

Controlled assessment criteria

1. Investigating the design context	8 marks
2. Development of design proposals (including modelling)	32 marks
3. Making	32 marks
4. Testing and evaluation	12 marks
5. Communication	6 marks
Total	90 marks

CRITERION 1**INVESTIGATING THE DESIGN CONTEXT****Mark Band**

7 – 8	<ul style="list-style-type: none">• Discrimination shown when selecting and acquiring relevant research that will promote originality in designing• Excellent understanding and analysis of the design context• Detailed analysis of relevant existing products or systems undertaken related to design intentions• Comprehensive analysis of relevant and focussed research undertaken• Clear and specific design criteria identified, reflecting the analysis undertaken• Target market identified and the intended consumer/user profiled
5 – 6	<ul style="list-style-type: none">• Good understanding and analysis of the design context• Good analysis of relevant products or systems undertaken• Good analysis of relevant research and context• Design criteria which reflects the analysis undertaken• Target market for product has been identified
3 – 4	<ul style="list-style-type: none">• Basic understanding and analysis of the design context• Some analysis of related products or systems undertaken• Made a superficial analysis of most of the research material and the context• Design criteria reflects most of the analysis undertaken• Some consideration has been taken of the likely consumer/user
0 – 2	<ul style="list-style-type: none">• Limited understanding or analysis of design context• Minimal analysis of other products or systems undertaken• Provided little evidence of research and analysis of context• Design criteria is very general and lacking in any detail• Limited understanding of the target market/user evident

CRITERION 1**INVESTIGATING THE DESIGN CONTEXT****Mark Band**

7 – 8	<ul style="list-style-type: none">• Discrimination shown when selecting and acquiring relevant research that will promote originality in designing• Excellent understanding and analysis of the design context• Detailed analysis of relevant existing products or systems undertaken related to design intentions• Comprehensive analysis of relevant and focussed research undertaken• Clear and specific design criteria identified, reflecting the analysis undertaken• Target market identified and the intended consumer/user profiled
5 – 6	<ul style="list-style-type: none">• Good understanding and analysis of the design context• Good analysis of relevant products or systems undertaken• Good analysis of relevant research and context• Design criteria which reflects the analysis undertaken• Target market for product has been identified

CRITERION 2

DEVELOPMENT OF DESIGN PROPOSALS (including modelling)

Mark Band

26 – 32

- Imaginative and innovative ideas have been developed, demonstrating creativity, flair and originality. Further developments made to take account of ongoing research
- A coherent and appropriate design strategy, with clear evidence of a planned approach, adopted throughout
- The implications of a wide range of issues including social, moral, environmental and sustainability, are taken into consideration and inform the development of the design proposals
- Excellent development work through experimentation with a wide variety of techniques and modelling (including CAD where appropriate) in order to produce a final design solution
- Appropriate materials/ingredients and components selected with full regard to their working properties
- Fully detailed and justified product/manufacturing specification taking full account of the analysis undertaken

CRITERION 3

MAKING

Mark Band

26 – 32

- Final outcome(s) shows a high level of making/modelling/finishing skills and accuracy
- Selected and used appropriate tools, materials and/or technologies including, where appropriate, CAM correctly, skilfully and safely
- Worked independently to produce a rigorous and demanding outcome
- Quality controls are evident throughout the project and it is clear how accuracy has been achieved.
- The outcome has the potential to be commercially viable and is suitable for the target market

CRITERION 4

TESTING AND EVALUATION

Mark Band

9 – 12

- Detailed testing and evaluation as appropriate throughout the designing and making process taking account of client/user or third party opinion
- All aspects of the final outcome have been tested against the design criteria and/or the product/manufacturing specification
- Evaluate and justify the need for modifications to the product and consideration given as to how the outcome might need to be modified for commercial production

CRITERION 5**COMMUNICATION****Mark band**

5 – 6	<ul style="list-style-type: none">• Design folder is focussed, concise and relevant and demonstrates an appropriate selection of material for inclusion• All decisions communicated in a clear and coherent manner with appropriate use of technical language• The text is legible, easily understood and shows a good grasp of grammar, punctuation and spelling
3 – 4	<ul style="list-style-type: none">• Design folder shows some skill in choice of material for inclusion but includes some irrelevant content• Most decisions communicated with some clarity and with some use of technical language• There are a small number of errors in grammar, punctuation and spelling
0 – 2	<ul style="list-style-type: none">• Design folder shows excessive duplication of information and a lack of brevity and focus resulting in irrelevant content• Ideas and decisions communicated at a simplistic level with a

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