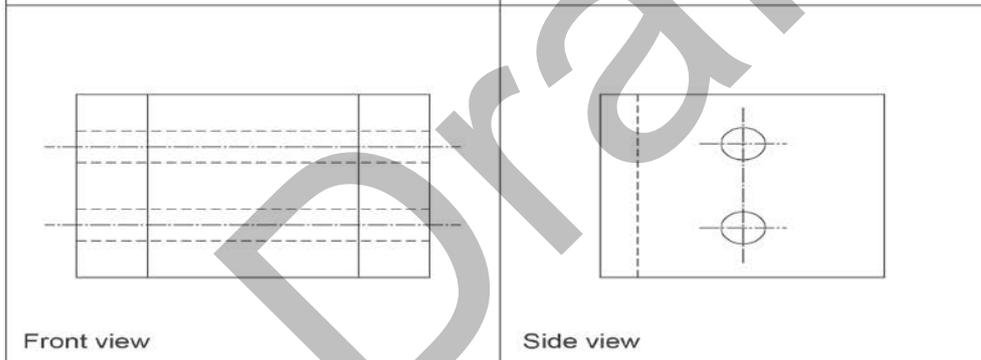
Do not penalise if holes are not totally correct, but must be circular or elliptical.

5
marks

AO4

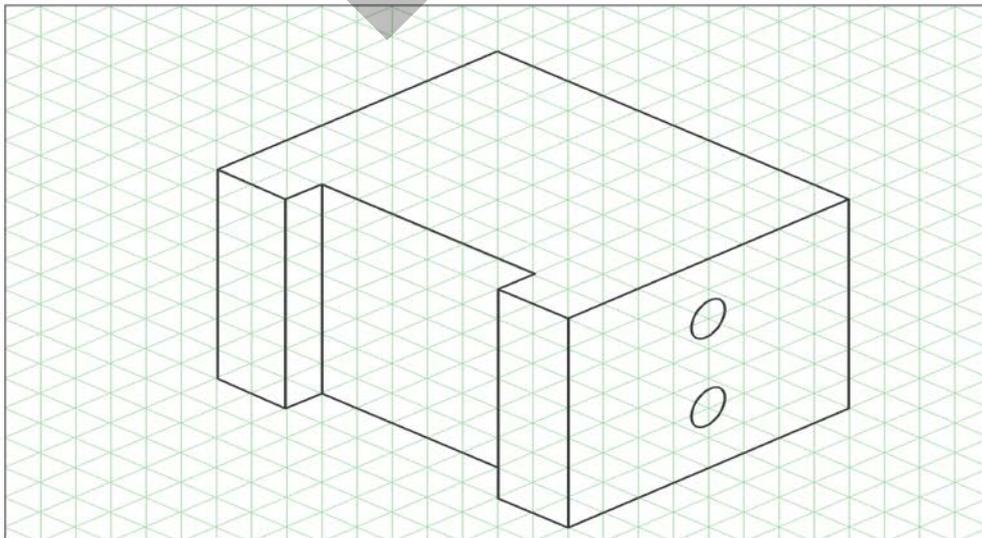


Plan view

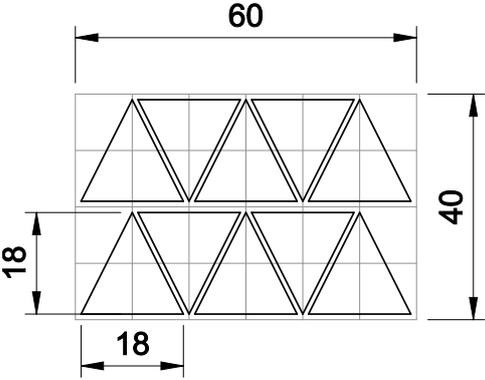


Front view

Side view



Isometric drawing

26	1	<p>1 mark for correct drawing of all ten triangles.</p> 	1 mark	AO4
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26	2	<p>1 mark for calculating the area of a rectangle. 1 mark for calculating the area of a triangle. 1 mark for adding the areas of the triangles together and subtracting from the area of the rectangle to find wastage.</p> <p>Please note if students has not answered question 26.1 correctly they will be unable to obtain the third mark.</p> <p>Award mark for drawing triangles as above even if sides are joined.</p> <p>Calculation</p> <p>Area of rectangle: $60 \times 40 = 2400$</p> <p>Area of triangle: $\frac{1}{2} \times 18 \times 18 = 162$</p> <p>Area of 10 triangles: $162 \times 10 = 1620$</p> <p>Material wasted: $2400 - 1620 = 780\text{mm}^2$</p>	3 marks	AO4
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Draft