



National
Qualifications
2014

2014 Art and Design

National 5

Finalised Marking Instructions

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General Marking Principles for National 5 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/Principal Assessor.
- (d) 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.
- (e) Markers should consider the extent to which the candidate's response demonstrates their knowledge and understanding of art and design practice.
- (f) 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 artist has used a lot of red in the portrait’ would not gain a mark as it is simply descriptive, but

‘The artist has used a lot of red in the background of this portrait. This suggests to me that the subject is angry as we tend to associate red with this emotion’, would gain a mark, as this answer shows some understanding of the expressive potential and use of specific colour and a more analytical response.

- (g) 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.
- (h) When entering marks in Scoris, use the annotations as follows:

To denote 1 mark awarded

✓ 1

To denote a valid point where maximum marks have already been awarded

✓

To denote a candidate response where no marks have been awarded

0

Please ensure that No Response is entered where a candidate has not attempted a question (including all optional questions not selected)

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. Each section has two equally demanding parts.

The questions are designed to test candidates' ability to respond critically to images of visual arts and design products 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. This question assesses the candidates' ability to identify similarities and differences in artists'/designers' approaches with explicit reference to their use of visual/design elements and to make direct comparisons between identified examples of their work.

In these questions, candidates are expected to provide substantiated reasons to support their personal 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 these questions in the marking instructions table.

Candidates who discuss only one artist/designer in their answer have not fully answered the question and may only gain a maximum of 5 marks. Should this occur, answers should be marked according to the specific marking instructions for these questions. Candidates are expected to demonstrate their knowledge and understanding with reference to specific artworks/designs.

In SECTION 1, Expressive Art Studies, question 1, candidates will respond to the question by comparing two works of art with a common stimulus/theme.

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

In SECTION 2, Design Studies, question 7, candidates will respond to the question 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 the Design Studies questions, the term 'designer' 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 (eg Alessi or Timorous Beasties), and this is acceptable.

Optional questions (Q2-6 and Q8-12)

These questions require candidates to give a personal response to one selected image from a choice of supplied images. 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.

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.

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.

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

In SECTION 2, Design Studies, they will comment on an unfamiliar image, demonstrating understanding of specific design issues

Marking Instructions for each question

Section 1 - Expressive Art Studies

Question		Max Mark	General Marking Instructions	Specific Marking Instructions
1.		10	<p>All candidates will answer this question. Candidates are expected to demonstrate their knowledge and understanding with reference to two specific artworks.</p> <p>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.</p> <p>This question allows candidates to compare artists' approaches with explicit reference to specific elements. In the extended response, candidates will make direct comparisons between selected examples of artwork. They will also be asked to make a judgement on a specific issue. They will be required to give two reasons for their response.</p> <p>Candidates who discuss only one artist can only gain a maximum of 5 marks. Answers should be marked according to the specific marking instructions should this occur.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare each artist's use of :</p> <ul style="list-style-type: none"> • <i>subject matter</i> • <i>composition/arrangement</i> • <i>colour</i> <p>This will include a comparison of how the artist has used the selected elements. Candidates will also identify which of the two works they find most successful, and explain the reasons why.</p> <p>A maximum of 8 marks are available for comparing the two selected artworks. Appropriate answers here would include commenting on:</p> <ul style="list-style-type: none"> • the choice of subject matter and its effect on each work • the compositional techniques used and/or arrangement and the effect on the works • each artist's use of colour for expressive effect and how this has been achieved • any other well justified comments relating to subject matter, composition/arrangement and colour. <p>Candidates who have not responded on <i>subject matter, composition/arrangement</i> and <i>colour</i> cannot gain the full 8 marks available; at least one valid point must be made on each aspect of the question.</p> <p>A total of 2 marks are available for identifying which of the artworks the candidate considers to be most successful, giving two reasons. Marks should not be awarded for repeating earlier points, if these points have not been developed in any way.</p> <p>Where candidates' answers only discuss one artist in their answer, marks should be awarded as follows:</p> <p>A maximum of 3 marks are available for discussing artwork with reference to one artist's use of the specific elements.</p> <p>A maximum of 2 marks are available for explaining why they consider the artist's work successful, giving reasons.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
2.			10	<p>Candidates are asked to choose and respond to one other question from this section of the paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q2-6).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the artist's methods or approach to the subject and their use of specific elements give their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> comment on the work referring to subject matter, colour and pose give their opinion on the mood and atmosphere of the piece and two reasons <p>Marks can be awarded for relevant substantiated comments or points relating to the artist's approach to the painting. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for giving reasons for their personal opinion on the mood of the piece. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions								
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scale	<ul style="list-style-type: none">• comparison with the size of the actual objects• how it makes you look at ordinary things in a different way• can be climbed on• larger than life• correctly proportioned• any other well justified comments regarding the size of this sculpture												
form	<ul style="list-style-type: none">• simple• curved shape of spoon creates archway• natural and man-made forms• how the form fits the location• curved leads to focal point of cherry• any other well justified comments regarding the form of this sculpture												
colour	<ul style="list-style-type: none">• real colours of the objects• unusual to see coloured sculpture• adds to the appeal of the work• contrast with environment• bright red creates focal point• any other well justified comments regarding the use of colour												
Personal opinion	<ul style="list-style-type: none">• the fun element• bright and cheerful• realistic• surreal• childlike• some candidates may have an awareness of pop art• theme park style• any other justified reasons - either positive or negative												

Section 2 - Design Studies

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
7.			10	<p>All candidates will respond to this question. Candidates are expected to demonstrate their knowledge and understanding with reference to two specific designs.</p> <p>This question allows candidates to compare similarities and differences in designers' approaches/use of specific elements.</p> <p>In the extended response, candidates will make direct comparisons between identified examples of design work. They will also be asked to make a judgement on a specific issue. They will be required to give two reasons for their response.</p> <p>Depending on the specifics of the question, comments could include:</p> <ul style="list-style-type: none"> the techniques used to achieve a particular look the materials used in relation to the appearance achieved aesthetic considerations the style of the designs style – the sources of inspiration style – eg the use of colour, line, texture, form in the designs reference to design elements and the use of descriptive design vocabulary (eg in graphics: lettering, imagery, layout; in jewellery: construction techniques, statement jewellery, application of finishes, interpretation of a source of inspiration). <p>Candidates who discuss only one designer can only gain a maximum of 5 marks. Answers should be marked according to</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways.</p> <p>Candidates are asked to compare both designs in terms of:</p> <ul style="list-style-type: none"> <i>fitness for purpose</i> <i>style</i> <i>materials and/or techniques</i>. <p>This will include a comparison of how the designers have used the specified elements. Candidates will also identify which of the two designs they consider to be the most appealing and explain reasons why.</p> <p>Candidates' answers might include commenting on:</p> <ul style="list-style-type: none"> each design's fitness for purpose and how well this has been considered by the designers the style of each design and possible influences on the style how style has affected the appearance of each design materials and/or techniques used and their effect on the designs any other well justified comments relating to fitness for purpose, style and materials and/or techniques. <p>Candidates who have not responded on <i>fitness for purpose, style and materials and/or techniques</i> cannot gain the full 8 marks available; at least one valid point must be made on each aspect of the question.</p> <p>A maximum of 8 marks are available for comparing the designs. Where candidates only discuss one designer in their answer, marks should be awarded as follows:</p> <ul style="list-style-type: none"> A maximum of 3 marks are available for discussing a selected design with reference to the designer's use of the specified design elements. A maximum of 2 marks is available for identifying which of the designs is most appealing, giving reasons.

				the specific marking instructions should this occur.	
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions
8.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the designers' use of specific design elements give their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <ul style="list-style-type: none"> Candidates are asked to comment on the poster design referring to the designer's use of imagery, lettering and colour give their opinion on the effectiveness of the design <p>Marks can be awarded for relevant substantiated comments or points relating to the designer's use of imagery, lettering and colour. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions and justification of the effectiveness of the design. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions						
					<p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Imagery</td><td><ul style="list-style-type: none">• effect of the cropping of the figure• the representations of good and evil• the stylised images• simplification• detailed faces, flat costumes• narrative interpretation• there is humour in the imagery• background images• any other well justified comments regarding the use of imagery</td></tr><tr><td>Lettering</td><td><ul style="list-style-type: none">• the design of the lettering• the variety of different font styles• variation in scale• the placing of the lettering for maximum impact• colour of lettering• emphasis of title• attention grabbing• clarity of lettering• purpose of lettering• any other well justified comments regarding the use of lettering</td></tr><tr><td>Colour</td><td><ul style="list-style-type: none">• the limited colour scheme• effect of colour• contrast between black and white• the use of green to convey the ‘witch theme’• dominant use of black• colour symbolising good and evil• use of red in lips• subtle use of colour to emphasise the apparent innocence of white witch• any other well justified comments regarding the designer’s use of colour</td></tr></table>	Imagery	<ul style="list-style-type: none">• effect of the cropping of the figure• the representations of good and evil• the stylised images• simplification• detailed faces, flat costumes• narrative interpretation• there is humour in the imagery• background images• any other well justified comments regarding the use of imagery	Lettering	<ul style="list-style-type: none">• the design of the lettering• the variety of different font styles• variation in scale• the placing of the lettering for maximum impact• colour of lettering• emphasis of title• attention grabbing• clarity of lettering• purpose of lettering• any other well justified comments regarding the use of lettering	Colour	<ul style="list-style-type: none">• the limited colour scheme• effect of colour• contrast between black and white• the use of green to convey the ‘witch theme’• dominant use of black• colour symbolising good and evil• use of red in lips• subtle use of colour to emphasise the apparent innocence of white witch• any other well justified comments regarding the designer’s use of colour
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					Personal Opinion	<ul style="list-style-type: none"> • the style and readability • the visual impact • effective way of advertising an event • the simplicity of using flat forms with detail limited to facial features and hands • imaginative and effective use of visual elements • any other justified comment regarding the effectiveness of the design.

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
9.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the designers' use of specific design elements give their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> Comment on the effectiveness of the design, referring to fitness for purpose, decoration and form Give their own opinion as to how it compares to jugs used nowadays, justifying their reasons <p>Marks can be awarded for relevant substantiated comments or points relating to the fitness for purpose, decoration and form of the piece. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions and justification comparing the design with designs from today. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions								
					<p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Fitness for purpose</td><td><ul style="list-style-type: none">• For storing liquid• durability• as an ornament• for pouring liquid• filling• when would it be used• handle• stability• any other well justified comments regarding function</td></tr><tr><td>Decoration</td><td><ul style="list-style-type: none">• painted decoration• various patterns and textures• animals and symbols• fine painted lines• dots, lines, various shapes• images telling a story• colour• any other well justified comments regarding decoration</td></tr><tr><td>Form</td><td><ul style="list-style-type: none">• elegant neck• use of the mouth as the lip of the jug• round body• details on the head• made from clay• long simple handle for pouring• stable base• any other well justified comments regarding form</td></tr><tr><td>Personal response</td><td><ul style="list-style-type: none">• some jugs are also decorative and functional• different materials• range of colours• different styles• mass production• any other justified comments and opinions on how it compares to designs from today</td></tr></table>	Fitness for purpose	<ul style="list-style-type: none">• For storing liquid• durability• as an ornament• for pouring liquid• filling• when would it be used• handle• stability• any other well justified comments regarding function	Decoration	<ul style="list-style-type: none">• painted decoration• various patterns and textures• animals and symbols• fine painted lines• dots, lines, various shapes• images telling a story• colour• any other well justified comments regarding decoration	Form	<ul style="list-style-type: none">• elegant neck• use of the mouth as the lip of the jug• round body• details on the head• made from clay• long simple handle for pouring• stable base• any other well justified comments regarding form	Personal response	<ul style="list-style-type: none">• some jugs are also decorative and functional• different materials• range of colours• different styles• mass production• any other justified comments and opinions on how it compares to designs from today
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions
10.				<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the designers' use of specific design elements give their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to comment on the design of the building, referring to decoration, form and scale of this building. Give their opinion of the style of this building. Give 2 reasons.</p> <p>Marks can be awarded for relevant substantiated comments or points relating to the decoration, form and scale of this building. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions and justification of the style of the building. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions								
					<p>The table below outlines appropriate candidate comments which they could have developed in their answer.</p> <table><tr><td>Decoration</td><td><ul style="list-style-type: none">• speculation on sources of inspiration• level of decoration• pattern• colour• variety• shape• any other well justified comments regarding decoration</td></tr><tr><td>Form</td><td><ul style="list-style-type: none">• complex• geometric forms• organic forms• comprised of many different sections• contrast and variety• lack of symmetry• the towers rise from a more conventional structure beneath• any other well justified comments regarding form</td></tr><tr><td>Scale</td><td><ul style="list-style-type: none">• large scale• imposing landmark• important building• variety of heights• dominates surroundings• any other well justified comments regarding scale</td></tr><tr><td>Personal opinion</td><td><ul style="list-style-type: none">• striking• fairytale/fantastical• influence of other cultures• like/dislike• any other justified comments and opinions on the style of this building</td></tr></table>	Decoration	<ul style="list-style-type: none">• speculation on sources of inspiration• level of decoration• pattern• colour• variety• shape• any other well justified comments regarding decoration	Form	<ul style="list-style-type: none">• complex• geometric forms• organic forms• comprised of many different sections• contrast and variety• lack of symmetry• the towers rise from a more conventional structure beneath• any other well justified comments regarding form	Scale	<ul style="list-style-type: none">• large scale• imposing landmark• important building• variety of heights• dominates surroundings• any other well justified comments regarding scale	Personal opinion	<ul style="list-style-type: none">• striking• fairytale/fantastical• influence of other cultures• like/dislike• any other justified comments and opinions on the style of this building
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Question			Max Mark	General Marking Instructions	Specific Marking Instructions
11.				<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the designers' use of specific design elements give their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> comment on methods used by the designer to create this piece, referring to the sources of inspiration, materials and wearability give their own opinion on who might wear this piece. <p>Marks can be awarded for relevant substantiated comments or points relating to the sources of inspiration, materials and wearability. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinions and justification on who might wear this piece. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					The table below outlines appropriate candidate comments which they could have developed in their answer.	
					Sources of Inspiration	<ul style="list-style-type: none">speculation on possible sources of inspirationany well justified comments regarding sources of inspiration
					materials	<ul style="list-style-type: none">colour and textureunconventional materialsdurabilityconstructionthe visual impacteffectiveness of the painted surface and the range of marks createdany other well justified comments regarding materials
					Wearability	<ul style="list-style-type: none">oversized and not practical to wearpapier mâchéthe weight of the piece might make it uncomfortable for the wearerthe putting on and taking off would be difficultthe painted papier mâché would be fragileany other well justified comments regarding the wearability
					Personal Opinion	<ul style="list-style-type: none">catwalk piecetheatricalspeculation on type of wearerone-off pieceany other well justified comments and opinions on the style of this piece

Question			Max Mark	General Marking Instructions	Specific Marking Instructions
12.			10	<p>Candidates are asked to choose and respond to one other question in this section of the question paper.</p> <p>There is a choice of five different questions for personalisation and choice (Q8-Q12).</p> <p>Each of these questions asks candidates to:</p> <ul style="list-style-type: none"> comment on the designers' use of specific design elements give their opinion on the work, justifying their opinions. <p>Marks should not be awarded for mere descriptive comments or simply repeating information from the legend. To gain marks, candidates must develop points made.</p> <p>Any substantiated comments and valid, justified personal opinions should be rewarded. These opinions can be either positive or negative.</p>	<p>The maximum marks available for this question is 10 marks. Candidates' responses can be credited in a number of ways up to a maximum of 10 marks.</p> <p>This question asks candidates to:</p> <ul style="list-style-type: none"> comment on the range of designs, referring to fitness for purpose, style and visual impact. Give their opinion on the effectiveness of the set of outfits. Give two reasons <p>Marks can be awarded for relevant substantiated comments or points relating to fitness for purpose, style and visual impact. One mark should be awarded for each relevant point made up to the maximum of 8 marks in total.</p> <p>A maximum of 2 marks may be awarded for personal opinion of the effectiveness of the set of outfits and justification. One mark should be awarded for each relevant point made up to the maximum of 2 marks in total.</p>

Question			Max Mark	General Marking Instructions	Specific Marking Instructions	
					The table below outlines appropriate candidate comments which they could have developed in their answer.	
					Fitness for purpose	<ul style="list-style-type: none">to generate pride and boost moraleemphasis on differences between outfitssome are tight-fittingsome are loose-fittingappropriate to the sportfunctional as well as fashionablehigh tech fabricsdurabilityany other well justified comments regarding the fitness for purpose
					Style	<ul style="list-style-type: none">based on the national flagadapted for each outfitgender has influenced the designsbold designlimited range of colourrelated to functionabstract interpretationeye-catchingteam identityaccentuates athletic physiquecontrast of colour and shapeany other well justified comments regarding style
					Target audience	<ul style="list-style-type: none">sports fans and supportersathletescollectors of memorabiliamediatouristsany other well justified comments regarding the visual impact
					Personal opinion	<ul style="list-style-type: none">have to be practical and fashionablehave to be recognisable as part of Team GBhave to be durableany other justified comments regarding the effectiveness of the design either positive or negative

[END OF MARKING INSTRUCTIONS]