



Pearson



Mark Scheme (Results)

Summer 2017

BTEC Level 3 National in Art and  
Design Unit 1: Visual recording and  
Communication (31827H)



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# Unit 1: Visual Recording and Communication

## - Sample marking grid

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### General Marking Guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Marking grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the marking grid not according to their perception of where the grade boundaries may lie.
- All marks on the marking grid should be used appropriately.
- All the marks on the marking grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks if the learner's response is not rewardable according to the marking grid.
- Where judgment is required, a marking grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the marking grid to a learner's response, a senior examiner should be consulted.

### Specific Marking guidance

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The marking grids have been designed to assess learner work holistically. Rows within the grids identify the assessment focus/outcome being targeted. When using a marking grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

## Unit 1: Visual Recording and Communication

<b>Assessment Objectives</b>	<b>Mark Awarded</b>
AO1: Understand how recording is used to communicate visually in the work of others	Out of 9
AO2: Demonstrate understanding of visual communication through exploration of different methods of recording	Out of 18
AO3: Demonstrate ability to record to communicate intentions	Out of 24
AO4: Evaluate visual recording and communication skills	Out of 9
<b>TOTAL</b>	<b>Out of 60</b>

Assessment outcomes	Band 0	Band 1	Band 2	Band 3
Marks	0	1-3	4-6	7-9
<b>AO1</b>  <b>Understand how recording is used to communicate visually in the work of others</b>	<b>No rewardable material</b>	<ul style="list-style-type: none"> <li>• Basic understanding of theme, ideas, use of visual language and formal elements in the work of others.</li> <li>• Includes a limited understanding of relevant contextual factors and creative intention in the work of others.</li> <li>• Selection of contextual sources tentatively informs own practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Competent understanding of theme, ideas, use of visual language and formal elements in the work of others.</li> <li>• Includes a coherent understanding of relevant contextual factors and creative intention in the work of others.</li> <li>• Selection of contextual sources coherently informs own practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Sophisticated understanding and evaluation of theme, ideas, use of visual language and formal elements in the work of others.</li> <li>• Includes an exceptional understanding of relevant contextual factors and creative intention in the work of others.</li> <li>• Selection of contextual sources perceptively informs own practice.</li> </ul>

Assessment outcomes	Band 0	Band 1	Band 2	Band 3	Band 4
<b>Marks</b>	<b>0</b>	<b>1-4</b>	<b>5-9</b>	<b>10-14</b>	<b>15-18</b>
<b>AO2 Demonstrate understanding of visual communication through exploration of different methods of recording</b>	<b>No rewardable material</b>	<ul style="list-style-type: none"> <li>• Basic exploration of ideas, imagery, visual language and formal elements in own work.</li> <li>• Basic exploration of materials and methods of recording showing limited understanding of visual communication.</li> <li>• Basic understanding of relevant contextual factors</li> <li>• Basic explanation of creative decisions.</li> </ul>	<ul style="list-style-type: none"> <li>• Competent exploration of ideas, imagery, visual language and formal elements in own work.</li> <li>• Competent exploration of materials and methods of recording showing coherent understanding of visual communication.</li> <li>• Adequate understanding of relevant contextual factors.</li> <li>• Adequate explanation of creative decisions.</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive exploration of ideas, imagery, visual language and formal elements in own work.</li> <li>• Effective exploration of materials and methods of recording showing comprehensive understanding of visual communication.</li> <li>• Comprehensive understanding of relevant contextual factors.</li> <li>• Effective explanation of creative decisions with comprehensive justifications.</li> </ul>	<ul style="list-style-type: none"> <li>• Exceptional exploration of ideas, imagery, visual language and formal elements in own work.</li> <li>• Fluent exploration of materials and methods of recording showing sophisticated understanding of visual communication.</li> <li>• Exceptional understanding of relevant contextual factors.</li> <li>• Exceptional explanation of creative decisions with sophisticated justifications.</li> </ul>

Assessment outcomes	Band 0	Band 1	Band 2	Band 3	Band 4	Band 5
<b>Marks</b>	<b>0</b>	<b>1-4</b>	<b>5-9</b>	<b>10-14</b>	<b>15-19</b>	<b>20-24</b>
<b>AO3 Demonstrate ability to record to communicate intentions</b>	<b>No rewardable material</b>	<ul style="list-style-type: none"> <li>Limited interpretation of the theme.</li> <li>Limited ability to manipulate materials, techniques and processes.</li> <li>Recording shows limited ability to communicate creative intention.</li> <li>Limited explanation of creative intentions with weak justifications.</li> </ul>	<ul style="list-style-type: none"> <li>Basic interpretation of the theme.</li> <li>Basic ability to manipulate, materials, techniques and processes.</li> <li>Recording shows basic ability to communicate creative intention.</li> <li>Basic explanation of creative intentions with basic justifications.</li> </ul>	<ul style="list-style-type: none"> <li>Coherent interpretation of the theme.</li> <li>Competent ability to manipulate materials, techniques and processes.</li> <li>Recording shows competent ability to communicate creative intention.</li> <li>Competent explanation of creative intentions with coherent justifications.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive interpretation of the theme.</li> <li>Fluent ability to manipulate materials, techniques and processes.</li> <li>Recording shows comprehensive ability to communicate creative intention.</li> <li>Effective explanation of creative intentions with comprehensive justification.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Exceptional interpretation of the theme.</li> <li>Exceptional ability to manipulate materials, techniques and processes.</li> <li>Recording shows exceptional ability to communicate creative intention.</li> <li>Sophisticated explanations of creative intentions with exceptional justification.</li> </ul>

Assessment outcomes	Band 0	Band 1	Band 2	Band 3
Marks	0	1-3	4-6	7-9
<b>A04</b> <b>Evaluate visual recording and communication skills</b>	<b>No rewardable material</b>	<ul style="list-style-type: none"> <li>• Basic description of ideas, imagery, visual language and formal elements in own visual recording and communication.</li> <li>• Simple explanation of ideas and judgements in relation to a theme and some understanding of how contextual factors influence own creative intentions.</li> <li>• Basic description of strengths, weaknesses and areas for improvement which demonstrates limited understanding of own visual recording and communication skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Competent description of ideas, imagery, visual language and formal elements in own visual recording and communication.</li> <li>• Cohesive justification of ideas and judgements in relation to a theme with a coherent line of reasoning and coherent understanding of how contextual factors influence own creative intentions.</li> <li>• Coherent evaluation of strengths, weaknesses and areas for improvement which demonstrates comprehensive understanding of own visual communication.</li> </ul>	<ul style="list-style-type: none"> <li>• Exceptional description of ideas, imagery, visual language and formal elements in own visual recording and communication.</li> <li>• Sophisticated justification of ideas and judgements in relation to a theme with an excellent line of reasoning and exceptional understanding of how contextual factors influence own creative intentions.</li> <li>• Fluent evaluation of strengths, weaknesses and areas for improvement which demonstrates sophisticated understanding of own visual communication.</li> </ul>



