# 

# AS Design and Technology: Product Design

7551/W-Paper 1 Written Paper

Mark scheme

June 2018

Version/Stage: 1.0 Final

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this mark scheme are available from aqa.org.uk

Copyright © 2018 AQA and its licensors. All rights reserved.

AQA retains the copyright on all its publications. However, registered schools/colleges for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to schools/colleges to photocopy any material that is acknowledged to a third party even for internal use within the centre.

# Level of response marking instructions

Level of response mark schemes are broken down into levels, each of which has a descriptor. The descriptor for the level shows the average performance for the level. There are marks in each level.

Before you apply the mark scheme to a student's answer read through the answer and annotate it (as instructed) to show the qualities that are being looked for. You can then apply the mark scheme.

#### Step 1 Determine a level

Start at the lowest level of the mark scheme and use it as a ladder to see whether the answer meets the descriptor for that level. The descriptor for the level indicates the different qualities that might be seen in the student's answer for that level. If it meets the lowest level then go to the next one and decide if it meets this level, and so on, until you have a match between the level descriptor and the answer. With practice and familiarity you will find that for better answers you will be able to quickly skip through the lower levels of the mark scheme.

When assigning a level you should look at the overall quality of the answer and not look to pick holes in small and specific parts of the answer where the student has not performed quite as well as the rest. If the answer covers different aspects of different levels of the mark scheme you should use a best fit approach for defining the level and then use the variability of the response to help decide the mark within the level, ie if the response is predominantly level 3 with a small amount of level 4 material it would be placed in level 3 but be awarded a mark near the top of the level because of the level 4 content.

#### Step 2 Determine a mark

Once you have assigned a level you need to decide on the mark. The descriptors on how to allocate marks can help with this. The exemplar materials used during standardisation will help. There will be an answer in the standardising materials which will correspond with each level of the mark scheme. This answer will have been awarded a mark by the Lead Examiner. You can compare the student's answer with the example to determine if it is the same standard, better or worse than the example. You can then use this to allocate a mark for the answer based on the Lead Examiner's mark on the example.

You may well need to read back through the answer as you apply the mark scheme to clarify points and assure yourself that the level and the mark are appropriate.

Indicative content in the mark scheme is provided as a guide for examiners. It is not intended to be exhaustive and you must credit other valid points. Students do not have to cover all of the points mentioned in the Indicative content to reach the highest level of the mark scheme.

An answer which contains nothing of relevance to the question must be awarded no marks.

Part	Marking Guidance	Total marks	AO
	<b>Figure 1</b> shows low carbon steel streetlights. Select the most appropriate applied finish for the streetlight.	1 mark	AO41c
	Figure 1		
	Answer: Galvanising.		
	Part	Figure 1 shows low carbon steel streetlights.         Select the most appropriate applied finish for the streetlight.         Figure 1         Image: Comparison of the streetlight of the st	Part     Marking Guidance     marks       Figure 1 shows low carbon steel streetlights.     1 mark       Select the most appropriate applied finish for the streetlight.     1 mark

2	Categorise the	Categorise the following materials:				
	Metal	Ferrous metal or ferrous alloy	Non-ferrous metal	Non-ferrous alloy		
	Stainless steel	✓				
	Copper		$\checkmark$			
	Bronze			$\checkmark$		
	Low carbon steel	✓				

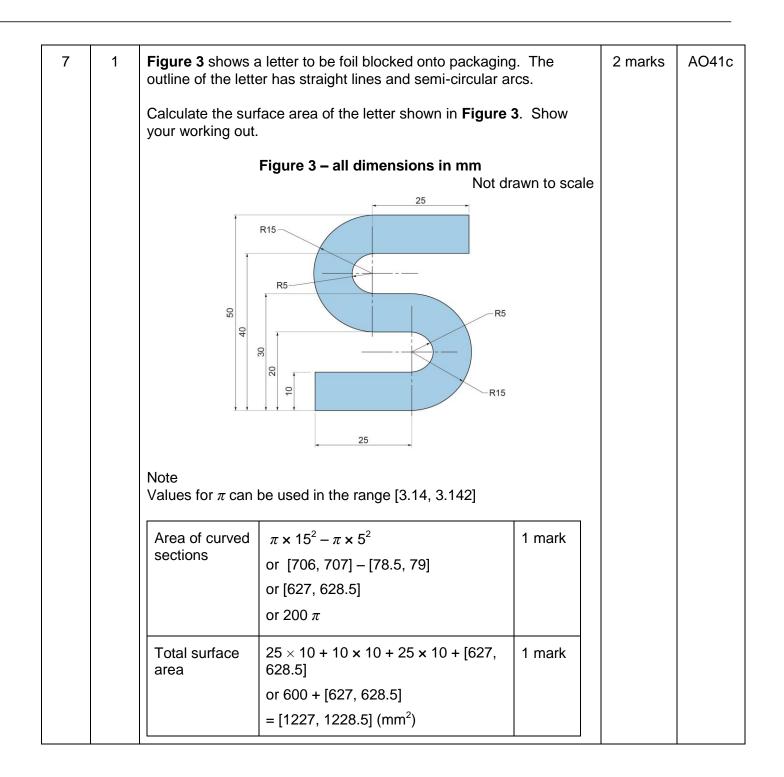
3	Define each of the following material working characteristics:	2 x 1 mark	AO41a
	1 mark: Hardness is the ability of a material to resist abrasion/ scratching/indentation.	man	
	1 mark: Toughness is the ability of a material to withstand impact.		

#### Section A

4	Name a ferrous metal and give <b>two</b> reasons why hardening has been used to improve its function in a specific product.	4 marks	AO41c
	<ol> <li>1 mark for a ferrous metal which could be treated by hardening accept: medium and high carbon steel (do not accept low carbon steel unless case hardening is referred to).</li> <li>1 mark for a relevant product: accept any appropriate product, such as screwdriver blades, chisels, drill bits, saw blades etc. Two marks for reasons:</li> <li>reference to need to keep a sharp edge when working with the product</li> <li>resisting wear from abrasion.</li> </ol>		
	This list is not exhaustive. Accept any other valid responses.		

Eigure 2 abour a	70 mm long turned eluminium componen		Emorico	10110
	70 mm long turned aluminium componer	ιι.	5 marks	AO4 1c
	is a volume of 200 000 mm <sup>3</sup> .			
The diameter of the	e through hole is increased from 20 mm	to 25 mm.		
	h aluminium is removed as waste as a original component.			
Give your answer t	to two decimal places. Show your workir	ng out.		
F	igure 2 – all dimensions in mm			
Note Values for $\pi$ can be	A A A A A A A A A A A A A A A A A A A	Ø20		
Current volume of hole A	π ×10 <sup>2</sup> × 70 or [21980, 21994] or 7000 π	1 mark		
Volume of hole A with increased diameter	π × 12.5 <sup>2</sup> × 70 [34343, 34366] or 21875 π /2	1 mark		
Difference in volume between the holes	their [34343, 34366] – their [21980, 21994] [12349, 12386]	1 mark		
Difference as a percentage of the original component volume	their [12349, 12386] ÷ 200 000) × 100 = [6.1745, 6.193] (%)	1 mark		
Their answer to 2 decimal	6.17 (%) or 6.18 (%) or 6.19 (%)	1 mark		

6 A logo is to be applied to a gift box using either foil blocking or 6 marks AO32a embossing. Evaluate the suitability of these two processes in terms AO32b of: aesthetics • cost environmental issues. Level Marks Description 3 5-6 A detailed evaluation of the suitability marks of both finishing techniques in relation to the gift box context. All three points are addressed. 2 3-4 A clear evaluation of both finishing marks processes in relation to the gift box context referring to at least two of the points. 1-2 1 A basic evaluation of the finishing marks processes with little or no reference to the gift box context. At least one of the points is referred to. 0 marks No response worthy of credit. Indicative content: Aesthetics: • Foil blocking adds high quality appearance and contrast to the package. • Embossing can have ink applied or be left as a 'blind embossing'. Embossing gives a subtle aesthetic only visible in certain lighting due to single colour package. Embossing gives a tactile effect to the packaging. • Foil blocking is available in metallic and holographic finishes adding to the quality of the product. Cost: Embossing uses a single material and manufacturing process as it can be done during die cutting, reducing costs. • Foil blocking adds cost due to adding a second material and adhesive, but this can be offset by the increased retail cost of the product. Environmental issues: • Embossed packages can be easily recycled due to the single material use. • Embossing can be performed on FSC certified papers, and cards. This list is not exhaustive. Accept any other valid responses.



	r				1	1
7	2	The dimensior 50%	ns of the letter shown in <b>Figure 3</b> are all increa	ased by	2 marks	AO41c
		Work out the s	surface area of the enlarged letter.			
		Give your ans	wer to two decimal places. Show your working	g out.		
		Note Values for $\pi$ ca	an be used in the range [3.14, 3.142]			
		Area of new	(1.5 × 25) × (1.5 × 10) + (1.5 × 10) × (1.5 × 10) + (1.5 × 25) × (1.5 × 10)	1 mark		
		rectangular sections	or 37.5 × 15 + 15 × 15 + 37.5 × 15			
		or area of	or 562.5 + 225 + 562.5			
		curved sections	or 1350			
			or $600 \times 1.5^2$			
			or 1350			
			or $\pi \times 22.5^2 - \pi \times 7.5^2$			
			or [1589, 1591] – [176, 177]			
			or [1412, 1415]			
			or [627, 628.5] × 1.5 <sup>2</sup>			
			or [1412, 1415]			
		Total surface	1350 + [1412, 1415] = [2762, 2765]	1 mark		
		area	or [1227, 1228.5] × 1.5 <sup>2</sup> = [2762, 2765]			
			or			
		Alternative m Calculate sca factor		mark		
		Calculate new surface area	w 1.5 <sup>2</sup> x their area from 7.1 1 r 2.25 x [1227.95,1228.4] = [2762.89, 2763.9]	mark		

AO41b

8

Explain how the use of Just In Time manufacture can improve<br/>efficiency within production.6 marks

Level	Marks	Description
3	5-6 marks	A detailed understanding of the concept of Just in Time production with clear examples of improvements in efficiency.
2	3-4 marks	A clear understanding of the concept of Just in Time production with some explanations of how efficiency can be improved.
1	1-2 marks	A basic understanding of Just in Time production with reference made to generic efficiency savings.
	0 marks	No response worthy of credit.
ndicative con ndicative con Explanation: Just in Time	ethods, but th ntent: e production r	rence to comparisons with alternative is is not essential. refers to a system of manufacture where
<ul> <li>ndicative con</li> <li>andicative con</li> <li>Explanation:</li> <li>Just in Time components production/a</li> <li>Possible impro- Just in Time kept on site security, hea stock to ord date.</li> <li>Just in Time stock to ord date.</li> <li>Just in time damaged w</li> <li>Just in time changes in may then ne</li> </ul>	ethods, but th <b>ntent:</b> e production r s and materia assembly line ovement in effection e production i reducing ass ating etc. e production re- hile in storag production a customer der eed to be solo	is is not essential. refers to a system of manufacture where als are delivered to the a just as they are needed. fficiency: mproves efficiency as excess stock is not sociated costs such as; warehouse rental, mproves efficiency by only producing the risk of stored products going out of educes the risk of stored goods being

9	Figure 4 sh	nows an arm	nchair.	4 marks	AO41c
		The chair arms shown in <b>Figure 4</b> could be produced either from solid hardwood or from laminated veneers.			
	Compare th	ne suitability	of both materials for the chair arms shown.		
			Figure 4		
			Chair arms		
	Level	Marks	Description		
	4	4 marks	A thorough comparison of the stated materials related to the production of the arms of the chair. Responses should make reference to aspects such as relevant performance characteristics of the materials and appropriate manufacturing techniques.		
	3	3 marks	A detailed comparison of how the stated materials may be suitable for the arms of the chair. Responses should make reference to aspects such as relevant performance characteristics of the materials or appropriate manufacturing techniques.		
	2	2 marks	A clear description of how the stated material may be suitable for the arms of the chair. Responses should make reference to aspects such as material performance characteristics or manufacturing techniques with some generalisations.		

1	1 mark	A basic description of how the materials may be suitable for the arms of the chair. Responses may cover only a single material option with very limited technical detail.	
	0 marks	No response worthy of credit.	
Indicativ	e content:		
<ul> <li>bending former</li> <li>Steam wherea adhesiv sanding</li> <li>The us timber,</li> <li>Solid ha laminat</li> <li>Lamina than so layers t</li> <li>Lamina alterna</li> <li>Solid ha</li> </ul>	g. The lamina and left to dry bending uses is the laminat ve meaning a g to shape. e of veneers such as knot ardwood is m red veneers c blid hardwood to reduce ma ited veneers ting grain stru ardwood arm	a single piece of timber and no adhesive, ing process requires many layers and fter drying the arm will need cutting and in laminating reduces the risk of faults in the s, which may be present in solid hardwood. ore likely to split/splinter after forming than lue to the continuous grain structure. omponents can be produced more cheaply by using cheaper veneers in the middle terial cost. are less susceptible to warping etc. due to	
environ		ons due to the lack of adhesives.	

10	State a specific application for a UV hardening adhesive. Give <b>two</b> reasons why it is suitable for the application you have named.	3 marks	AO41b
	For a UV adhesive to work the bonding area must be accessible to the UV light source.		
	<ol> <li>mark for appropriate application.</li> <li>Accept: bonding lenses into glasses frames, glass furniture, etc. dentist tooth fillings, acrylic fingernails.</li> <li>mark for <b>each</b> appropriate reason.</li> </ol>		
	Possible reasons depend on the application, but the list below gives a range.		
	<ul> <li>Reduced curing times.</li> <li>One part adhesive removing risk of mixing ratio errors.</li> <li>Joints can be tested for strength with fluorescent light (non-destructive).</li> <li>Transparent adhesive improving aesthetics.</li> <li>Solvent free adhesives for Health and Safety.</li> <li>Only sets when exposed to UV light source so excess can be</li> </ul>		
	Cleaned away easily prior to exposure. This list is not exhaustive. Accept any other valid responses.		

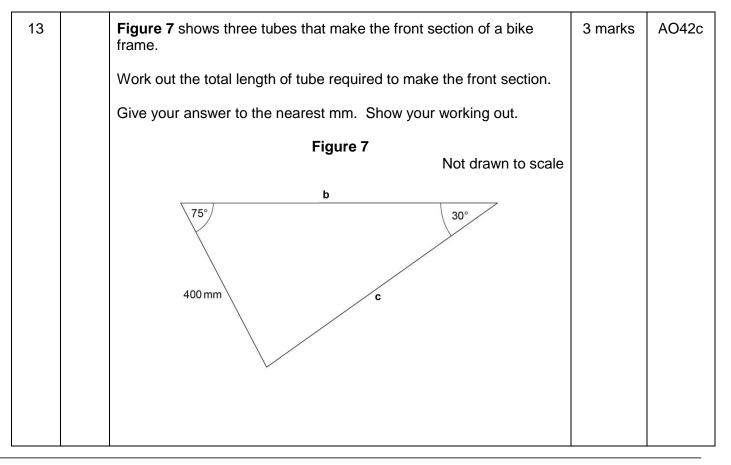
6 marks AO32a 11 Evaluate the environmental impact of the two coffee packages shown in Figures 5 and 6. AO32b Figure 5 Figure 6 Glass coffee jar with polymer Foil based coffee refill pouch screw lid Description Level Marks 3 5-6 The response shows a detailed marks analysis and evaluation of both packages discussing the environmental impact of each product considering several stages of the product life. 3-4 2 The response clearly evaluates the environmental impact of both products marks considering more than one stage of the product life. 1 1-2 The response makes a basic marks evaluation of the environmental impact of both products. 0 marks Nothing worthy of credit Indicative content: The following are some examples of points candidates may refer to in their comparisons.

NOTE: Students may have interpreted the product in Figure 6 as a coffee pouch that is made exclusively from foil and that can be refilled. Valid analysis and evaluation of the environmental impact of this product in response to this assumed material and function should be credited. See red underlined text for additions that have been made to the mark scheme to ensure that credit is awarded to students who have interpreted Figure 6 in this way.
Raw materials:
<ul> <li>Figure 5:</li> <li>The glass jar is produced from readily available raw ingredients, with a high percentage of recycled glass.</li> <li>The polymer lid is produced from non-renewable resources (crude oil).</li> <li>The label is printed on paper, which could be from FSC sources.</li> </ul>
<ul> <li>Figure 6:</li> <li>The pouch is manufactured from a single <u>foil /</u> foil polymer coated sheet, this has a low volume of material per pouch with integrated labelling.</li> </ul>
Processing:
<ul> <li>Figure 5:</li> <li>The forming of the glass requires a lot higher temperature than the forming of the foil pouch.</li> <li>The lid is injection moulded requiring heat.</li> <li>The label is printed and attached with adhesive adding cost and other raw materials.</li> </ul>
<ul> <li>Figure 6:</li> <li>The pouch would be formed using calendaring requiring heat and pressure <u>/ rolling for a foil product</u></li> <li>Printing is added to the pouch in a one phase process requiring no additional components.</li> </ul>
Transportation and use:
<ul> <li>Figure 5:</li> <li>The glass jar and lid adds weight to the contents.</li> <li>The glass jar is larger than the foil pouch and rigid in form making transportation more costly due to tessellation issues.</li> </ul>
Disposal (end of life):
<ul> <li>The glass jar can be easily recycled, although the components must be separated and the label will be burnt away with the adhesive during reforming.</li> <li>The foil <u>&amp; polymer</u> pouch is not easily recycled, as it is a combination of materials that can't be easily separated.</li> <li><u>The foil can be recycled as it is a single material product.</u></li> </ul>

	This list is not exhaustive. Accept any other valid responses.	

#### **SECTION B**

12	A manufacturer uses a jig wher	n welding a bike frame together.	4 marks	AO42b
	Explain two reasons why a jig v	vould be used.	(2 x 2	
	Indicative content:		marks)	
	<ul> <li>from slippage.</li> <li>Jigs remove the risk of comp reduces errors and improves</li> <li>Jigs increase speed of repea up of components.</li> <li>Jigs increase accuracy of rep some of the need for measure</li> </ul>	aponents in place while ken reducing labour costs. ols during fabrication reducing errors onents moving during fabrication, this quality control. ting a process as they aid simple line beat components as they remove		



Alternative method 1 right-angled triangles	- Using isosceles triangle divid	ed into 2
Setting up trigonometrical equation	$\sin 15 = \frac{200}{b}$ or cos75 = $\frac{200}{c}$	1 mark
	or sin15 = $\frac{200}{c}$ or cos75 = $\frac{200}{b}$	
Rearranging the formula to calculate the length of b	$b = \frac{200}{\sin 15}$ or $b = \frac{200}{\cos 75}$ or $c = \frac{200}{\sin 15}$ or $c = \frac{200}{\cos 75}$ or [772, 773]	1 mark
Total length to nearest mm	[772, 773] × 2 + 400 = 1944 or 1945 or 1946	1 mark
Alternative method 2	– Using Sine rule	
Setting up trigonometrical equation	$\frac{400}{\sin 30} = \frac{b}{\sin 75}$ or $\frac{400}{\sin 30} = \frac{c}{\sin 75}$	1 mark
Rearranging the formula to calculate the length of b	$b = \frac{400 \sin 75}{\sin 30}$ or $c = \frac{400 \sin 75}{\sin 30}$ or [772, 773]	1 mark
Total length to nearest mm	[772, 773] × 2 + 400 = 1944 or 1945 or 1946	1 mark

14	Evaluate the ir products.	npact of Kev	lar fibres on the development of sporting	6 marks	AO31a AO31b
	Level	Marks	Description		
	3	5-6 marks	The response gives a detailed evaluation of the impact of Kevlar fibres on specific sporting contexts.		
	2	3-4 marks	The response gives a clear evaluation of the impact of Kevlar fibres on sporting products in general.		
	1	1-2 marks	The response shows an understanding of Kevlar fibres and their using in sporting products.		
		0 marks	Nothing worthy of credit		
	<ul> <li>These fibres objects, thus speed. This races for cyc worthwhile.</li> <li>Kevlar fibres motorcyclist It is much lig and due to it risk of burns</li> <li>Kevlar fibres nylon due to remain tight associated w</li> </ul>	s are used in s prevent pur s reducing ris also reduces clists who se s are used in s and others ghter than alt ts thermal ins through con s are used in the reduced as Kevlar fib with Nylon.	bicycle tyres to replace standard rubber. actures due to the resistance to sharp sk for cyclists when travelling at high a the time lost from punctures during e the added cost of the tyres as personal protection equipment for as it protects against abrasion and cuts. ernative materials, such as steel inserts sulation properties the wearer is not at aduction. high end trainers as a replacement for I elasticity. This means the laces will pres stretch by 1% in comparison to 30% <b>a. Accept any other valid responses.</b>		

Figures 8 an techniques.	d <b>9</b> show two	different design communication	6 marks	AO42c
Discuss why information.	a designer ma	ay use each technique to communicate		
	Figure 8 I view of a pro	Figure 9 duct Sectional view of a product		
	i total			
Level	Marks	Description		
3	5-6 marks	A detailed discussion is presented which applies knowledge of both techniques to suggest distinctly different uses/reasons for use of each communication method.		
2	3-4 marks	A clear discussion is presented which shows knowledge of both techniques. Responses give relevant reasons for use of each communication method.		
1	1-2 marks	A basic discussion of at least one of the communication techniques is given.		
	0 marks	Nothing worthy of credit.		
<ul> <li>instruction</li> <li>Exploded v product cle</li> <li>Exploded v production</li> <li>Exploded v internal as:</li> </ul>	booklets for fla views allow the early. views can be u views may be semblies to a	oded views to produce assembly at pack furniture to assist the consumer. e viewer to see all components within a used on assembly lines to assist during used to communication information on client during a design meeting.		
on screen		ws a designer to create an exploded view ble a product virtually when working with ts can be seen		

	<ul> <li>Exploded views allow consumers to identify and order replacement parts.</li> </ul>		
	<ul> <li>Figure 9:</li> <li>Sectional views allow the viewer to see internal and hidden details within an assembly.</li> <li>Using 2D sectional views allows dimensions of hidden components to be added onto engineering drawings.</li> <li>Sectional views allow designers to visualise the interaction between separate hidden components.</li> </ul>		
	This list is not exhaustive. Accept any other valid responses.		
16	State <b>four</b> of the main concepts of a circular economy.	4 marks	AO42a
	Indicative content: 1 mark per point (max four)		
	<ul> <li>the design of products for minimum impact on the environment including raw material extraction, consumption, ease of repair, maintenance, end of life, disposal and energy use</li> <li>sustainable manufacturing including the use of alternative energy and methods to minimise waste</li> <li>the impact of waste, surplus and by-products created in the</li> </ul>		
	<ul><li>process of manufacture</li><li>cost implications of dealing with waste</li></ul>		
i I	the strend of all her and for the second strends of the strends of the second strends of the strends of the second strends of the strends of	1	1

•	the impact of global manufacturing on product mile. A circular economy aims to use materials in a way that ensures a continuous cycle of reuse and remanufacture
	continuous cycle of reuse and remanufacture
Th	is list is not exhaustive. Accept any other valid responses.

17	Name the measuring device shown in <b>Figure 10</b> and give a specific Quality Control application for it.	2 marks	AO42a
	Figure 10		
	1 mark for recognition of Figure 10 as a Vernier caliper / caliper		
	1 mark for a specific Quality Control application		
	Example applications:		
	<ul> <li>Checking or measuring the dimensional accuracy of an internal diameter.</li> </ul>		
	<ul> <li>Checking or measuring the dimensional accuracy of an external diameter.</li> </ul>		
	• Checking or measuring the dimensional accuracy of the depth of a blind hole.		
	This list is not exhaustive. Accept any other valid responses.		

		· · · · · · · · · · · · · · · · · · ·	,
18	Explain <b>four</b> reasons why third party feedback is important in the development of a product.	4 marks	AO42b
	1 mark per relevant point (max 4)		
	Indicative content:		
	<ul> <li>You are able to gain a range of views on a product which is not possible from a single user</li> <li>Designers are able to gain constructive criticism prior to production of the design</li> <li>It saves costs as changes during the development stage are much cheaper than during production.</li> <li>Focus groups can be held with specific demographics relevant to the product being assessed</li> <li>If the product being designed is for a demographic group you are unfamiliar with it is essential to apply a User Centred Design approach.</li> </ul>		
	This list is not exhaustive. Accept any other valid responses.		
19	Figure 11 shows the control panel for a microwave oven.	6 marks	AO31a AO31b
	Evaluate how well the interface has been designed to be inclusive to all users.		
	Figure 11		

19	Fi	igure 11 shows the control panel for a microwave oven.	6 marks	AO31a AO31b	
		valuate how well the interface has been designed to be inclusive to II users.		AUSTO	
		Figure 11			

_evel	Marks	Description
-	5-6 marks	A detailed evaluation of the interface that recognises the needs of a range of users and relates these to the interface design. Responses show an understanding of possible issues faced by disabled users, children and the elderly
	3-4 marks	A clear evaluation of the interface that recognises the limitations with the current controls for an inclusive product.
	1-2 marks	A basic evaluation of the interface that makes limited attempt to address the suitability for a range of users, focussing on one demographic group.
	0 marks	Nothing worthy of credit
<ul> <li>between them f</li> <li>The control pantactile interactionaround the pando</li> <li>The use of grey visually impaire</li> <li>As all buttons a between them is</li> <li>The black text of read for most us</li> <li>It is not clear house in the second part of time weat for the second part of the second part of time weat for the second part of the second part of time weat for the second part of th</li></ul>	the same or visually nel is flat f on with bu el for visu of for all bu d to distir re the sau s very diff on dark gr sers (not vith the cu	ey background means that it is hard to just the visually impaired). nge features such as power settings or