



National
Qualifications
2024

2024 Art and Design

National 5

Question Paper Finalised Marking Instructions

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General marking principles for National 5 Art and Design

Always apply these general principles. Use them in conjunction with the detailed marking instructions, which identify the key features required in candidates' responses.

- (a) Always use positive marking. This means candidates accumulate marks for the demonstration of relevant skills, knowledge and understanding; marks are not deducted for errors or omissions.
- (b) If a candidate response does not seem to be covered by either the principles or detailed marking instructions, and you are uncertain how to assess it, you must seek guidance from your team leader.
- (c) It is possible that some candidates could have investigated artists and designers who are not known to the marker. In such cases, markers are expected to research the artists/designers before marking the response.
- (d) Markers should consider the extent to which the candidate's response demonstrates their knowledge and understanding of art and design practice.
- (e) Marks should not be awarded for mere descriptive comment. At this level, candidates are expected to justify their answers. To gain marks, candidates must develop points made.
For example, *'The painting has bright colours'* would not gain a mark as it is simply descriptive, but
'The painting has bright colours and the use of warm vivid colours on the flowers makes them stand out as they contrast with the cool colours in the background', would gain a mark, as this answer shows an understanding of colour theory.
- (f) No marks should be awarded for simply repeating information from the legend. Where candidates develop and use this information to justify their opinion or qualify their answer, credit can be given.
- (g) To gain full marks, candidates must have responded to all aspects of the question. **8 marks** are available for responding to the prompts relating to expressive art or design issues.
 - if the candidate responds to only two of the three prompts effectively, then **1 mark** cannot be accessed and a **maximum of 7 marks** can be gained by the candidate for this aspect of the question.
 - if the candidate responds to only one of the three prompts effectively, the candidate can gain a **maximum of 6 marks** for this aspect of the question.
- (h) The questions also require candidates to give an opinion with justified reasons which are worth **2 marks**. Candidates must make two valid and substantiated points relating to the question to gain both marks.

Overview

National 5 level candidates are required to demonstrate knowledge and understanding of key art and design issues, and knowledge and understanding of the work of at least two artists and two designers. The format of the questions reflects this emphasis. The paper is divided into Section 1: Expressive Art Studies and Section 2: Design Studies and each is equally demanding.

The questions are designed to test candidates' ability to respond critically to images of art and design works and to form and substantiate judgements about identified aspects of art practice and design issues.

The questions require candidates to demonstrate their understanding of art and design issues in an **extended response format**.

Mandatory questions (Q1 and Q7)

In these questions, candidates are required to demonstrate knowledge and understanding of key art and design issues and knowledge and understanding of the work of two artists and two designers. Candidates are expected to provide substantiated reasons to support their personal opinions.

The questions are divided into two parts

Part (a)

This part of the question assesses the candidates' ability to comment on the art and design works with explicit reference to the use of visual art/design elements and to express justified opinions on the identified examples of the work.

One mark should be awarded for each relevant, justified point, which responds to the question prompts up to a **maximum of 10 marks**.

Candidates are expected to demonstrate their knowledge and understanding with reference to specific artworks/designs.

Candidates who discuss only one artwork or design can only gain a **maximum of 6 marks**. Where this occurs, marks should be awarded as follows

- a **maximum of 4 marks** are available for discussing artwork with reference to one artist's use of the specific elements
- a **maximum of 2 marks** are available for giving an opinion on a specific aspect of the artist's or designer's work with two justified reasons.

Part (b)

This part of the question assesses the candidates' knowledge and understanding of the impact of social, cultural and other influences on the work and practice of a selected artist and designer from part (a).

One mark is awarded for each correct influence identified up to a **maximum of 2 marks**.

A **maximum of 3 marks** are available for describing how the influences can be seen in any of the selected artist's and designer's work.

Examples of social and cultural influences may include

- living conditions, including economic conditions
- influence of family and community
- influence of other artists/designers
- influence of art/design movements
- exposure to different cultures
- physical environment/geography
- new and emerging technology
- politics
- gender
- religion/belief
- national/world events
- developments in other fields for example science, literature
- personal circumstances
- health and wellbeing.

In Section 1, Expressive Art Studies, question 1 part (a), candidates will respond by commenting on two works of art with a common stimulus/theme. They will be asked about specific issues in relation to the works they have selected.

In question 1 part (b), candidates will select one artist from part (a) and explain the impact of social, cultural or other influences on their work and practice. It is acceptable for candidates to refer to the artwork discussed in part (a) or the artist's work in general.

In Expressive Art Studies questions, where the term 'artwork' is used it should be interpreted in its broadest sense, covering painting, printmaking, photography, sculpture, installation, animation, film and video.

Candidates may also refer to groups of artists rather than individuals (for example artists who work in pairs/groups such as the Boyle family), and this is acceptable.

In Section 2, Design Studies, question 7 part (a), candidates will respond by referring to two specific examples of designers' work. They will be asked about visual aspects and functional design issues in relation to the works they have selected.

In question 7 part (b), candidates will select one designer from part (a) and explain the impact of social, cultural or other influences on their work and practice. It is acceptable for candidates to refer to the design discussed in part (a) or to the designer's work in general.

In the Design Studies questions, the term 'design' should also be inclusive of any form of design. Occasionally candidates may refer to collections of designs (particularly in fashion/textiles answers), and this is acceptable.

Candidates may also refer to groups of designers rather than individuals (for example Alessi or Timorous Beasties), and this is acceptable.

Optional questions (Q2–6 and Q8–12)

Candidates are asked to choose and respond to **one** other question from each section of the paper.

In each section, there is a **choice of five** different questions for personalisation and choice. These questions require candidates to give a personal response to one selected image from the choice of supplied questions and images in each section. They will demonstrate their understanding of specialist art and design vocabulary when commenting on key aspects of art and design practice and justifying their answers and opinions.

In Section 1, Expressive Art Studies, they will comment on an unseen image, demonstrating an understanding of important aspects of the artist's work.

In Section 2, Design Studies, they will comment on an unseen image, demonstrating understanding of specific design issues.

Each of these questions asks candidates to

- comment on the artist's/designer's methods or approach and/or their use of specific elements in the artwork/design shown
- give their opinion on a specific aspect of the work, justifying their opinions.

One mark should be awarded for each relevant, justified point, which answers the question up to a **maximum of 10 marks**. Markers should follow the specific marking guidance for each aspect of the questions provided in the table.

Marks should not be awarded for mere descriptive comments. To gain marks, candidates must develop or justify points made.

Substantiated comments and valid, justified personal opinions relating to the question should be rewarded. These opinions can be either positive or negative.

If a candidate answers more than one optional question in either section of the question paper, the answers should be marked and the response that gains the highest marks should be recorded.

Marking instructions for each question

Section 1 – Expressive Art Studies

Question	Specific marking instructions		Max mark								
All candidates will answer this question.											
1.	(a)	Candidates are expected to demonstrate their knowledge and understanding with reference to two specific artworks. The two selected examples of artwork should clearly contain similar subject matter or be based on the same theme, eg two portraits, two still life paintings with similar objects, two coastal landscapes, two works based on war, fantasy, dance, etc. Candidates’ responses can be credited in a number of ways. Candidates are asked to identify and comment on two selected artworks referring to: • composition/arrangement • colour • mood and atmosphere. Candidates’ answers might include commenting on: • the composition/arrangement and the effect on the works • the artists’ use of colour for expressive effect and how this has been achieved • the mood and atmosphere of the work and how this has been achieved any other justified comments. Candidates may refer to a diverse range of artworks. The table below gives examples of points which would gain marks. <table><tr><td>Composition/arrangement The focal point is the blue bottle because it is the tallest object and the artist has placed it in the centre which draws the viewer’s attention.</td><td>1</td></tr><tr><td>Colour Picasso has used unrealistic colours, including green, yellow and purple to paint her face which give an expressive effect.</td><td>1</td></tr><tr><td>Mood and atmosphere The painting has a happy mood because bright, vibrant colours have been used in the patterns in the background.</td><td>1</td></tr></table> A maximum of 2 marks is available for which of the artworks is most appealing with two justified reasons. The table below gives an example of a point which would gain a mark. <table><tr><td>Most appealing I think that the Ralph Goings painting is most appealing because of the attention to detail that makes it look like a photograph.</td><td>1</td></tr></table> Marks should not be awarded for repeating earlier points if these points have not been developed in any way.	Composition/arrangement The focal point is the blue bottle because it is the tallest object and the artist has placed it in the centre which draws the viewer’s attention.	1	Colour Picasso has used unrealistic colours, including green, yellow and purple to paint her face which give an expressive effect.	1	Mood and atmosphere The painting has a happy mood because bright, vibrant colours have been used in the patterns in the background.	1	Most appealing I think that the Ralph Goings painting is most appealing because of the attention to detail that makes it look like a photograph.	1	8
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			2								

Question		Specific marking instructions	Max mark															
	(b)	Candidates' responses can be credited up to a maximum of 5 marks. This question asks candidates to select one artist from part (a). Identify two influences on this artist and describe how these influences can be seen in any of their work. Marks should be allocated as follows: • 1 mark should be given for each specific correct influence identified, up to a maximum of 2 marks. • 1 mark should be given for each clear description of how the influences identified can be seen in any of the artist's work up to a maximum of 2 marks. One additional mark should be given up to a maximum of 5 marks in total for: • a further developed point which gives additional detail on how one particular influence is seen in the artist's work. OR • a further point describing another way one particular influence is seen in the artist's work. The table below gives examples: <table><tr><th>Response</th><th>Mark</th><th>Reason</th></tr><tr><td>Peploe was influenced by some French artists.</td><td>0</td><td>While correct, this is not specific enough and does not show the knowledge expected.</td></tr><tr><td>Peploe visited France and was influenced by the Fauves.</td><td>1</td><td>A specific and correct influence is identified.</td></tr><tr><td>Peploe visited France and was influenced by the Fauves. This made him use bright colours.</td><td>1</td><td>A specific and correct influence is identified, but the way in which the influence can be seen in the work is too vague.</td></tr><tr><td>Peploe visited France and was influenced by the Fauves. This made him use bright colours which can be seen in his still life paintings of tulips and roses from the 1920s.</td><td>2</td><td>A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in an aspect of the work (colour palette) is described with reference to a specific body of work. (1 mark)</td></tr></table>	Response	Mark	Reason	Peploe was influenced by some French artists.	0	While correct, this is not specific enough and does not show the knowledge expected.	Peploe visited France and was influenced by the Fauves.	1	A specific and correct influence is identified.	Peploe visited France and was influenced by the Fauves. This made him use bright colours.	1	A specific and correct influence is identified, but the way in which the influence can be seen in the work is too vague.	Peploe visited France and was influenced by the Fauves. This made him use bright colours which can be seen in his still life paintings of tulips and roses from the 1920s.	2	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in an aspect of the work (colour palette) is described with reference to a specific body of work. (1 mark)	5
Response	Mark	Reason																
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Question			Specific marking instructions			Max mark
			Response	Mark	Reason	
			Peploe visited France and was influenced by the Fauves. This made him use bright colours which can be seen in his still life paintings of tulips and roses from the 1920s. This was different from the style of his earlier work, which can be seen in 'The Black Bottle' which has realistic colours and a dark background.	3	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in an aspect of the work (colour palette) is described with reference to a specific body of work. (1 mark) The point is developed by describing the contrast with the style of the artist's earlier work. (1 mark)	
			Peploe visited France and was influenced by the Fauves. This made him use bright colours which can be seen in his still life paintings of tulips and roses from the 1920s. The influence of the Fauves can also be seen in his landscapes of Iona, as these have much more vibrant exaggerated colours than expected in Scottish landscape paintings.	3	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in an aspect of the work (colour palette) is described with reference to a specific body of work. (1 mark) A further point is made describing the effect of the Fauve influence on another body of work. (1 mark)	
			Otto Dix was influenced by World War I. This can be seen in the subject matter of dead soldiers in Trench Warfare which shows the horror of his experience.	2	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in the subject matter is described. (1 mark)	
			Otto Dix was influenced by World War I. This can be seen in the subject matter of dead soldiers in Trench Warfare which shows the horror of his experience. The painting features a battlefield and shows the death and decay caused by war.	3	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in the subject matter is described. (1 mark) A developed point is made describing the setting and what it communicates about the influence of war. (1 mark)	

Question			Specific marking instructions			Max mark
			Response	Mark	Reason	
			Joan Eardley was influenced by child poverty in the Gorbals. She often gave them snacks and drinks so that they would sit for her while she made sketches from life.	2	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in a particular body of work is described. (1 mark)	
			Joan Eardley was influenced by child poverty in the Gorbals. She often gave them snacks and drinks so that they would sit for her while she sketched them from life. The Samson sisters were among the children who visited, and they feature in a lot of her work from this time.	3	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen a particular body of work is described. (1 mark) A developed point describes how a particular family were used as subjects. (1 mark)	
			Picasso was influenced by Cezanne's use of distorted perspective. This can be seen in his Cubist paintings, which show multiple viewpoints.	2	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen a particular body of work is described. (1 mark)	
			Picasso was influenced by Cezanne's use of distorted perspective. This can be seen in his Cubist paintings, which show multiple viewpoints. In Picasso's work the effect is more exaggerated as he breaks up the objects into shapes.	3	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen a particular body of work is described. (1 mark) A developed point is made describing the difference in Picasso's approach. (1 mark)	
			Elizabeth Blackadder's work is influenced by her travels. This can be seen in the way she often includes objects, like Japanese fans and ceramic pots, that she has collected in her compositions.	2	A specific and correct influence is identified (1 mark) . A clear description is given of how the influence can be seen in the artist's work in general. (1 mark)	

Question			Specific marking instructions			Max mark											
			<table><tr><th>Response</th><th>Mark</th><th>Reason</th></tr><tr><td>Elizabeth Blackadder’s work is influenced by her travels. This can be seen in the way she often includes objects, like Japanese fans and ceramic pots, that she has collected in her compositions. Her flattened perspective is typical of the Japanese prints that she saw while travelling.</td><td>3</td><td>A specific and correct influence is identified. (1 mark) A clear description is given of how the influence can be seen in her work in general. (1 mark) An additional point describes another way the influence can be seen in the artist’s work. (1 mark)</td></tr><tr><td>Monet was influenced by the Impressionist movement. This can be seen in The Cliffs at Étretat as he has captured the effect of the windy weather on the waves in his broken brushstrokes.</td><td>2</td><td>A specific and correct influence is identified. (1 mark) A clear description is given of how the influence can be seen a specific work. (1 mark)</td></tr><tr><td>Monet was influenced by the Impressionist movement. This can be seen in The Cliffs at Étretat as he has captured the effect of the weather in his broken brushstrokes. The Impressionists used optical mixing. Monet has used this technique in the painting as colours were applied in dashes next to each other and these ‘mix’ in the eye of the viewer.</td><td>3</td><td>A specific and correct influence is identified. (1 mark) A clear description is given of how the influence can be seen a specific work. (1 mark) An additional point describes another way the influence can be seen in the work. (1 mark)</td></tr></table>	Response	Mark	Reason	Elizabeth Blackadder’s work is influenced by her travels. This can be seen in the way she often includes objects, like Japanese fans and ceramic pots, that she has collected in her compositions. Her flattened perspective is typical of the Japanese prints that she saw while travelling.	3	A specific and correct influence is identified. (1 mark) A clear description is given of how the influence can be seen in her work in general. (1 mark) An additional point describes another way the influence can be seen in the artist’s work. (1 mark)	Monet was influenced by the Impressionist movement. This can be seen in The Cliffs at Étretat as he has captured the effect of the windy weather on the waves in his broken brushstrokes.	2	A specific and correct influence is identified. (1 mark) A clear description is given of how the influence can be seen a specific work. (1 mark)	Monet was influenced by the Impressionist movement. This can be seen in The Cliffs at Étretat as he has captured the effect of the weather in his broken brushstrokes. The Impressionists used optical mixing. Monet has used this technique in the painting as colours were applied in dashes next to each other and these ‘mix’ in the eye of the viewer.	3	A specific and correct influence is identified. (1 mark) A clear description is given of how the influence can be seen a specific work. (1 mark) An additional point describes another way the influence can be seen in the work. (1 mark)		
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Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
2.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this painting, referring to line, colour and media handling and/or techniques - give their opinion on the mood and atmosphere in this painting, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of line, colour and media handling and/or techniques. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Line</td><td> - the lines on the path disappear as they go into the background which creates a sense of depth - lines are used on the trees to show simplified branches - the repeated lines on the fence create a pattern - thicker lines are used to separate the different layers of snow on the right - blue lines are used on the trees to create shadows any other justified comments regarding line. </td></tr><tr><td>Colour</td><td> - mostly cold colours have been used to show the scene is wintry - warm colours are used to show where the sun is shining on the snow - the colours used are true to life, which makes the landscape look realistic - darker colours are used in the foreground to show it is in shadow - the trees and the sky are muted in the background which adds depth to the painting - the contrasting colours of blue and orange creates visual impact any other justified comments regarding colour. </td></tr></table>	Line	- the lines on the path disappear as they go into the background which creates a sense of depth - lines are used on the trees to show simplified branches - the repeated lines on the fence create a pattern - thicker lines are used to separate the different layers of snow on the right - blue lines are used on the trees to create shadows any other justified comments regarding line.	Colour	- mostly cold colours have been used to show the scene is wintry - warm colours are used to show where the sun is shining on the snow - the colours used are true to life, which makes the landscape look realistic - darker colours are used in the foreground to show it is in shadow - the trees and the sky are muted in the background which adds depth to the painting - the contrasting colours of blue and orange creates visual impact any other justified comments regarding colour.	8
Line	- the lines on the path disappear as they go into the background which creates a sense of depth - lines are used on the trees to show simplified branches - the repeated lines on the fence create a pattern - thicker lines are used to separate the different layers of snow on the right - blue lines are used on the trees to create shadows any other justified comments regarding line.						
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			<table><tr><td>Media handling and/or techniques</td><td> - the painting must have taken a long time to paint as it is so detailed, eg, the leaves, the branches, marks on the snow - different colours have been used with a stippling technique in the trees to create a realistic leafy effect - small brushes would have been used to add in details like the branches - the way the artist has applied line in the path creates a textured effect of snow - the slow drying quality of the oil paint has allowed the artist to work up a realistic effect in the snow - bigger brushstrokes are used in the sky which creates contrast with the detail in the landscape any other justified comments regarding media handling and/or techniques. </td></tr></table> A maximum of 2 marks may be awarded for giving justified personal opinion on the mood and atmosphere in this painting. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on the mood and atmosphere</td><td> - a calm mood is created due to the use of blue and white colours - a happy mood is created because of the warm tones from the sun - the lines in the snow suggest children have been sledging earlier that day, creating a fun atmosphere - the snow and the blue colours used create a cold atmosphere - a quiet atmosphere is created because the people sledging have gone home, leaving the path empty - the long shadows suggest that the sun is setting, creating a cold atmosphere any other justified opinions regarding mood and atmosphere. </td></tr></table>	Media handling and/or techniques	- the painting must have taken a long time to paint as it is so detailed, eg, the leaves, the branches, marks on the snow - different colours have been used with a stippling technique in the trees to create a realistic leafy effect - small brushes would have been used to add in details like the branches - the way the artist has applied line in the path creates a textured effect of snow - the slow drying quality of the oil paint has allowed the artist to work up a realistic effect in the snow - bigger brushstrokes are used in the sky which creates contrast with the detail in the landscape any other justified comments regarding media handling and/or techniques.	Personal opinion on the mood and atmosphere	- a calm mood is created due to the use of blue and white colours - a happy mood is created because of the warm tones from the sun - the lines in the snow suggest children have been sledging earlier that day, creating a fun atmosphere - the snow and the blue colours used create a cold atmosphere - a quiet atmosphere is created because the people sledging have gone home, leaving the path empty - the long shadows suggest that the sun is setting, creating a cold atmosphere any other justified opinions regarding mood and atmosphere.	2
Media handling and/or techniques	- the painting must have taken a long time to paint as it is so detailed, eg, the leaves, the branches, marks on the snow - different colours have been used with a stippling technique in the trees to create a realistic leafy effect - small brushes would have been used to add in details like the branches - the way the artist has applied line in the path creates a textured effect of snow - the slow drying quality of the oil paint has allowed the artist to work up a realistic effect in the snow - bigger brushstrokes are used in the sky which creates contrast with the detail in the landscape any other justified comments regarding media handling and/or techniques.							
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				10				

Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
3.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this photograph referring to subject matter, composition and tone - give their opinion on what this photograph communicates to them, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of subject matter, composition and tone. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Subject matter</td><td> - the lane looks run down and dirty, suggesting the children may not live in a wealthy area - they are playing with sticks, suggesting they don’t have money for toys - the children are not posed, implying the photographer has discovered them playing which creates a natural feel - the children have relaxed body language, which suggests they know each other well - the children are smiling, suggesting they are friends and are outside playing any other justified comments regarding subject matter. </td></tr><tr><td>Composition</td><td> - the central boy is the focal point as he is the closest figure to the viewer - the children in the foreground are bigger than the children in the background, which creates a sense of perspective - the tall buildings frame the children, which draws attention to them - the sky in the background acts as negative space, which balances the busy foreground - the photograph has been taken from the children’s viewpoint, so we are seeing the scene as they would have seen it - leading lines are created by the edges of the pavement, drawing our attention backwards so we see all the children any other justified comments regarding composition. </td></tr></table>	Subject matter	- the lane looks run down and dirty, suggesting the children may not live in a wealthy area - they are playing with sticks, suggesting they don’t have money for toys - the children are not posed, implying the photographer has discovered them playing which creates a natural feel - the children have relaxed body language, which suggests they know each other well - the children are smiling, suggesting they are friends and are outside playing any other justified comments regarding subject matter.	Composition	- the central boy is the focal point as he is the closest figure to the viewer - the children in the foreground are bigger than the children in the background, which creates a sense of perspective - the tall buildings frame the children, which draws attention to them - the sky in the background acts as negative space, which balances the busy foreground - the photograph has been taken from the children’s viewpoint, so we are seeing the scene as they would have seen it - leading lines are created by the edges of the pavement, drawing our attention backwards so we see all the children any other justified comments regarding composition.	8
Subject matter	- the lane looks run down and dirty, suggesting the children may not live in a wealthy area - they are playing with sticks, suggesting they don’t have money for toys - the children are not posed, implying the photographer has discovered them playing which creates a natural feel - the children have relaxed body language, which suggests they know each other well - the children are smiling, suggesting they are friends and are outside playing any other justified comments regarding subject matter.						
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Question			Specific marking instructions	Max marks				
			<table><tr><td>Tone</td><td> - the light is coming from above the children, as there are shadows under their chins, which shows the direction of light - there are lots of dark tones on the buildings, which make them seem dirty which adds to the urban environment - the sky is the lightest area, and this creates a contrast with the darker tones of the buildings - the central boy is wearing a lighter jumper than the other children, which makes him stand out as the focal point any other justified comments regarding tone. </td></tr></table> A maximum of 2 marks may be awarded for giving justified personal opinions on what the photograph communicates. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on what this photograph communicates</td><td> - the photograph communicates a mischievous atmosphere, as the children are holding sticks - there is a sense of fun communicated, as the children are playing together - the children are interested in the photographer, and are crowding around him which communicates childlike curiosity - the dirty buildings and smoggy background communicate a run-down environment - the photograph communicates that the street is the children’s home, and they are protecting it any other justified opinions on what this photograph communicates. </td></tr></table>	Tone	- the light is coming from above the children, as there are shadows under their chins, which shows the direction of light - there are lots of dark tones on the buildings, which make them seem dirty which adds to the urban environment - the sky is the lightest area, and this creates a contrast with the darker tones of the buildings - the central boy is wearing a lighter jumper than the other children, which makes him stand out as the focal point any other justified comments regarding tone.	Personal opinion on what this photograph communicates	- the photograph communicates a mischievous atmosphere, as the children are holding sticks - there is a sense of fun communicated, as the children are playing together - the children are interested in the photographer, and are crowding around him which communicates childlike curiosity - the dirty buildings and smoggy background communicate a run-down environment - the photograph communicates that the street is the children’s home, and they are protecting it any other justified opinions on what this photograph communicates.	2
Tone	- the light is coming from above the children, as there are shadows under their chins, which shows the direction of light - there are lots of dark tones on the buildings, which make them seem dirty which adds to the urban environment - the sky is the lightest area, and this creates a contrast with the darker tones of the buildings - the central boy is wearing a lighter jumper than the other children, which makes him stand out as the focal point any other justified comments regarding tone.							
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				10				

Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
4.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this painting, referring to composition, pattern and colour - give their opinion on the choice of subject matter used in this painting, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of composition, pattern and colour. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Composition</td><td> - the red table frames the objects drawing attention to the centre of the painting - the vertical lines in the carpet and the red table legs act as leading lines, drawing the viewer’s eye up to the table - this is a busy composition as there is almost no negative space in the painting and there is a lot to look at everywhere - the vases and bird are arranged in a triangular shape which leads the eye around the painting - the black bird is the darkest object against the red table which makes it the focal point - the viewpoint of the objects and the table is distorted which makes some objects look flat and unrealistic any other justified comments regarding composition. </td></tr><tr><td>Pattern</td><td> - lots of different patterns have been used in the centre of the painting, which makes this area feel busy - patterns have been added on the table which makes it look decorative - the organic pattern on the biggest vase stands out compared to the other geometric patterns in the painting - the shapes of leaves on the right-hand side create a pattern and lead your eye up the painting - the contrast of small-scale patterns on the table against larger scale patterns around the outside creates interest - the geometric patterns on the table add visual interest and contrasts with the curved shape of the vases any other justified comments regarding pattern. </td></tr></table>	Composition	- the red table frames the objects drawing attention to the centre of the painting - the vertical lines in the carpet and the red table legs act as leading lines, drawing the viewer’s eye up to the table - this is a busy composition as there is almost no negative space in the painting and there is a lot to look at everywhere - the vases and bird are arranged in a triangular shape which leads the eye around the painting - the black bird is the darkest object against the red table which makes it the focal point - the viewpoint of the objects and the table is distorted which makes some objects look flat and unrealistic any other justified comments regarding composition.	Pattern	- lots of different patterns have been used in the centre of the painting, which makes this area feel busy - patterns have been added on the table which makes it look decorative - the organic pattern on the biggest vase stands out compared to the other geometric patterns in the painting - the shapes of leaves on the right-hand side create a pattern and lead your eye up the painting - the contrast of small-scale patterns on the table against larger scale patterns around the outside creates interest - the geometric patterns on the table add visual interest and contrasts with the curved shape of the vases any other justified comments regarding pattern.	8
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Question			Specific marking instructions	Max marks				
			<table><tr><td>Colour</td><td> - the blue tones in the background suggest it is a cold or misty day and contrasts with the warm red on the table - the vibrant colours on the vases, flowers and leaves contrast with the darker tones in the background - red is used in the centre of the painting which draws attention to this area - blue and teal colours are repeated throughout the painting, which helps link the table and the background together - the darker colours in the background make it look mysterious - the blue background recedes, making the red table come forward to create a sense of distance - the use of white for the pattern of the biggest vase against the dark red draws your eye to it any other justified comments regarding colour. </td></tr></table> A maximum of 2 marks may be awarded for giving justified personal opinions on the choice of subject matter used in this painting. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on the choice of subject matter used in this painting</td><td> - the moon in the sky suggests it is nighttime - the trees are bare, and this suggests winter - the use of cold colours in the background suggests nighttime and/or winter - the collection of objects on the table suggests a love of plants - the use of the blackbird on the table suggests the painting could be set outside any other justified opinions on the choice of subject matter used in this painting. </td></tr></table>	Colour	- the blue tones in the background suggest it is a cold or misty day and contrasts with the warm red on the table - the vibrant colours on the vases, flowers and leaves contrast with the darker tones in the background - red is used in the centre of the painting which draws attention to this area - blue and teal colours are repeated throughout the painting, which helps link the table and the background together - the darker colours in the background make it look mysterious - the blue background recedes, making the red table come forward to create a sense of distance - the use of white for the pattern of the biggest vase against the dark red draws your eye to it any other justified comments regarding colour.	Personal opinion on the choice of subject matter used in this painting	- the moon in the sky suggests it is nighttime - the trees are bare, and this suggests winter - the use of cold colours in the background suggests nighttime and/or winter - the collection of objects on the table suggests a love of plants - the use of the blackbird on the table suggests the painting could be set outside any other justified opinions on the choice of subject matter used in this painting.	2
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				10				

Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
5.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this painting, referring to subject matter, colour and line - give their opinion on the visual impact of this painting, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of subject matter, colour and line. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Subject matter</td><td> - there are lots of objects and plants in a small space, which makes it feel claustrophobic - the light of the lantern draws attention to working at night - the figures working at night creates interest and intrigue - the darkness around the greenhouse contrasts with the light drawing our attention inside - the girl is making eye contact with the viewer inviting you into the scene any other justified comments regarding subject matter. </td></tr><tr><td>Colour</td><td> - the warm orange colour of the jumper harmonises with the oranges and reds of the containers, pots and geraniums - complimentary colours of greens and reds contrast to enhance the brightness of each colour - shades of orange feature in the figure and surrounding objects connecting the figure to her environment - cool greys contrast against the vibrant oranges and reds creating a strong visual impact - dark shades of blue and black in the sky and surrounding frame contrast with the lighter colours in the greenhouse making them stand out - the use of unnaturally bright colours such as the focal point of the lantern advance and stand out catching the viewer’s eye any other justified comments regarding colour. </td></tr></table>	Subject matter	- there are lots of objects and plants in a small space, which makes it feel claustrophobic - the light of the lantern draws attention to working at night - the figures working at night creates interest and intrigue - the darkness around the greenhouse contrasts with the light drawing our attention inside - the girl is making eye contact with the viewer inviting you into the scene any other justified comments regarding subject matter.	Colour	- the warm orange colour of the jumper harmonises with the oranges and reds of the containers, pots and geraniums - complimentary colours of greens and reds contrast to enhance the brightness of each colour - shades of orange feature in the figure and surrounding objects connecting the figure to her environment - cool greys contrast against the vibrant oranges and reds creating a strong visual impact - dark shades of blue and black in the sky and surrounding frame contrast with the lighter colours in the greenhouse making them stand out - the use of unnaturally bright colours such as the focal point of the lantern advance and stand out catching the viewer’s eye any other justified comments regarding colour.	8
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Question			Specific marking instructions	Max marks				
			<table><tr><td>Line</td><td> - the use of horizontal and vertical lines suggests depth and perspective in the structure of the greenhouse - line is used to form a geometric frame around the figure creating a focal point - vertical and horizontal lines help guide you around the greenhouse - bold use of line around the outside of the greenhouse separates sky and structure - the organic lines in the plants contrast with the geometric lines of the greenhouse any other justified comments regarding line. </td></tr></table> A maximum of 2 marks may be awarded for giving justified personal opinion on the visual impact of this painting. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on the visual impact of this painting</td><td> - the use of vivid bright colours contrasting with a night sky achieves a striking effect - the photorealistic style creates strong visual impact - the contrast of the night sky and the illuminated light in the greenhouse creates visual impact - the high level of detail used to achieve reflections in the glass creates visual impact - the silhouette of the frame contrasted against the lantern and the contents of the greenhouse achieves a strong visual impact any other justified opinions regarding the visual impact of this painting. </td></tr></table>	Line	- the use of horizontal and vertical lines suggests depth and perspective in the structure of the greenhouse - line is used to form a geometric frame around the figure creating a focal point - vertical and horizontal lines help guide you around the greenhouse - bold use of line around the outside of the greenhouse separates sky and structure - the organic lines in the plants contrast with the geometric lines of the greenhouse any other justified comments regarding line.	Personal opinion on the visual impact of this painting	- the use of vivid bright colours contrasting with a night sky achieves a striking effect - the photorealistic style creates strong visual impact - the contrast of the night sky and the illuminated light in the greenhouse creates visual impact - the high level of detail used to achieve reflections in the glass creates visual impact - the silhouette of the frame contrasted against the lantern and the contents of the greenhouse achieves a strong visual impact any other justified opinions regarding the visual impact of this painting.	2
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				10				

Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 2, 3, 4, 5, 6							
6.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this sculpture, referring to subject matter, materials and/or techniques and pose and facial expression - give their opinion on the success of this sculpture, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the artist’s use of subject matter, materials and/or techniques and pose and facial expression. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Subject matter</td><td> - the scale of the subject matter is life-size, making them look like real people - the subject matter is two couples in conversation, giving a snapshot of life in the park - the clothing, such as the tucked-in shirts and jeans and boots, shows the fashion of the time when the sculptures were created - the subject matter is realistic, as seen in the detail of the clothing and shoes - the subject matter relates to the title with two couples in a relaxed everyday environment any other justified comments regarding subject matter. </td></tr><tr><td>Materials and/or techniques</td><td> - the use of white paint against the natural setting draws attention to the sculptures - the use of bronze will make the sculptures heavy and hard to remove - bronze is a traditional material for public sculptures, but this is different due to the white paint - it is difficult to cast bronze which makes the smaller details such as eyes, ears and hair texture harder to achieve - the white paint may need to be reapplied to maintain the sculptures as they can become discoloured any other justified comments regarding materials and/or techniques </td></tr></table>	Subject matter	- the scale of the subject matter is life-size, making them look like real people - the subject matter is two couples in conversation, giving a snapshot of life in the park - the clothing, such as the tucked-in shirts and jeans and boots, shows the fashion of the time when the sculptures were created - the subject matter is realistic, as seen in the detail of the clothing and shoes - the subject matter relates to the title with two couples in a relaxed everyday environment any other justified comments regarding subject matter.	Materials and/or techniques	- the use of white paint against the natural setting draws attention to the sculptures - the use of bronze will make the sculptures heavy and hard to remove - bronze is a traditional material for public sculptures, but this is different due to the white paint - it is difficult to cast bronze which makes the smaller details such as eyes, ears and hair texture harder to achieve - the white paint may need to be reapplied to maintain the sculptures as they can become discoloured any other justified comments regarding materials and/or techniques	8
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Question			Specific marking instructions	Max marks				
			<table><tr><td>Pose and facial expression</td><td> - the two standing figures and two seated figures are positioned in natural poses making them look relaxed - the life-sized figures appear in an ordinary everyday environment as if they have been frozen in time - by positioning each figure to face each other the sculpture explores the relationship between each couple - the pose and positioning of hands connect the figures together, suggesting that they have a relationship with one another - the facial expressions of the sculptures are serious, making you wonder what they are talking about any other justified comments regarding pose and facial expression. </td></tr></table> A maximum of 2 marks may be awarded for giving justified personal opinions on the success of this sculpture. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on the success of this sculpture</td><td> - the sculpture is successful as it has been in a public space for 40 years - the use of white paint on the sculptures makes them stand out which successfully draws attention to them and their message - it is an interactive piece that allows people to walk up and take selfies with the figures which is successful in promoting equality - This is a successful sculpture because it depicts same sex couples which you do not usually see - the use of white paint is not successful, as it is open to vandalism and damage any other justified opinions regarding the success of this sculpture. </td></tr></table>	Pose and facial expression	- the two standing figures and two seated figures are positioned in natural poses making them look relaxed - the life-sized figures appear in an ordinary everyday environment as if they have been frozen in time - by positioning each figure to face each other the sculpture explores the relationship between each couple - the pose and positioning of hands connect the figures together, suggesting that they have a relationship with one another - the facial expressions of the sculptures are serious, making you wonder what they are talking about any other justified comments regarding pose and facial expression.	Personal opinion on the success of this sculpture	- the sculpture is successful as it has been in a public space for 40 years - the use of white paint on the sculptures makes them stand out which successfully draws attention to them and their message - it is an interactive piece that allows people to walk up and take selfies with the figures which is successful in promoting equality - This is a successful sculpture because it depicts same sex couples which you do not usually see - the use of white paint is not successful, as it is open to vandalism and damage any other justified opinions regarding the success of this sculpture.	2
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				10				

SECTION 2 – Design studies

Question		Specific marking instructions		Max mark							
All candidates will answer this question.											
7.	(a)	Candidates are expected to demonstrate their knowledge and understanding with reference to two specific designs. The two selected designs should be from the same design area, for example two posters, two products with similar functions, two buildings, two neckpieces, two theatrical costumes etc. Candidates' responses can be credited in a number of ways. Candidates are asked to identify and comment on two selected designs referring to: • function • materials and/or techniques • visual impact. Candidates' answers might include commenting on: • what way the designers' consideration of function has affected the designs' purpose • materials and/or techniques and their effect on the designs' • visual impact and how it has been considered by the designer • any other justified comments. Candidates may refer to a diverse range of design works. The table below gives examples of points which would gain marks. <table><tr><td>Function Nord Express is designed to encourage people to travel as the imagery creates a sense of speed through the use of leading lines.</td><td>1</td></tr><tr><td>Materials and/or techniques Mucha used colour lithography which was a print process, as this allowed multiple copies of the poster to be made to reach a wide audience.</td><td>1</td></tr><tr><td>Visual impact The Riverside Museum has great visual impact because it has an unusual geometric form. This can be seen in the jagged roof which makes it stand out.</td><td>1</td></tr></table> A maximum of 2 marks is available for giving an opinion on which of the designs is most successful with two justified reasons. The table below gives an example of a point which would gain a mark. <table><tr><td>Most successful The Cassandre poster is most successful because it communicates a clear message that it is about travel because of the large image of the ship.</td><td>1</td></tr></table> Marks should not be awarded for repeating earlier points if these points have not been developed in any way.	Function Nord Express is designed to encourage people to travel as the imagery creates a sense of speed through the use of leading lines.	1	Materials and/or techniques Mucha used colour lithography which was a print process, as this allowed multiple copies of the poster to be made to reach a wide audience.	1	Visual impact The Riverside Museum has great visual impact because it has an unusual geometric form. This can be seen in the jagged roof which makes it stand out.	1	Most successful The Cassandre poster is most successful because it communicates a clear message that it is about travel because of the large image of the ship.	1	8
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Most successful The Cassandre poster is most successful because it communicates a clear message that it is about travel because of the large image of the ship.	1										

Question		Specific marking instructions	Max mark																		
	(b)	Candidates' responses can be credited up to a maximum of 5 marks. This question asks candidates to select one designer from part (a). Identify two influences on this designer and describe how these influences can be seen in any of their work. Marks should be allocated as follows: 1 mark should be given for each specific correct influence identified, up to a maximum of 2 marks. 1 mark should be given for each clear description of how the influences identified can be seen in any of the designer's work up to a maximum of 2 marks. One additional mark should be given up to a maximum of 5 marks in total for: • a further developed point which gives additional detail on how one particular influence is seen in the designer's work. OR • a further point describing another way one particular influence is seen in the designer's work. The table below gives examples of points which would gain marks. <table><tr><th>Response</th><th>Mark</th><th>Reason</th></tr><tr><td>William Morris was influenced by events that were happening at the time he lived.</td><td>0</td><td>This is not specific enough and does not show the level of knowledge expected.</td></tr><tr><td>William Morris was influenced by the Industrial Revolution</td><td>1</td><td>A specific and correct influence is identified.</td></tr><tr><td>William Morris was influenced by the Industrial Revolution. This led him to do mass-production so he was able to make lots of products cheaply, as he wanted them to be affordable to everyone.</td><td>1</td><td>A specific and correct influence is identified, but the way in which the influence can be seen in the work is factually incorrect.</td></tr><tr><td>William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by using hand-crafted techniques to produce his own textile designs.</td><td>2</td><td>A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in the designer's work (the production method) is given. (1 mark)</td></tr><tr><td>William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by using hand-crafted techniques to produce his own textile designs. He used older techniques, such as using traditional vegetable dyes in his textiles.</td><td>3</td><td>A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in the designer's work (the production method) is given. (1 mark) An additional point gives further detail on the techniques Morris used. (1 mark)</td></tr></table>	Response	Mark	Reason	William Morris was influenced by events that were happening at the time he lived.	0	This is not specific enough and does not show the level of knowledge expected.	William Morris was influenced by the Industrial Revolution	1	A specific and correct influence is identified.	William Morris was influenced by the Industrial Revolution. This led him to do mass-production so he was able to make lots of products cheaply, as he wanted them to be affordable to everyone.	1	A specific and correct influence is identified, but the way in which the influence can be seen in the work is factually incorrect.	William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by using hand-crafted techniques to produce his own textile designs.	2	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in the designer's work (the production method) is given. (1 mark)	William Morris was influenced by the Industrial Revolution. He reacted against factory mass-produced designs by using hand-crafted techniques to produce his own textile designs. He used older techniques, such as using traditional vegetable dyes in his textiles.	3	A specific and correct influence is identified. (1 mark) A clear description of how the influence can be seen in the designer's work (the production method) is given. (1 mark) An additional point gives further detail on the techniques Morris used. (1 mark)	5
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						15														

Question	Specific marking instructions		Max marks		
Optional question – candidates select one from questions 8, 9, 10, 11, 12					
8.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this book cover design, referring to imagery, lettering and layout - give your opinion on who might be the target audience for this book cover design, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the designer’s use of imagery, lettering and layout. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Imagery</td><td> - the imagery is a random group of objects such as a wind-up fox, clock, key, blimp, children etc which creates a busy looking book cover - the imagery looks like a mixture of photographic (key/clock) and hand drawn (fox/house) imagery which creates a contrast in style - the imagery used for the houses/town is effective in suggesting a setting for the story - the airship/rocket with the dotted travel line is effective as it links with the idea of adventure mentioned in the tag line - the images all have drop shadows which makes the book cover appear 3 dimensional even though the imagery is flat and cartoon like - the orange fox contrasts with the complementary blue background creating a point of interest - the imagery is mainly subdued colours apart from the pop of warm orange/red in the fox, girl’s hair, woman’s blouse, and house’s roof which connects the imagery together - the imagery is inspired by Victorian and/or steampunk influences as seen in the old-fashioned clockwork, buildings and costumes any other justified comments regarding imagery. </td></tr></table>	Imagery	- the imagery is a random group of objects such as a wind-up fox, clock, key, blimp, children etc which creates a busy looking book cover - the imagery looks like a mixture of photographic (key/clock) and hand drawn (fox/house) imagery which creates a contrast in style - the imagery used for the houses/town is effective in suggesting a setting for the story - the airship/rocket with the dotted travel line is effective as it links with the idea of adventure mentioned in the tag line - the images all have drop shadows which makes the book cover appear 3 dimensional even though the imagery is flat and cartoon like - the orange fox contrasts with the complementary blue background creating a point of interest - the imagery is mainly subdued colours apart from the pop of warm orange/red in the fox, girl’s hair, woman’s blouse, and house’s roof which connects the imagery together - the imagery is inspired by Victorian and/or steampunk influences as seen in the old-fashioned clockwork, buildings and costumes any other justified comments regarding imagery.	8
Imagery	- the imagery is a random group of objects such as a wind-up fox, clock, key, blimp, children etc which creates a busy looking book cover - the imagery looks like a mixture of photographic (key/clock) and hand drawn (fox/house) imagery which creates a contrast in style - the imagery used for the houses/town is effective in suggesting a setting for the story - the airship/rocket with the dotted travel line is effective as it links with the idea of adventure mentioned in the tag line - the images all have drop shadows which makes the book cover appear 3 dimensional even though the imagery is flat and cartoon like - the orange fox contrasts with the complementary blue background creating a point of interest - the imagery is mainly subdued colours apart from the pop of warm orange/red in the fox, girl’s hair, woman’s blouse, and house’s roof which connects the imagery together - the imagery is inspired by Victorian and/or steampunk influences as seen in the old-fashioned clockwork, buildings and costumes any other justified comments regarding imagery.				

Question			Specific marking instructions	Max marks
			Lettering - the main title is large and in capital letters which makes it easy to read - the main title is in a simple, serif font making it easy to read - the main lettering is coloured black which contrasts with the white background, allowing it to stand out - all lettering on the book cover is in the same font, unifying the design - the author’s name is the only lettering to not be inside a banner, separating it from the title and tag line of the book - the author’s name is in yellow which stands out against the blue background - the font has a hand-written feel to it, as it is imperfect which makes the book seem more personal, like a diary any other justified comments regarding lettering.	
			Layout - the lettering is centrally aligned giving an orderly appearance amongst the busy imagery - the number of images layered on top of one another and tightly placed in the centre creates a busy layout - the main imagery circles the main title in the middle, creating a focal point - the title, tag line and series name are all enclosed in banners, creating a frame which draws your attention to the words - the imagery and lettering are all layered which adds depth and makes it look like a collage - the central clock is a circle, which acts as a leading line connecting all the imagery together - there is a border of lines around the perimeter of the cover which frames the imagery any other well justified comments layout.	

Question			Specific marking instructions	Max marks		
			A maximum of 2 marks may be awarded for justified personal opinions on who might be the target audience for this book cover design. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on who might be the target audience for this book cover design</td><td> • children with an interest in adventure novels could be the target audience as the two children look like they are running from danger which suggests a fast-paced, thrilling book • children could be a target audience, due to the illustrated drawings/cartoon styled imagery on the cover • the book cover could appeal to readers of mystery novels as the imagery of the key suggests unlocking a secret • the author's name stands out on the cover so fans of the author could be the target audience • a parent could be attracted to reading this book to their children because of the exciting imagery • schools and libraries could be the target audience because the cover has visual impact and could attract those that don't like to read • any other justified opinions on who might be the target audience for this book cover design. </td></tr></table>	Personal opinion on who might be the target audience for this book cover design	• children with an interest in adventure novels could be the target audience as the two children look like they are running from danger which suggests a fast-paced, thrilling book • children could be a target audience, due to the illustrated drawings/cartoon styled imagery on the cover • the book cover could appeal to readers of mystery novels as the imagery of the key suggests unlocking a secret • the author's name stands out on the cover so fans of the author could be the target audience • a parent could be attracted to reading this book to their children because of the exciting imagery • schools and libraries could be the target audience because the cover has visual impact and could attract those that don't like to read • any other justified opinions on who might be the target audience for this book cover design.	2
Personal opinion on who might be the target audience for this book cover design	• children with an interest in adventure novels could be the target audience as the two children look like they are running from danger which suggests a fast-paced, thrilling book • children could be a target audience, due to the illustrated drawings/cartoon styled imagery on the cover • the book cover could appeal to readers of mystery novels as the imagery of the key suggests unlocking a secret • the author's name stands out on the cover so fans of the author could be the target audience • a parent could be attracted to reading this book to their children because of the exciting imagery • schools and libraries could be the target audience because the cover has visual impact and could attract those that don't like to read • any other justified opinions on who might be the target audience for this book cover design.					
				10		

Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 8, 9, 10, 11, 12							
9.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this scooter design, referring to fitness for purpose, style and materials - give your opinion on who might be the target market for this scooter design, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the designer’s use of fitness for purpose, style and materials. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Fitness for purpose</td><td> - the seat is cushioned which will provide more comfort to the user when driving it - the seat has a dip where the user sits, this is more ergonomic which makes the Vespa fit for purpose - the scooter has a light between the handlebars making it suitable to be used at night - the handlebars provide balance making it stable for the user - the handlebar display provides easily accessible information on speed and battery life for the rider when they are using the scooter - there are footrests at the side of the scooter for the user to put their feet on whilst driving - at the back of the seat is a chrome bar, this provides a place for the passenger to hold on to aiding balance and safety - the scooter is electric making it more economical and environmentally friendly - there is an integrated stand to keep it stable when it is parked - the charging cable is extendable allowing it to be charged from a distance any other justified comments regarding fitness for purpose. </td></tr><tr><td>Style</td><td> - the Vespa has a sleek, modern style due to the shiny, metallic finish of the body - the cool silver/blue tones and metallic finish create a contemporary style - the limited colour palette of black, silver and blue create a minimalist style - the shiny silver body and repeated curves create a space age/futuristic style - the strips of blue on the wheels, body and seat look like ‘go faster’ stripes, creating a racing style - the computer display on the handlebar creates a high-tech style any other justified comments regarding style. </td></tr></table>	Fitness for purpose	- the seat is cushioned which will provide more comfort to the user when driving it - the seat has a dip where the user sits, this is more ergonomic which makes the Vespa fit for purpose - the scooter has a light between the handlebars making it suitable to be used at night - the handlebars provide balance making it stable for the user - the handlebar display provides easily accessible information on speed and battery life for the rider when they are using the scooter - there are footrests at the side of the scooter for the user to put their feet on whilst driving - at the back of the seat is a chrome bar, this provides a place for the passenger to hold on to aiding balance and safety - the scooter is electric making it more economical and environmentally friendly - there is an integrated stand to keep it stable when it is parked - the charging cable is extendable allowing it to be charged from a distance any other justified comments regarding fitness for purpose.	Style	- the Vespa has a sleek, modern style due to the shiny, metallic finish of the body - the cool silver/blue tones and metallic finish create a contemporary style - the limited colour palette of black, silver and blue create a minimalist style - the shiny silver body and repeated curves create a space age/futuristic style - the strips of blue on the wheels, body and seat look like ‘go faster’ stripes, creating a racing style - the computer display on the handlebar creates a high-tech style any other justified comments regarding style.	8
Fitness for purpose	- the seat is cushioned which will provide more comfort to the user when driving it - the seat has a dip where the user sits, this is more ergonomic which makes the Vespa fit for purpose - the scooter has a light between the handlebars making it suitable to be used at night - the handlebars provide balance making it stable for the user - the handlebar display provides easily accessible information on speed and battery life for the rider when they are using the scooter - there are footrests at the side of the scooter for the user to put their feet on whilst driving - at the back of the seat is a chrome bar, this provides a place for the passenger to hold on to aiding balance and safety - the scooter is electric making it more economical and environmentally friendly - there is an integrated stand to keep it stable when it is parked - the charging cable is extendable allowing it to be charged from a distance any other justified comments regarding fitness for purpose.						
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Question			Specific marking instructions	Max marks				
			<table><tr><td>Materials</td><td> - the rubber on the handlebars provides better grip for the user making the user feel safer - the rubber material used for the wheels is strong and durable, giving it good grip on a variety of terrain - the thick rubber on the wheels could act as a shock absorber, creating a smoother ride for the user - the chrome accents on the wing mirrors and rear handlebar adds a luxury feel to the design - the steel creates a strong, heavy frame which makes the product more durable - the leather seat is water resistant and easy to clean any other justified comments regarding materials. </td></tr></table> A maximum of 2 marks may be awarded for giving justified personal opinions on who might be the target market for this scooter. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on who might be the target market for this scooter</td><td> - people who live in city centres could buy this scooter because it is compact and therefore easy to manoeuvre in busy city traffic - people with an interest in being eco-friendly might buy this because it is electric and therefore more environmentally friendly than petrol scooters - this scooter could appeal to all genders as it is a neutral colour in silver - due to the expensive look created by the materials, this could appeal to people who have a disposable income and like quality items - the design is modern looking due to the metallic finishes which may appeal to a young, contemporary target market - this design resembles the original style of a Vespa, so it could appeal to Vespa enthusiasts any other justified opinions on who might be the target market for this scooter. </td></tr></table>	Materials	- the rubber on the handlebars provides better grip for the user making the user feel safer - the rubber material used for the wheels is strong and durable, giving it good grip on a variety of terrain - the thick rubber on the wheels could act as a shock absorber, creating a smoother ride for the user - the chrome accents on the wing mirrors and rear handlebar adds a luxury feel to the design - the steel creates a strong, heavy frame which makes the product more durable - the leather seat is water resistant and easy to clean any other justified comments regarding materials.	Personal opinion on who might be the target market for this scooter	- people who live in city centres could buy this scooter because it is compact and therefore easy to manoeuvre in busy city traffic - people with an interest in being eco-friendly might buy this because it is electric and therefore more environmentally friendly than petrol scooters - this scooter could appeal to all genders as it is a neutral colour in silver - due to the expensive look created by the materials, this could appeal to people who have a disposable income and like quality items - the design is modern looking due to the metallic finishes which may appeal to a young, contemporary target market - this design resembles the original style of a Vespa, so it could appeal to Vespa enthusiasts any other justified opinions on who might be the target market for this scooter.	2
Materials	- the rubber on the handlebars provides better grip for the user making the user feel safer - the rubber material used for the wheels is strong and durable, giving it good grip on a variety of terrain - the thick rubber on the wheels could act as a shock absorber, creating a smoother ride for the user - the chrome accents on the wing mirrors and rear handlebar adds a luxury feel to the design - the steel creates a strong, heavy frame which makes the product more durable - the leather seat is water resistant and easy to clean any other justified comments regarding materials.							
Personal opinion on who might be the target market for this scooter	- people who live in city centres could buy this scooter because it is compact and therefore easy to manoeuvre in busy city traffic - people with an interest in being eco-friendly might buy this because it is electric and therefore more environmentally friendly than petrol scooters - this scooter could appeal to all genders as it is a neutral colour in silver - due to the expensive look created by the materials, this could appeal to people who have a disposable income and like quality items - the design is modern looking due to the metallic finishes which may appeal to a young, contemporary target market - this design resembles the original style of a Vespa, so it could appeal to Vespa enthusiasts any other justified opinions on who might be the target market for this scooter.							
				10				

Question	Specific marking instructions		Max marks		
Optional question – candidates select one from questions 8, 9, 10, 11, 12					
10.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this hotel design, referring to sources of inspiration, materials and/or techniques and form - give your opinion on the visual impact of this hotel, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the designer’s use of sources of inspiration, materials and/or techniques and form. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Sources of inspiration</td><td> - inspiration could be nature as it looks like vines/branches overlapping each other and growing up the outside - it could be inspired by presents as it looks like a box or parcel wrapped up with string - the building has the feeling of mesh being stretched over the structure, influenced by nets - famous monuments such the Arc de Triomphe could be an inspiration due to the square top and arched shapes within - it could be inspired by a skeleton due to the white colour and the linear form which look similar to bones - it could be inspired by nature as the lines look like veins on a leaf - it could be inspired by spiders' webs due to the criss-crossed lines intersecting each other - the exoskeleton on the outside along the top of the hotel reminds me of different stadiums which also have exposed structure on the outside - origami may have been a source of inspiration due to the folded looking forms above the entrance any other justified comments regarding sources of inspiration. </td></tr></table>	Sources of inspiration	- inspiration could be nature as it looks like vines/branches overlapping each other and growing up the outside - it could be inspired by presents as it looks like a box or parcel wrapped up with string - the building has the feeling of mesh being stretched over the structure, influenced by nets - famous monuments such the Arc de Triomphe could be an inspiration due to the square top and arched shapes within - it could be inspired by a skeleton due to the white colour and the linear form which look similar to bones - it could be inspired by nature as the lines look like veins on a leaf - it could be inspired by spiders' webs due to the criss-crossed lines intersecting each other - the exoskeleton on the outside along the top of the hotel reminds me of different stadiums which also have exposed structure on the outside - origami may have been a source of inspiration due to the folded looking forms above the entrance any other justified comments regarding sources of inspiration.	8
Sources of inspiration	- inspiration could be nature as it looks like vines/branches overlapping each other and growing up the outside - it could be inspired by presents as it looks like a box or parcel wrapped up with string - the building has the feeling of mesh being stretched over the structure, influenced by nets - famous monuments such the Arc de Triomphe could be an inspiration due to the square top and arched shapes within - it could be inspired by a skeleton due to the white colour and the linear form which look similar to bones - it could be inspired by nature as the lines look like veins on a leaf - it could be inspired by spiders' webs due to the criss-crossed lines intersecting each other - the exoskeleton on the outside along the top of the hotel reminds me of different stadiums which also have exposed structure on the outside - origami may have been a source of inspiration due to the folded looking forms above the entrance any other justified comments regarding sources of inspiration.				

Question			Specific marking instructions	Max marks				
			<table><tr><td>Materials and/or techniques</td><td> • steel is used to create a strong frame for the building making it stable • steel is a strong durable material to withstand the elements and not corrode • steel is a fire resistant material so safe for building a hotel • large glass windows allow light to enter the building creating a bright interior • the glass windows would have to be carefully crafted to perfectly fit each area. This would be expensive and time consuming • aluminium is used to clad the building and this is an expensive material as it does not rust or corrode and it is long lasting • any other justified comments regarding materials and/or techniques. </td></tr><tr><td>Form</td><td> • the building has a simple cuboid form on the outside making it feel solid and secure • the towers and joining bridges loosely resemble the figure 8, which creates a very unusual and striking silhouette against the other square buildings • the hotel appears to be almost fluid in form in the middle which creates a sense of movement • the interior form is very angular and structured which contrasts the flat walls creating visual impact • the triangular forms of the exoskeleton mirror the triangular forms inside which unifies the design • any other justified comments regarding form. </td></tr></table>	Materials and/or techniques	• steel is used to create a strong frame for the building making it stable • steel is a strong durable material to withstand the elements and not corrode • steel is a fire resistant material so safe for building a hotel • large glass windows allow light to enter the building creating a bright interior • the glass windows would have to be carefully crafted to perfectly fit each area. This would be expensive and time consuming • aluminium is used to clad the building and this is an expensive material as it does not rust or corrode and it is long lasting • any other justified comments regarding materials and/or techniques.	Form	• the building has a simple cuboid form on the outside making it feel solid and secure • the towers and joining bridges loosely resemble the figure 8, which creates a very unusual and striking silhouette against the other square buildings • the hotel appears to be almost fluid in form in the middle which creates a sense of movement • the interior form is very angular and structured which contrasts the flat walls creating visual impact • the triangular forms of the exoskeleton mirror the triangular forms inside which unifies the design • any other justified comments regarding form.	
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			A maximum of 2 marks may be awarded for giving justified personal opinions on the visual impact of this hotel. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on the visual impact of this hotel</td><td> • the hotel creates visual impact due to its size and height compared to the other buildings around it • the white aluminium frame adds visual impact as it stands out against the surrounding buildings • the red wall contrasts with the neutral colours of the lobby which creates visual impact • visual impact is created by the holes in the middle of the building which is an unusual design choice • the lobby looks visually striking due to the height and/or unusual forms above the doors • any other justified opinions on the visual impact of this hotel. </td></tr></table>	Personal opinion on the visual impact of this hotel	• the hotel creates visual impact due to its size and height compared to the other buildings around it • the white aluminium frame adds visual impact as it stands out against the surrounding buildings • the red wall contrasts with the neutral colours of the lobby which creates visual impact • visual impact is created by the holes in the middle of the building which is an unusual design choice • the lobby looks visually striking due to the height and/or unusual forms above the doors • any other justified opinions on the visual impact of this hotel.	2		
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Question	Specific marking instructions		Max mark				
Optional question – candidates select one from questions 8, 9, 10, 11, 12							
11.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this necklace design, referring to sources of inspiration, materials and/or techniques and colour - give your opinion on the wearability of this necklace, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the designer’s use of sources of inspiration, materials and/or techniques and colour. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Sources of inspiration</td><td> - the necklace could be inspired by children as each sphere has a different toy in it - it could have been inspired by charm bracelets as it has a similar style with a collection of objects - it could be inspired by bubbles due to the spherical form and transparent material - the designer could have taken inspiration from thoughts or dreams as the spheres look like thought bubbles with ‘thoughts’ inside - the necklace could be inspired by the toy machines that have toys inside a plastic ball - it could be inspired by the designer Nora Fok due to the similar spherical forms used in the necklace - the necklace could be inspired by a collection of colourful balloons and/or bath bombs as the spheres look like they are floating any other justified comments regarding sources of inspiration. </td></tr><tr><td>Materials and/or techniques</td><td> - polyester is a lightweight material making the necklace light and easy to wear despite the size - the translucent material used for the spheres allows you to see objects inside - the material is very thin which may be fragile and therefore could break/damage more easily - the technique of heat setting will add strength to the thin material making it more durable - each sphere could be made individually before being put together which would be time consuming - the material looks like it’s not resistant to water and could lose its shape if worn outside in the rain any other justified comments regarding materials and/or techniques. </td></tr></table>	Sources of inspiration	- the necklace could be inspired by children as each sphere has a different toy in it - it could have been inspired by charm bracelets as it has a similar style with a collection of objects - it could be inspired by bubbles due to the spherical form and transparent material - the designer could have taken inspiration from thoughts or dreams as the spheres look like thought bubbles with ‘thoughts’ inside - the necklace could be inspired by the toy machines that have toys inside a plastic ball - it could be inspired by the designer Nora Fok due to the similar spherical forms used in the necklace - the necklace could be inspired by a collection of colourful balloons and/or bath bombs as the spheres look like they are floating any other justified comments regarding sources of inspiration.	Materials and/or techniques	- polyester is a lightweight material making the necklace light and easy to wear despite the size - the translucent material used for the spheres allows you to see objects inside - the material is very thin which may be fragile and therefore could break/damage more easily - the technique of heat setting will add strength to the thin material making it more durable - each sphere could be made individually before being put together which would be time consuming - the material looks like it’s not resistant to water and could lose its shape if worn outside in the rain any other justified comments regarding materials and/or techniques.	8
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Question			Specific marking instructions	Max marks				
			<table><tr><td>Colour</td><td> - the variety of colours creates a kaleidoscope effect which gives the necklace visual impact - the colours are reminiscent of coral reef giving an organic feel to the design - the solid primary-coloured spheres stand out against the transparent spheres creating visual impact - colour contrasts such as blue and red are used in some spheres to make the object inside stand out - some spheres use harmonious colours to link the object to the exterior creating a visually pleasing design - the white spheres have coloured pattern such as stripes and dots which makes them stand out - the colours are bold and childlike which mimics the theme of toys any other justified comments regarding colour. </td></tr></table> A maximum of 2 marks may be awarded for giving justified personal opinions on the wearability of this necklace. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on the wearability of this necklace</td><td> - the necklace does not have any fastenings, so it would be easy to put on and take off over the wearers head - even if it is large, it is lightweight and would be comfortable to wear - the design is bulky and covers the shoulders, so outer clothing cannot be worn with it - the necklace is delicate and can easily be damaged, so it is not a day-to-day piece of jewellery - the wearer would have to consider how they match their clothes with the necklace, as it has many different colours and patterns any other justified opinions on the wearability of this necklace. </td></tr></table>	Colour	- the variety of colours creates a kaleidoscope effect which gives the necklace visual impact - the colours are reminiscent of coral reef giving an organic feel to the design - the solid primary-coloured spheres stand out against the transparent spheres creating visual impact - colour contrasts such as blue and red are used in some spheres to make the object inside stand out - some spheres use harmonious colours to link the object to the exterior creating a visually pleasing design - the white spheres have coloured pattern such as stripes and dots which makes them stand out - the colours are bold and childlike which mimics the theme of toys any other justified comments regarding colour.	Personal opinion on the wearability of this necklace	- the necklace does not have any fastenings, so it would be easy to put on and take off over the wearers head - even if it is large, it is lightweight and would be comfortable to wear - the design is bulky and covers the shoulders, so outer clothing cannot be worn with it - the necklace is delicate and can easily be damaged, so it is not a day-to-day piece of jewellery - the wearer would have to consider how they match their clothes with the necklace, as it has many different colours and patterns any other justified opinions on the wearability of this necklace.	2
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Question	Specific marking instructions		Max marks				
Optional question – candidates select one from questions 8, 9, 10, 11, 12							
12.		Candidates’ responses can be credited in a number of ways up to a maximum of 10 marks. This question asks candidates to: - comment on this one-piece suit, referring to wearability, materials and target market - give your opinion on the effectiveness of the one-piece suit, with two justified reasons. Marks can be awarded for relevant substantiated comments or points relating to the designer’s use of wearability, materials and target market. 1 mark should be awarded for each relevant point made up to the maximum of 8 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Wearability</td><td> - the bright yellow and black makes the wearer more visible as the suit stands out from a distance - the black zips against the yellow fabric make them easy to see for the user in low visibility - the braces inside help keep the trousers up but still allow the jacket to be unzipped if the wearer gets too warm - there are lots of different pockets and compartments to keep personal possessions safe on your person - there are pockets inside to keep possessions or drinks safe from the elements - the suit is bulky therefore could be difficult to remove in bad weather with gloves on or inside a tent/small space any other justified comments regarding wearability. </td></tr><tr><td>Materials</td><td> - the materials could be lightweight, so the wearer is not weighed down by a heavy outfit, especially if they are carrying equipment - goose down is very warm, so would keep the wearer warm in extreme cold conditions - ripstop nylon is a strong material and therefore more durable for outdoor wear - nylon is a water-resistant material so keeps the wearer dry in rain and snow - the materials used are soft and padded therefore it will be warm and comfortable to wear - the smooth surface of the material would allow snow and rain to run off easily making it suitable for mountain climates any other justified comments regarding materials. </td></tr></table>	Wearability	- the bright yellow and black makes the wearer more visible as the suit stands out from a distance - the black zips against the yellow fabric make them easy to see for the user in low visibility - the braces inside help keep the trousers up but still allow the jacket to be unzipped if the wearer gets too warm - there are lots of different pockets and compartments to keep personal possessions safe on your person - there are pockets inside to keep possessions or drinks safe from the elements - the suit is bulky therefore could be difficult to remove in bad weather with gloves on or inside a tent/small space any other justified comments regarding wearability.	Materials	- the materials could be lightweight, so the wearer is not weighed down by a heavy outfit, especially if they are carrying equipment - goose down is very warm, so would keep the wearer warm in extreme cold conditions - ripstop nylon is a strong material and therefore more durable for outdoor wear - nylon is a water-resistant material so keeps the wearer dry in rain and snow - the materials used are soft and padded therefore it will be warm and comfortable to wear - the smooth surface of the material would allow snow and rain to run off easily making it suitable for mountain climates any other justified comments regarding materials.	8
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Question			Specific marking instructions	Max marks				
			<table><tr><td>Target market</td><td> - explorers and mountain climbers as they will need the high level of protection given by this suit - the brand is expensive so would be bought by people serious about their activities with the ability to afford the outfit - skiers or snowboarders who need warmth when outside for long periods of time - emergency workers in mountainous regions who spend a lot of time outdoors and need protection from the elements - this suit would also be suitable for emergency workers carrying out search and rescue work due to the bright colour standing out against the landscape - customers who know The North Face as a brand and buy their other items of clothing because they like the quality any other justified comments regarding target market. </td></tr></table> A maximum of 2 marks may be awarded for giving justified personal opinions on the effectiveness of the one-piece suit. 1 mark should be awarded for each relevant point made up to the maximum of 2 marks in total. The table below gives examples of points which would gain marks. <table><tr><td>Personal opinion on the effectiveness of the one-piece suit</td><td> - the one-piece suit would retain more heat as there isn't a gap between 2 items of clothing (like a separate top and trousers) - the high neck and hood is effective in protecting the wearers face from the elements - the fitted cuffs around the wrists keep the snow/wet/wind out and your arms dry and warm - the outlet for cables on the front of the suit allow headphones to be connected to a device without exposing it to the elements any other justified opinions on the effectiveness of the one-piece suit. </td></tr></table>	Target market	- explorers and mountain climbers as they will need the high level of protection given by this suit - the brand is expensive so would be bought by people serious about their activities with the ability to afford the outfit - skiers or snowboarders who need warmth when outside for long periods of time - emergency workers in mountainous regions who spend a lot of time outdoors and need protection from the elements - this suit would also be suitable for emergency workers carrying out search and rescue work due to the bright colour standing out against the landscape - customers who know The North Face as a brand and buy their other items of clothing because they like the quality any other justified comments regarding target market.	Personal opinion on the effectiveness of the one-piece suit	- the one-piece suit would retain more heat as there isn't a gap between 2 items of clothing (like a separate top and trousers) - the high neck and hood is effective in protecting the wearers face from the elements - the fitted cuffs around the wrists keep the snow/wet/wind out and your arms dry and warm - the outlet for cables on the front of the suit allow headphones to be connected to a device without exposing it to the elements any other justified opinions on the effectiveness of the one-piece suit.	2
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				10				

[END OF MARKING INSTRUCTIONS]