

GCE

Design and Technology

Unit **F521/01/02**: Advanced Innovation Challenge

Advanced Subsidiary GCE

Mark Scheme for June 2015

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All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning of annotation
P	Point identified
S	Support of point
QWC	QWC as mark scheme
A vertical line	NOT RELEVANT

Here are the subject specific instructions for this question paper

02 Paper F521

Two outline presentations to an expert/ panel will be presented; answers will be in the form of written material supported by annotated sketches. (10 Marks each). QWC is assessed in P and S.

P and S are annotated on script where found, the only other annotation that can be included is the use of a vertical line against anything that is completely irrelevant to question.

P relevant points/issues raised up to 4 marks

Points must cover each bullet point within question and relate specifically to their product and the overriding question.

One bullet point or one relevant point 1 mark

Two bullets points or one bullet point and one relevant point 2 marks

All three bullets points or two bullet points and one relevant point 3 marks

All three bullets points **and** one further **relevant** point 4 marks

S supporting example and/or sketches up to 3 marks

Must relate to the three bullet points but does not need to cover all

QWC quality of written communication up to 3 marks (this is not annotated on paper as it is an overview of whole discussion)

QWC Level descriptors

- 3 marks: Presents information and arguments in a clear and concise manner, using appropriate technical phrases and high quality written communication skills.
- 2 marks: Presents information and arguments in a reasonably clear and concise manner, with limited use of technical phrases and reasonable written communication skills.
- 1 mark: Presents information and arguments in a manner that lacks a clear and concise approach, with little or no use of technical phrases and basic written communication skills.

Use the whole mark range, including maximum marks or zero where appropriate.

1	<p>Discussion may include (these points must be relevant to the product and all three bullet points must be addressed):</p> <p>Users and target market identified. Discussion of potential markets, fashion and trends and how end users can be attracted to purchase or use a product.</p> <p>A marketing (strategy) will be more than just advertising and some timescales should be mentioned and ideas should be suitable for the product designed and the scale of production.</p> <p>Product use and the feasibility of the product, comparisons with other products, specific marketing techniques – e.g. soft launch, BOGOF, trials, celebrity endorsements, advertising static and dynamic forms etc, could be a pitch to council, seasonal advertising.</p> <p>The importance of visual impact to attract interest/sales aesthetics, colour and fashion trends. Marketing the products USPs.</p> <p>Scale of production and commercial viability of product and volume of sales.</p> <p>Details of chosen marketing techniques and cost implications suitable.</p>	<p>Discussion must relate specifically to the product, a maximum of one P and one S for generic discussion about marketing or unsuitable methods.</p>
2	<p>Discussion may include (these points must be relevant to the product and all three bullet points must be addressed):</p> <p>Type of product, likely demand. Product use and the feasibility of the product, comparisons with other products, capital, premises, tooling labour skills, economy of scale.</p> <p>Specific materials and methods of production for their product and this level of production.</p> <p>Use of standardised components, stock control, JIT, CAM, one off, jigs and templates for batches, automated production.</p> <p>Scale of production and commercial viability of product.</p> <p>Modifications to product or its components that make it easier to batch or mass produce.</p>	

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