



National
Qualifications
2015

2015 Art and Design

New Higher

Finalised Marking Instructions

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General Marking Principles for Higher Art and Design

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this paper. These principles must be read in conjunction with the detailed marking instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must always be assigned in line with these General Marking Principles and the Detailed Marking Instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c) If a specific 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.
- (d) It is possible that some candidates could have studied artists and designers that are not known to the Marker. In such cases, Markers are expected to research the artists/designers before marking the response.
- (e) The questions are designed to allow as broad a range of responses as possible, taking account of the varied scope for learning about artists' and designers' work and practice across the Course. Markers should consider the extent to which the candidate's response demonstrates their knowledge and understanding of art and design content and context.
- (f) No marks should be awarded for simply repeating information from the legend. Where candidates develop this information in their answer, credit can be given for that development.
- (g) All questions require candidates to respond in an extended response format. Mark allocations may be fully accessed whether responses are provided in continuous prose, linked statements or a series of developed points.
- (h) Points do not need to be made in any particular order, and candidates may provide a number of developed points or a smaller number of points in depth, or a combination of these.
- (i) Marks are awarded only for a valid response to the question asked. For example, in response to questions that ask candidates to:
 - Describe, they must provide a statement or structure of characteristics and/or features.
 - Explain, they must relate cause and effect and/or make relationships between things clear.
 - Discuss, they must communicate ideas and information on a subject.
- (j) In the Expressive Art Studies questions, where the term 'artist' is used it should be interpreted in its broadest sense, covering painting, printmaking, photography, sculpture, installation, animation, film and video etc. It is acceptable for candidates to refer to groups of artists rather than individuals, eg art movements or artists who work in pairs/groups such as Surrealism, the Boyle family.
In the Design Studies questions, the term 'designer' should also be inclusive of any form of design. It is acceptable for candidates to refer to design movements, pairs/groups of designers such as Art Deco, Alessi or Timorous Beasties or collections of designs (particularly in fashion/textiles answers) such as The Pirate Collection by Westwood.

Detailed Marking Instructions - Section 1 EXPRESSIVE ART STUDIES

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
1.	(a)	6	<p>Candidate responses can be credited in a number of ways. All points must relate to the question posed.</p> <p>Part (a) asks candidates to describe the artist's choice of media and use of form.</p> <p>1 mark should be awarded for any valid description of these features up to a maximum of 6 marks in total.</p>	<p>Description of the artist's <i>choice of media</i> and <i>use of form</i> in the work might include the following points:</p> <p>Choice of media</p> <ul style="list-style-type: none"> • fine carving of the limestone • durable choice of materials • stone and stucco help to create a strong structure • highly skilled carving and painting <p>Any other valid points describing the artist's <i>choice of media</i> in the work.</p> <p>Use of form</p> <ul style="list-style-type: none"> • realistic and life like • creates a regal appearance • strong form created by crown/headpiece • overall form of the artwork is elegant • form creates a striking appearance <p>Any other valid points describing the artist's <i>use of form</i> in the work.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
	(b)	4	<p>Candidate responses for part (b) must include both valid and justified comments to gain full marks.</p> <p>1 mark should be awarded for any valid explanation up to a maximum of 4 marks. The remaining marks should be awarded for any valid justification of the explanations, 1 mark for each justified point up to a maximum of 4 marks.</p>	<p>Explanation of ways in which the combined choice of media and use of form contribute to the overall <i>visual impact</i> of the work might include the following points:</p> <ul style="list-style-type: none"> • dramatic pose and impressive structure combined with life like colour • detailed level of finish created by fine carving and careful application of paint creates a life like look • realistic form and application of paint allows us to come face to face with this Egyptian Queen • elegance is created through refined detail in makeup and colourful jewelled collar <p>Any other valid points of explanation. Note that for a mark to be awarded, the point of explanation must relate to ways in which the combined choice of media and use of form contribute to the <i>overall visual impact</i> of the work.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
2.	(a)	6	<p>Candidate responses can be credited in a number of ways. All points must relate to the question posed.</p> <p>Part (a) asks candidates to describe the artist's use of colour <u>and</u> composition.</p> <p>1 mark should be awarded for any valid description of these features up to a maximum of 6 marks in total.</p>	<p>Description of the artist's use of <i>colour</i> and <i>composition</i> in the work might include the following points:</p> <p>Use of colour</p> <ul style="list-style-type: none"> • bright/rainbow colours are attention grabbing • choice of colour relates to theme of sweets • high intensity of saturated colours • predominant use of primary colours • black background acts as effective contrast <p>Any other valid points describing the artist's use of colour in the work.</p> <p>Use of composition</p> <ul style="list-style-type: none"> • very busy composition • balanced around the central form without a single focal point • complex with many crossing diagonals • repeating ellipses and strong verticals • very low view point <p>Any other valid points describing the artist's <i>use of composition</i> in the work.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
	(b)	4	<p>Candidate responses for part (a) (ii) must include both valid and justified comments to gain full marks.</p> <p>1 mark should be awarded for any valid explanation up to a maximum of 4 marks. The remaining marks should be awarded for any valid justification of the explanations, 1 mark for each justified point up to a maximum of 4 marks.</p>	<p>Explanation of ways in which the combined use of <i>colour</i> and <i>composition</i> contribute to the overall success of the work might include the following points:</p> <ul style="list-style-type: none"> • strong colour and busy composition creates high visual impact • variety of colourful patterns and very dynamic composition creates a fun and exciting look • bright colour and crowded composition is almost too much to take in • dramatic low view point and bright colour creates the feeling of being like a child in a sweet shop <p>Any other valid points of explanation. Note that for a mark to be awarded, the point of explanation must relate to ways in which the combined use of <i>colour</i> and <i>composition</i> contribute to the <i>overall success</i> of the work.</p>

Information on Question 3 and 4

Question	Max Mark	General Marking Instructions	Specific Marking Instructions
		<p>Candidates will respond to either Question 3 or Question 4.</p> <p>When candidates are asked to 'discuss' this means that they need to communicate ideas and information on a subject. The purpose of the statement is to require candidates to select appropriately from their body of knowledge and understanding about specific art works(s) and the influence of social, cultural and/or other factors on the art work.</p>	<p>Candidate responses can be based on discussing any genre of work (2D and/or 3D). These questions are designed to allow candidates to demonstrate breadth and/or depth of knowledge and understanding about artists' work and practice.</p> <p>Marks can be credited in a number of ways. For example, candidates can access full marks by referring in greater detail to an artist and associated art work, or by referring to the works of a larger number of artists/art works. Where a number of points are made, these do not need to be in any particular order. Candidates may provide a number of separate points or a smaller number of developed points, or a combination of these.</p> <p>The choice of art work(s) must have relevance to the statement provided, to ensure that candidates are drawing selectively upon their body of knowledge and understanding.</p> <p>Candidates do not need to explain the relevance of their selection.</p> <p>If candidate responses reference art works or art movements that are not known to the marker, the marker must research the artists before marking the response.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
3.	(a)	10	<p>To gain maximum marks candidates must successfully respond to all features of the question. Candidates will:</p> <p>Select art work(s) that are relevant to the statement: Every artwork tells a story. Discuss the artist's(s') use of <i>sources of inspiration/information and/or mood/atmosphere</i> in the art work(s). (10 marks)</p>	<p>Up to a maximum of 10 marks:</p> <p>1 mark should be awarded for each clear and relevant idea or point of information. Any of these can then be developed for additional marks.</p> <p>Additional information on awarding marks for this question is provided in the General Marking Principles.</p>
	(b)	10	<p>Explain the influence of social, cultural and/or other factors on any of the <u>art work(s) discussed</u>. (10 marks)</p>	<p>Up to a maximum of 10 marks:</p> <p>1 mark should be awarded for each clear and relevant point of explanation. Any of these can then be developed for additional marks.</p> <p>Additional information on awarding marks for this question is provided in the General Marking Principles.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
4.	(a)	10	<p>To gain maximum marks candidates must successfully respond to all features of the question. Candidates will:</p> <p>Select art work(s) that are relevant to the statement: <i>Art is an experience.</i> Discuss the artist's(s') use of <i>subject matter and/or use of shape/form</i> in the art work(s). (10 marks)</p>	<p>Up to a maximum of 10 marks:</p> <p>1 mark should be awarded for each clear and relevant idea or point of information. Any of these can then be developed for additional marks.</p> <p>Additional information on awarding marks for this question is provided in the General Marking Principles.</p>
	(b)	10	<p>Explain the influence of social, cultural and/or other factors on any of the art work(s) discussed. (10 marks)</p>	<p>Up to a maximum of 10 marks:</p> <p>1 mark should be awarded for each clear and relevant point of explanation. Any of these can then be developed for additional marks.</p> <p>Additional information on awarding marks for this question is provided in the General Marking Principles.</p>

Section 2 DESIGN STUDIES

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
5.	(a)	6	<p>Candidate responses can be credited in a number of ways. All points must relate to the question posed.</p> <p>Part (a) asks candidates to describe the designer's use of <i>colour</i> and <i>layout</i></p> <p>1 mark should be awarded for any valid description of these features up to a maximum of 6 marks in total.</p>	<p>Description of the designer's <i>use of colour</i> and <i>layout</i> on the design might include the following points:</p> <p>Colour</p> <ul style="list-style-type: none"> • cool calm blues create a sense of an effortless journey • dark blue colour indicates night travel - the Night Scotsman • warm colours indicate the strength and power of the engine room • simplified warm and cool colour scheme enhances the relaxed charm and excitement of travelling at night • use of contrast white connects image to information <p>Any other valid points describing the designer's <i>use of colour</i> in the work</p> <p>Layout</p> <ul style="list-style-type: none"> • diagonal format pointing north indicates the direction and movement of the train • diagonal is repeated in the form of the train, rail tracks, telegraph poles and undulating typography • variety of text in text box at foot has clear information relating to all relevant aspects of the journey • text is clearly defined, functional and informative re-affirms the theme of night-time travel <p>Any other valid points describing the designer's <i>use of layout</i> in the work</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
	(b)	4	<p>Candidate responses for part (b) must include both valid and justified comments to gain full marks.</p> <p>1 mark should be awarded for any valid explanation up to a maximum of 4 marks. The remaining marks should be awarded for any valid justification of the explanations, 1 mark for each justified point up to a maximum of 4 marks.</p>	<p>Explanation of ways in which the combined <i>use of colour and layout</i> contribute to <u>making this design fit for purpose</u> might include the following points:</p> <ul style="list-style-type: none"> • the smooth flat colours and gradual diagonals highlight the effortless almost dreamy progress of the train • the order and calm of the colour and layout would be appealing to customers/travellers • simple colour of text and clear layout communicate the necessary information • calm colour and ordered layout would give potential passengers' peace of mind <p>Any other valid point of explanation. Note that for a mark to be awarded the point of explanation must relate to ways in which the combined <i>use of colour and layout</i> contribute to the fitness for purpose of this work.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
6.	(a)	6	<p>Candidate responses can be credited in a number of ways. All points must relate to the question posed.</p> <p>Part (a) asks candidates to describe the designer's <i>use of materials</i> and consideration of <i>function</i> in the design.</p> <p>1 mark should be awarded for any valid description of these features up to a maximum of 6 marks in total.</p>	<p>Description of the designer's <i>use of materials</i> and <i>consideration of function</i> in the design might include the following points:</p> <p>Use of materials</p> <ul style="list-style-type: none"> • use of inexpensive materials which may be readily available in many areas of the world • use of light-weight materials, easy to transport • simply constructed from basic materials with few components • addition of plastic padding for comfort <p>Any other valid points describing the designer's use of materials in the work.</p> <p>Function</p> <ul style="list-style-type: none"> • designed and made for user comfort • easy and quick to change function making it versatile • padding and ergonomic structure protect the user from injury • multi-functional <p>Any other valid points describing the designer's use of function in the work.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
	(b)	4	<p>Candidate responses for part (b) must include both valid and justified comments to gain full marks.</p> <p>1 mark should be awarded for any valid explanation up to a maximum of 4 marks. The remaining marks should be awarded for any valid justification of the explanations, 1 mark for each justified point up to a maximum of 4 marks.</p>	<p>Explanation of ways in which the combination of <i>use of materials</i> and <i>consideration of function</i> contribute to making the design appealing to any specific target market might include the following points:</p> <ul style="list-style-type: none"> • the inexpensive materials and multi-functional aspect make this design versatile for use in developing countries • readily available materials and adaptability make it easy to mass produce/store • the light-weight materials and easy method of changing structure, make it very attractive/accessible to a range of users • ergonomically comfortable as the load is distributed on the shoulder and at the back, supported by softer material • structure and materials make this safe for workers to use, and could prevent injury from carrying heavy loads <p>Any other valid points of explanation. Note that for a mark to be awarded the point of explanation must relate to ways in which the combination of <i>use of materials</i> and <i>function</i> contribute to the appeal for any specific target market.</p>

Information on Question 7 and 8

Question	Max Mark	General Marking Instructions	Specific Marking Instructions
		<p>Candidates will respond to either Question 7 or Question 8.</p> <p>When candidates are asked to ‘discuss’ this means that they need to communicate ideas and information on a subject. The purpose of the statement is to require candidates to select appropriately from their body of knowledge and understanding about specific design works(s) and the influence of social, cultural and/or other factors on the design work.</p>	<p>Candidate responses can be based on discussing any genre of work (2D and/or 3D). These questions are designed to allow candidates to demonstrate breadth and/or depth of knowledge and understanding about designers’ work and practice.</p> <p>Marks can be credited in a number of ways. For example, candidates can access full marks by referring in greater detail to a designer and associated design work, or by referring to the works of a larger number of designers/design works. Where a number of points are made, these do not need to be in any particular order. Candidates may provide a number of separate points or a smaller number of developed points, or a combination of these.</p> <p>The choice of design work(s) must have relevance to the statement provided, to ensure that candidates are drawing selectively upon their body of knowledge and understanding.</p> <p>Candidates do not need to explain the relevance of their selection.</p> <p>If candidate responses reference design works or design movements that are not known to the marker, the marker must research the artists before marking the response.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
7.	(a)	10	<p>To gain maximum marks candidates must successfully respond to all features of the question. Candidates will:</p> <p>Select design work(s) that are relevant to the statement: <i>Good design keeps the user happy.</i> Discuss the designer's(s') awareness of <i>target market</i> and/or use of <i>one significant visual element</i> in the design work(s). (10 marks)</p>	<p>Up to a maximum of 10 marks:</p> <p>1 mark should be awarded for each clear and relevant idea or point of information. Any of these can then be developed for additional marks.</p> <p>Additional information on awarding marks for this question is provided in the General Marking Principles</p>
	(b)	10	<p>Explain the influence of social, cultural and/or other factors on any of the design work(s) discussed. (10 marks)</p>	<p>Up to a maximum of 10 marks:</p> <p>1 mark should be awarded for each clear and relevant point of explanation. Any of these can then be developed for additional marks.</p> <p>Additional information on awarding marks for this question is provided in the General Marking Principles.</p>

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
8.	(a)	10	<p>To gain maximum marks candidates must successfully respond to all features of the question. Candidates will:</p> <p>Select design work(s) that are relevant to the statement: <i>Good design is obvious.</i> Discuss the designer's(s') <i>consideration of function and/or choice of materials</i> in the design work(s). (10 marks)</p>	<p>Up to a maximum of 10 marks:</p> <p>1 mark should be awarded for each clear and relevant idea or point of information. Any of these can then be developed for additional marks.</p> <p>Additional information on awarding marks for this question is provided in the General Marking Principles.</p>
	(b)	10	<p>Explain the influence of social, cultural and/or other factors on any of the design work(s) discussed. (10 marks)</p>	<p>Up to a maximum of 10 marks:</p> <p>1 mark should be awarded for each clear and relevant point of explanation. Any of these can then be developed for additional marks.</p> <p>Additional information on awarding marks for this question is provided in the General Marking Principles.</p>

[END OF MARKING INSTRUCTIONS]