

1 (a) List two different reasons for creating a mood board.

Marks awarded as follows:

No answer worthy of credit 0 marks

No to pattern – repeat of question

- Inspire design ideas for colour, texture, shape, style, fabrics, theme, design ideas or decorative techniques.
- A means of communicating ideas to the client.
- To make a trend forecast story board.

2 different reasons, 1 mark each

(2 marks)

1 (b) You have been asked to write a design specification for the product. An example is given below.

Marks awarded as follows:

No answer worthy of credit 0 marks

1 mark each for any relevant point.

- Include one or more decorative textile techniques
- Appeal to teenager target market
- Budget/price point
- Colour

(2 marks)

1 (c) Design a repeat pattern based on these images.

Use of images in the mood board

Marks awarded as follows:

No answer worthy of credit

0 marks

One or two very simple shapes or ideas taken from mood board

1 mark

Imaginative use of mood board, taking more than one simple shape from the mood board to create detailed shapes and pattern

2 marks

Creativity and originality of pattern

Marks awarded as follows:

No answer worthy of credit

0 marks

Simple idea with shapes that repeat to build a pattern

A more creative or complex pattern is shown that may include mirrored, stepped, or rotated shapes

2 marks

Quality of drawing

Marks awarded as follows:

No answer worthy of credit

0 marks

Drawing is unclear or lacks detail

1 mark

Drawing is clear, candidate has drawn enough to show pattern to good effect.

2 marks

(6 marks)

1(d) you will need to sketch your initial design ideas before you develop your final product design.

Two sketches to show different initial ideas for product. Candidates are not to be penalised if they do not use pencil. Candidates may have designed textile based products such as jewellery, shoes, garments, toys, hats, cushion covers, wall hangings, decorated picture frames or boxes etc. Any textile products are acceptable.

Marks awarded as follows:

No answer worthy of credit

0 marks

Weak unimaginative idea, poorly presented. Little or no decorative technique detail shown, idea may have little appeal to consumers.

Little reference to theme. May have little or no annotation to explain thinking. **1 mark each**

A design that will appeal to the target market and that is inspired by the theme of marine life. Decorative techniques will be evident. Candidate will communicate ideas. Idea is fairly well presented with some annotation to explain thinking. **2 -3 marks each**

A quality design that is highly creative and original. Inspiration taken from the theme of marine life. Thoughtfully selected decorative techniques will be included. Candidate will communicate ideas very clearly with excellent presentation and annotation to explain thinking. **4 – 5 marks each**

Design should be neat and clear for full marks. If both ideas are similar, mark first as it stands; alter second (1 -4 marks instead of 5).
(10 marks)

1(e) Give two reasons why your chosen design idea will sell well.

E.g. will appeal to a wide target audience because of the design features and decorative techniques such as sublimation printing, appliqué, hand stitching etc. Bold use of colour inspired by “Marine Life” images/colours/shapes used, features fabrics and components that are inspired by theme. Product is an original, creative design. Product has useful size/shape/pockets/handles etc. as well as decorative features. Offers good value to the consumer. Is fashionable.

Marks awarded as follows:

No answer worthy of credit 0 marks

2 different reasons 1 mark each

(2 marks)

1 (f) Explain how fabrics can reflect the “INDIA” theme.

Marks awarded as follows:

No answer worthy of credit 0 marks

Candidate will link fabric colour, pattern, texture, fibre type, fabric construction, sustainable and environmental fabric to the theme.

1 mark for any correct point.

(2 marks)

1(g) Use sketches, labelling and notes to present a final design in colour for your textile product.

Final design to include:

Use of “INDIA” theme.

Marks awarded as follows:

No answer worthy of credit 0 marks

Little relevance to theme or it is used inappropriately. An existing design may have been copied. **(1 mark)**

Thoughtful and/or imaginative use of theme which is totally appropriate for product. It is strongly influenced by the “INDIA” theme and this can be seen in the product style, shape, components and decoration. Little evidence that an existing design has been copied. **(2 marks)**

Originality and quality of the design, including decorative techniques

The following should be considered:

Contemporary, creative, original and imaginative design, balanced composition/effective use of space, effective proportions, appropriate for intended use, will the design work?

Use of decorative techniques and components that are in keeping with the fabrics selected and theme.

Marks awarded as follows:

No answer worthy of credit 0 marks

Unimaginative design with some thought given to intended end use though lack of detail. Relates to some areas of design brief but may not be clear, overall balance weak. Techniques added as an afterthought. **(1 mark)**

Good design related to all aspects of design brief with clear detail about product. Design might lack some imagination but is likely to be popular. There may be some lack of clarity about materials and decorative techniques.

(2 - 3 marks)

Product will be highly creative and original and likely to sell well to the target market. Design clearly relates to all aspects of design brief. High quality and very imaginative design for product. (4-5 marks)
(5 marks)

Effective use of colour

This is not about colouring in of the design idea. The following should be considered:

How has colour been used? Are the colours toning, contrasting, complementary? Will the colour be appreciated by and acceptable to the target market?

Do they work for the product? Do they promote the "Marine life" theme?

Marks awarded as follows:

No answer worthy of credit 0 marks

Use of colour is immature and not used to effect.

1 mark

Choice is used well but does not make product exciting.

2 marks

Used effectively/imaginatively, mature and sensitive choice. The design has been presented in full colour.

3 marks

(3 marks)

Use of appropriate fabrics and components

Marks awarded as follows:

No answer worthy of credit

0 marks

Perhaps a limited range of fabrics and components, these may be inappropriate for product, or might not reflect them.

1 mark

Good choice of appropriate fabric and components, may not be a wide choice but used effectively, clear indication of what they are.

2 marks

Candidate has a clear understanding of materials that reflect the theme.

Imaginative choice of appropriate fabric and components, used effectively, clear indication of what they are.

3 marks

(3 marks)

Presentation

Marks awarded as follows:

No answer worthy of credit 0 marks

Lack of care in presenting work, candidate will not communicate detailed information about product.

1 mark

Candidate has taken care with presentation, quality of drawing and labelling and information about product is clear.

2 marks

(2 marks)

1 (h) Designers are often asked to modify their designs. Explain how you can change your design so that the product is suitable for mass manufacture.

Marks awarded as follows:

The key word is 'design'. How can the design be changed?

No answer worthy of credit

0 marks

Simplification of style, design features, decorative techniques or less variety of materials.

Use of CAM to replace hand techniques e.g. embroidery, printing

Use of printing the design as opposed to hand worked techniques e.g. applique. Could remove some of the decorative techniques or components without spoiling the design.

Not accepting sub assembly, costing, change of size, cheaper fabrics.

1 mark for any point, up to 2 marks or 1 mark + 1 mark for expansion of a point. 2 marks

(2 marks)

Total 41 marks