GCSE
4100
Design and Technology: Graphic Products
Controlled Assessment
Unit 2
Graphic Products Tasks

Instructions for Teachers

This document and the information contained within is to be made available to centres by 1 June 2016 to allow teachers to plan and resource the Controlled Assessment Task.

The information is not to be disclosed to candidates until 1 September 2016.

Assessment Summer 2017.
Controlled Assessment Task

It is a requirement of the specification that candidates complete a 30 hour design, make and evaluate task. Teachers are required to monitor and verify that the time limit is adhered to and that the contributions of individual candidates are recorded accurately and that plagiarism does not take place.

Candidates will not gain additional credit by exceeding the time limit.

The task can be carried out in the normal classroom/workshop environment.

Candidates are allowed supervised access to resources that may include information gathered outside the 30 hours of controlled assessment time.

Candidates may gather research/inspirational material prior to or during the assessment period and this can be referred to during the task but this material is not to be included in the material to be assessed. No graphical work prepared by the candidate or others outside the control rules is to be submitted as part of the task.

Candidates may collaborate/confer with others in relation to the task but all assessed material must be the candidates' work only.

The supervising teacher can give candidates limited guidance during the task in order to clarify what is to be done and to ensure that safe working practices are adhered to.

All graphical and written work entered for this controlled assessment must be submitted on the pre-printed pages which are available for download from the WJEC website. The task must not exceed the 15 A3 pages provided. Candidates are free to use ICT applications where they are appropriate.

It is the responsibility of the centre to ensure the reliability and authenticity of all work presented for this controlled assessment. Teachers and students will be required to sign a declaration that all work presented is the work of the candidate alone. Failure to authenticate the work may result in grades being delayed or refused.

Further details of the assessment period, including the assessment criteria, can be found in Section 5 of the Specification for Design and Technology.
The Controlled Assessment Task is divided into two sections.

Section A is concerned with designing the product.

Marks will be awarded for:
- Analysis of the Task. 5 marks
- Writing a Design Specification. 5 marks
- Generating Ideas. 10 marks
- Developing and Modelling a Solution. 25 marks
- Communicating the Final Solution. 10 marks
- Demonstrating Creative Thinking. 5 marks

Throughout Section B is concerned with planning, making and evaluating the product.

Marks will be awarded for:
- Planning the make. 10 marks
- Making the Product. 90 marks
- Evaluation of the Product. 10 marks
- Suggesting Improvements. 10 marks

When completing the Controlled Assessment Task candidates should:
- Contextualise the chosen brief.
- Design creatively by generating, developing, planning and communicating ideas.
- Make products by working safely with tools, equipment, components, materials and ingredients.
- Apply systems and control, CAD/CAM, digital media and new technologies appropriate to the focus area.
- Analyse and evaluate processes and products.

Teachers or candidates in consultation with their teachers should choose one of the Briefs set out below.

Brief 1: Advertising and promotions
Many organisations such as concert venues or sports teams send customers or supporters reminders about when events or matches are taking place. For an organisation of your choice, produce a three dimensional pop-up desktop calendar that contains all of the important dates and times for the forthcoming year/season. The product needs to ‘pop’ into shape when removed from the envelope that it has been posted in. Candidates are requested to design all of the graphics that sit on the calendar, as well as produce a full scale finished prototype for presentation to the chosen organisation.

Brief 2: Brand identity
A new travel company has been established in the U.K that specialises in low cost adventure travel around Europe for the under 30s. Produce a brand identity for the company on pages 3 & 4 of the CAT booklet and then develop:
- a travel pack for customers that can incorporate the essential documents needed for a trip abroad. (This could include tickets, passport, money, insurance cards, etc.);
- innovative luggage tags;
- pocket sized travel guide of the destination.
All of the items should fit into a maximum C4 envelope. The new company is concerned that the literature produced uses appropriate materials that will appeal to their intended target audience.
Brief 3: Board games
You have been approached by a toy manufacturer to design the graphics, packaging and accessories (the board and cards or playing pieces) for a new board game. The board game helps children up to the age of 10 improve their numeracy and literacy. Pages 3 & 4 of the CAT can be used to develop the graphics for the front of the box. Develop the accessories needed for play on the following pages. (This should include the board, and either the playing pieces or cards).

Students are reminded that it is the design of the graphics for the board game that is important and not how it plays.