

GCE PRODUCT DESIGN (AS)

Exemplar Commentary 3

Title: Ipod Mini

Unit: 6GR01

A.

This is mature work and is well executed. The candidate has made a sensible comparison that allows knowledge to be demonstrated with both products. The information provided addresses all key factors. (Mark Range 4-6)

B.

2 materials are considered and their selections are justified, an alternative is offered and there are sensible environmental considerations. (Mark Range 7-9)

C.

Again we have enough manufacturing techniques suggested to satisfy the assessment criteria and alternatives are offered. However there appears to be some evidence of them not being applied to the product specifically and this could be a problem if it was consistent throughout the submission. In addition to this the environmental considerations for the manufacturing processes themselves are not as strong as the materials, but not enough to be down marked on their own so with the addition of the slight lack of focus with the process justification this candidate loses 1 mark in this section. (Mark Range 7-10)

D.

Quality control checks are listed and described in full. However the QA section is less thoroughly completed and some information about the quality assurance standards applied to the product could be mentioned here in more detail. (Mark Range 4-6)

E.

Alternative ideas are offered and the design work is detailed and well annotated. Materials and processes are discussed and the decisions made are justified against the specification. The development is less thorough and rather simplistic, too little consideration of individual sub-system development is given and the product does not feel as though it is realistically moving on. Greater consideration of structural components and joining/manufacturing possibilities is needed. Some manufacturing is considered and there is evidence of modelling being used to establish a final product. Ideally CAD needs to be used as a design tool rather than as a presentational aid at the final decision making process. (Mark Range 13-18)

F.

There is a range of communication techniques (if rather simply) used and ICT is carried out with sufficient detail to convey what is intended but not to make the product. A drawing offering some

detail of the mould for the packaging is offered. Annotation is relatively detailed. But there is not the performance to gain access much beyond the mid box? (Mark Range 9-12)

G.

Time planning is considered, but it lacks detail, and needs greater and more detailed consideration. Deadlines are not obviously considered, however the sequencing is correct. (Mark Range 4-6)

H.

Materials and processes are justified and the manufacturing offered is carried out with precision and accuracy. Two products have been offered to ensure a wide range of skills and manufacturing processes are evidenced, probably more than one usually expect for this level. (Mark Range 13-18)

I.

A range of tests are offered, but the explanation and justification is lacking. The model is evaluated and third party involvement is evidenced. This aspect is weaker than would be expected for the top box access so a mark range of 4-6 is allocated.