

# Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of this course assessment component.

## Candidate 1

The candidate was awarded a total of **50 marks**.

### Question 1(a)

The candidate was awarded **4 marks** because they describe meeting the design brief in these ways; 'Gold' in the colour scheme and its link to 'luxury' (1 mark), the 'reel' graphic links to 'golden age' of film (1 mark), 'texture' on the gold strip 'like real gold flakes' (1 mark), the 'stars' giving the impression of a 'gloss' finish (1 mark).

### Question 1(b)

The candidate was awarded **2 marks** because they explain the following technologies: 'Pantone...to ensure each invite uses the exact colour specified' (1 mark) and 'paper weight' is compatible with the print process (1 mark). The candidate has not explained duplexing or calendaring correctly.

### Question 2(a)

The candidate was awarded **8 marks** because all key steps, dimensions and terminology have been included in the response. Although shell is not specifically mentioned, the inclusion of diameter 5 and 6 circles in the profile is synonymous with applying shell.

### Question 2(b)

The candidate was awarded **2 marks** because the description includes lines of symmetry applied to the model (1 mark) and 'manipulated' points to create 'the bulge looks' (1 mark). No further marks can be awarded as there is no mention of an applied mesh and, although there is mention of the model being 'solidified', correct terminology is required to attract this mark.

### Question 3(a)

The candidate was awarded **1 mark** because they describe the image as showing 'the entire jersey...at once'.

### Questions 3(b)

The candidate was awarded **1 mark** because they explain that dpi relates to printed media, and ppi relates to digital media. The rest of the candidate response is confused; they should have focussed on resolution of the resulting image rather than on the comparative size of pixel and dots.

### Question 3(c)

The candidate was awarded **3 marks** because, by referencing the artwork guidelines, they explain that with vector images there is 'no pixelation' when the image is scaled (1 mark), the reason text must be converted to vector images (1 mark), that 'RGB colours may not convert perfectly' that is why 'CMYK is preferred' (1 mark).

No further marks can be awarded as 'bleed' is already considered in the artwork guidelines by telling users to ensure graphics stay within the dotted line, and the 'CAD/CAM' response refers to manufacture and not the artwork guidelines. The response related to the 'colour chart' test refers to the consumer and does not focus on the importance to the company. The other responses refer to steps after the guidelines have been followed or are too generic.

### Question 3(d)

The candidate was awarded **3 marks** because they explain that the fabric is 'stretchable' so colours may not be applied correctly (1 mark), the screen-printing set-up and process is 'time consuming' (1 mark), and that screen printing would require templates for each design which is 'inefficient' (1 mark). Although too many responses are given, most are valid. Marks have been awarded for the strongest evidence.

### Question 3(e)

The candidate was awarded **1 mark** because they describe 3gp files as having a 'low file size' therefore making them more suitable for sharing online.

### Question 4(a)

The candidate was awarded **4 marks** because they correctly identify and describe 'Texture Mapping' (2 marks) and 'Bump Mapping' (2 marks). Bump mapping 'adds the illusion of depth' and despite there being better examples of texture mapping, the candidate demonstrates an understanding of the mapping of materials to add realism. 'Shadow' is not an acceptable response at this level.

### Question 4(b)

The candidate was awarded **0 marks** because the responses are too vague/generic and do not focus on HDRI techniques.

### Question 4(c)

The candidate was awarded **2 marks** for identifying the lighting type, 'Spot light' (1 mark), however the description of spotlight is incorrect. 'Volumetrics' is not an applied lighting technique however, the explanation relates to directional lighting (realistic outdoor lighting) and therefore gains 1 mark. 'Specularity' is an illustration technique so does not gain a mark. To gain 1 mark for explain, regarding the use of the 'spotlight', the candidate should have mentioned a 'cone' of light from the overhead lights or similar.

### Question 5(a)

The candidate was awarded **2 marks** because they describe a need to 'add/remove supports to improve structural integrity', and that FEA is used in identifying (or show flaws in) weaker sections. The first mark relates to adapting the design, the second mark relates to identifying weaknesses.

### Question 5(b)

The candidate was awarded **2 marks** because they explain that a topographical survey 'Shows location/height of natural features' (1 mark) and the 'direction and gradient of slopes.' (1 mark).

### Question 5(c)

The candidate was awarded **3 marks** for the following responses:

- ◆ 'Only start and end positions needed', so making this type of animation 'is more efficient' (1 mark)
- ◆ the path 'can easily be edited' (1 mark)
- ◆ 'Multiple objects can animated at once' (1 mark)

The final candidate response is not the candidate's strongest evidence.

### Question 6(a)

The candidate was awarded **0 marks** because they answer 'how' the display has been designed to be easy to navigate, rather than 'why'.

### Question 6(b)

The candidate was awarded **1 mark** because of their description that 'Negative space has been used to simulate a pizza and its individual slices' (1 mark). More marks could have been awarded if the candidate had focused on features in the company logo. The focal point response relates more to the whole screen rather than the logo, and the description of 'Silhouettes' is not clear.

### Question 6(c)(i)

The candidate was awarded **2 marks** because of the description of radial balance leading the eye to the 'focal point in the centre of the pizza' (1 mark), and the radial balance 'makes everything easy to find' (1 mark).

### Question 6(c)(ii)

The candidate was awarded **1 mark** because the description of the background texture of the stone pizza oven and adding realism is valid.

### Question 6(d)

The candidate was awarded **2 marks** because their description of 'Motion Tweening' animation is valid, and they justify the use of 'drop shadow' to create depth.

**Question 7(a)**

The candidate was awarded **1 mark** because they describe the incorrect use of the third angle projection symbol. The other errors identified by the candidate are not related to British Standards.

**Question 7(b)(i)**

The candidate was awarded **2 marks** because they include the dimensions of both arcs and the tangency between them.

**Question 7(b)(ii)**

The candidate was awarded **2 marks** because they identify 'irregular fillet' and there is an understanding of the relative positions of the different radii.

**Question 7(c)(i)**

The candidate was awarded **1 mark** because they explain that CFD testing could theoretically detect 'holes in the kayak'. The candidate's remaining responses indicate CFD testing that relates to air rather than water movement, so no further marks could be awarded.

**Question 7(c)(ii)**

The candidate was awarded **0 marks** because their response is mostly a repeat of the question content and does not demonstrate an understanding of the motion capture technique.