



General Certificate of Education

**Design and Technology:
Product Design (3-D Design)
5551**

PD3D Design and Market Influences

Report on the Examination

2007 examination – June series

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General

There was a general improvement in the presentation and detail of candidate scripts reflecting the adoption of more comprehensive revision and preparation programmes. It would seem a number of centres have advised candidates to attempt question 2 first as this carried the most marks, and then attempt question 1 in any remaining time. On the whole, answers for Question 1 were sufficient for the mark allocation and in total appropriately utilised only about one and a half to two sides of the answer booklet.

However, although it seems that although centres had prepared candidates in the general approach to the exam, many had not addressed the essential additional information presented on the theme paper issued in the spring term. Therefore, a disappointing number did not include modern materials and technology within their designs for question 2.

A small number of candidates used the 8 page answer booklet and/or the back of the two A3 sheets in answering question 2. This is not good practice as candidates should aim for high quality work on one side of each of the A3 sheets only.

Question 1

- (a) (i) This was generally well answered with candidates clearly understanding what moodboards were. However, only a small number gave full answers to explain how they are actually used in the design process.
- (ii) Most answers described that thumbnail/quick sketches are used to generate design ideas and are used later in the development process. However, quite a number of answers were very basic and repeated the question or made simple, obvious points.
- (iii) In the main, this was answered satisfactorily but quite a lot of candidates confused a 3D rendering with a physical block model. Again, many answers simply repeated or rephrased the question.
- (b) (i) The majority of candidates recognised that the 16-21 age group would generally have a lower income and therefore cost would be an important factor. Many good answers referred to fashions and trends or activities associated with the target market and explained how this might affect specific design features.
- (ii) There were some excellent answers for ergonomics and anthropometrics explaining the need for adjustable items, a range of sizes, avoidance of pinch points or heavy materials and components. Some were surprisingly unfamiliar with the terms and described aesthetic factors, more appropriate for answers in part b (i).

Question 2

- (a) The vast majority of candidates presented five or more ideas which illustrated a range of feasible solutions. There was a wide variety of ideas (shape, style, type) in many responses with only a very small number presenting simple variations of one or two concepts.
- (b) (i) There was a variety of graphic media used to convey solutions and ideas were normally well annotated. Most candidates made use of colour and/or tone. Some candidates made particularly effective and sensitive use of markers and fine line pens. Although most candidates used colour, this was sometimes done in a haphazard and basic manner-‘colouring in’ rather than adopting a more subtle and time efficient approach. This made a clear differentiation between different levels of responses.
- (ii) This was well answered by candidates who had researched modern technology in preparing for this examination. There were many examples of built in MP3s, LCD/LED message displays, innovative use of smart materials, original products such as ‘sweetheart’ jewellery that would electronically interact in close proximity, and so on.
- (ii) Weaker answers listed a range of materials against individual parts of a drawing. Some of these materials were often inappropriate. Many candidates ignored the budget requirement on the specification and indicated that they would use precious gems and metals. Good answers adopted a more sophisticated approach, indicating a single specific material or component to each part and not repeating them over the range of ideas. Many candidates had clearly done some excellent research into components such as jewellery findings.
- (ii) This was often poorly answered. A number of candidates used a simple labelling system across the design ideas or the final drawing with little else to support their answer. Others produced drawings of manufacturing processes such as injection moulding but failed to explain them or link them to specific parts of their designs.
- (iii) Dimensioning was very well answered by most candidates.
- (iv) There were a wide variety of responses but most answers picked up at least 4 marks for stating two specific finishes. Better answers described the application of finishes such as enamels and justified why they were used.
- (v) Many candidates gained good marks here, using the specification as a checklist. In the majority of cases, the drawings and annotation were sufficient evidence of meeting the requirements of the specification. Some candidates wrote a lengthy summary of how they had met the specification but this was often not necessary. The time spent doing this might have been better utilised elsewhere in the paper.

Quality of written communication.

This was generally good with most candidates gaining at least 2 marks and many gaining the maximum 4.

Mark Ranges and Award of Grades

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<http://www.aqa.org.uk/over/stat.html>