



T Level Technical Qualification in Craft and Design

Core Examination

Paper 1

Mark Scheme

Craft and Design Core Exam

General Marking Guidance

- All students must receive the same treatment. Examiners must mark the first student in exactly the same way as they mark the last.
- Marking grids should be applied positively. Students 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 student'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 student's response, a senior examiner should be consulted.

Points-Based Mark Scheme Guidance

Points-based mark schemes are made up of:

1) Mark scheme rubric

A mark scheme rubric instructs an examiner as to how each mark is awarded.

2) Example responses

These demonstrate the type of acceptable responses that a student might provide and where each mark is awarded.

3) Additional marking guidance

This informs examiners about any parameters which should be applied e.g. 'accept any other appropriate responses.'

Applying the points-based mark scheme guidance

Examiners should follow the mark scheme rubric and use the example responses as a guide for the relevance and expectation of the responses. Students must be credited for any appropriate response. Should candidates provide answers that meet the rubric but in an alternative order, credit should be given.

Levels-Based Mark Scheme Guidance

Levels-based mark schemes (LBMS) have been designed to assess students' work holistically. They consist of two parts:

1. Indicative content

Indicative content reflects content-related points that a student might make but is not an exhaustive list. Nor is it a model answer. Students may make some or none of the points included in the indicative content as its purpose is as a guide for the relevance and expectation of the responses. Students must be credited for any appropriate response.

2. Levels-based descriptors

Each level is made up of a number of traits which when combined together articulate the quality of response that a student needs to demonstrate. The traits progress across the levels to demonstrate the different expectations of each level. When using a levels-based mark scheme, the 'best fit' approach should be used.

Applying the levels-based descriptors

- Examiners should take a 'best fit' approach to determining the mark.
- Examiners should first make a holistic judgement on which level most closely matches the student's response. Students will be placed in the level that best describes their answer. Answers can display characteristics from more than one level, and where this happens markers must use any additional guidance (e.g. weighting of traits) and their professional judgement to decide which level is most appropriate.
- The mark awarded within the level will be decided based on the quality of the answer and will be modified according to how securely all traits are displayed at that level:
 - marks will be awarded at the top of that level if the student has evidenced each of the descriptor traits securely.
 - where the response does not securely meet all traits, the marks should be awarded based on how closely the descriptor has been met.

Section A

Question Number	Answer:	Mark
1	Award one mark for the correct response: <ul style="list-style-type: none">• A – Customer relationship management software	1

Question Number	Answer:	Mark
2	Award one mark for a correct definition of the term 'specialised target audience': <ul style="list-style-type: none">• niche social groups (1)• a group of people with specialist/non-mainstream interests/needs (1) Accept any other appropriate responses.	1

Question Number	Answer:	Mark
3	Award one mark for each correctly given geographic that craft practitioners should consider up to a maximum of two marks, from: <ul style="list-style-type: none">• country• climate• population. Accept any other appropriate responses.	2

Question Number	Answer:	Mark
4	<p>Award one mark for each correctly given dilemma a company may face when developing a product in the creative industries up to a maximum of two marks, from:</p> <ul style="list-style-type: none"> • compromising on quality (1) • providing/giving misleading information (1) • conducting unethical market research (1) • plagiarising the work of others (1). <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
5	<p>Award one mark for a correct benefit to a craft business of using loans as a source of funding (1) and one mark for a justification for that benefit (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none"> • Loans can help the business with budgeting / financial planning / managing cashflow (1) because repayments have a regular set fee/date of repayment (1) • Loan could be used to grow the business (1) because the funds can be used to invest in bigger premises / capital machinery / increase staffing levels / open a retail unit / increase digital presence (1) • Loans can be a cheaper way to access funding than some other sources of finance (1) because they can have cheaper rates of interest / do not require the business to give up shares/equity in the business (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
6	<p>Award one mark for a correct way that violating regulatory standards on cultural appropriation can negatively impact on a craft maker (1) and one mark for a justification for that way (1), up to a maximum of four marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• It can impact the craft maker financially (1) because they may [lose income/sponsorship if there is a negative audience reaction] / [receive a fine from a regulatory body] (1)• It can damage the craft maker's reputation (1) because they will be associated with exploitation / misrepresentation / stereotyping / profiteering / causing offence (1) <p>Accept any other appropriate responses.</p>	4

Question Number	Answer:	Mark
7	<p>Award one mark for a correct benefit to craft makers of the Copyright, Designs and Patents Act 1988 (1) and one mark for a justification for that benefit (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• Craft makers original work cannot be stolen/exploited by others (1) because the Act protects the creator's intellectual property rights (1)• Craft makers have control over the way their original work is used (1) because the Act dictates that work subject to copyright cannot be used without permission (1)• Craft makers can claim royalties/fees from anyone who reproduces their original work (1) because the Act gives practitioners exclusive rights to sell or license their work (1)• Craft makers can earn money/receive compensation/commission from anyone who uses their original work (1) because the Act establishes a simple process for licensing/distributing creative work (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
8	<p>Award one mark for a correct way a craft maker can use their market knowledge to develop a new craft product (1) and one mark for a justification for that way (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• They can develop a more distinctive/original craft product (1) because they can use their understanding of competitors' products/the marketplace (1)• Market knowledge can help provide insights into what makes a distinctive craft product (1) because they can use their understanding of comparable products (1)• They can develop ideas that will better meet customers' needs/preferences (1) because they can use their understanding of current trends / tastes (1)• They can develop the craft product in a way that gives them a greater chance of commercial success (1) because they can use their understanding of potential areas for growth in this field/market (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
9	<p>Award one mark for a correct way a craft maker can establish that an author is a valid research source (1) and one mark for a justification for that way (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• The author's expertise can be verified (1) because the source includes the author's credentials (1)• The author appears to be a trusted authority in this field/context (1) because the author has other publications on this topic (1)• The accuracy of the research can be verified (1) because the author includes citations for the sources they use (1)• The author's background/the context of the research is known (1) because affiliations are included in the source (1)• The author's expertise can be corroborated (1) because comparing/contrasting with other sources identifies consistent research findings (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
10	<p>Award one mark for a correct way critical responses to a craft product can be used by craft practitioners (1) and one mark for a justification for that way (1), up to a maximum of four marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• It could be used to determine the success of the craft product (1) because a positive/negative critical response will generate positive/negative word of mouth (1)• It could be used to inform future creative developments (1) because the maker can identify aspects of the craft product that should/should not be incorporated into future products based on the critical response (1)• It could be used to make improvements to an existing product (1) because the craft product could be refined based on the critical response from customers/experts (1)• It could be used to make comparisons to similar products (1) because critical responses draw positive/negative comparisons with other products from the same market (1)• It could be used to attract future endorsements/sponsorships (1) because people want to be associated with craft makers that have had a positive critical response (1)• It could be used to generate income (1) because quotes from positive critical responses can be used to market the product (1) <p>Accept any other appropriate responses.</p>	4

Question Number	Indicative content:	Mark
11	<p>Responses will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and level descriptors below.</p> <p>The indicative content that follows is not prescriptive. Responses may cover some or all indicative content, but learners should be rewarded for other relevant responses.</p> <ul style="list-style-type: none"> • Age profiling is a key consideration when identifying potential customers / looking at potential markets / matching products with target market group • Appropriate target market groups can be identified through the analysis of demographic data in terms of levels of disposable income / family size • Products can be designed without any specific age bias / target age / appeal to a very wide age profile of customers • Demographics reveal the age, gender and sexual orientation of potential customers and help to affirm the place of possible products within certain groups. • It helps to understand different types of people and their requirements and therefore allows craft makers to create more personalised products. • Demographic profiling is a unique description of individuals /populations and their characteristics held by an individual/group. A collection of criteria that helps craft practitioners: <ul style="list-style-type: none"> ○ build an understanding of their levels of disposable income ○ understand their interests and leisure time ○ learn about family size. • It can improve communication with customers, as craft practitioners can target specific groups. • However, it is subjective data and therefore highly variable and reliant on considerable audience research, which can be expensive and time-consuming. • Demographic data can be misunderstood by craft practitioners, as it is qualitative data, leading craft practitioners to make incorrect assumptions about 	9

	<p>customers. This is why qualitative data is best combined with quantitative data.</p> <ul style="list-style-type: none"> • Not being aware of demographics could result in marginalisation of particular groups, meaning the target market is reduced / target market group is narrowed. 	
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Guidance on the application of marking traits

The second trait (AO1b) carries twice as much weight as the first trait (AO3a):

- A01b – 6 marks
- A03a - 3 marks

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<ul style="list-style-type: none"> • Demonstrates a basic analysis of the issue/situation by superficially breaking down the different aspects into component parts with limited consideration of how they interrelate (AO3a) • Demonstrates basic understanding that is partially relevant to the question but which may only consider one point of view (AO1b)
Level 2	4-6	<ul style="list-style-type: none"> • Demonstrates a good analysis of the issue/situation by breaking down the different aspects into component parts and some consideration of how they interrelate, but not always in a sustained way (AO3a) • Demonstrates good understanding that is relevant to the question and considers different points of view, but not always in a balanced way (AO1b).
Level 3	7-9	<ul style="list-style-type: none"> • Demonstrates a thorough analysis of the issue/situation by comprehensively breaking down the different aspects into their component parts and considering how they interrelate, in a sustained way (AO3a) • Demonstrates comprehensive understanding that is consistently relevant to the question and considers different points of view in a balanced way (AO1b)

Question Number	Indicative content:	Mark
12	<p>Responses will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and level descriptors below.</p> <p>The indicative content that follows is not prescriptive. Responses may cover some or all indicative content, but learners should be rewarded for other relevant responses.</p> <ul style="list-style-type: none"> • It is an opportunity to increase their exposure/visibility because links and posts are likely to be shared with others. • It is an opportunity to showcase/demonstrate their passion and skills to others, including potential employers. • Sharing knowledge, such as contributing to articles and speaking at events, is an opportunity to establish a craft maker's expertise. • It is an opportunity to share unique insights drawn from personal experiences that raise the profile of a craft maker. • Creating quality content for a podcast/blog/vlog does, however, require considerable time and effort and may not be widely heard and/or seen by industry professionals. • The craft maker may become subject to criticism because comments on a blog/vlog/social media may be negative, which is counter-productive to their career ambitions. • It is difficult to grab and retain the user's attention through a podcast/blog/vlog/social media because of the huge amount of other content competing for attention. • Opportunities to contribute to reputable industry content providers and events, which would enhance a craft maker's reputation in the industry, are also hard to find. 	9

Guidance on the application of marking traits		
<p>The second trait (AO1b) carries twice as much weight as the first trait (AO3a):</p> <ul style="list-style-type: none"> • A01b – 6 marks • A03a - 3 marks 		
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<ul style="list-style-type: none"> • Demonstrates a basic analysis of the issue/situation by superficially breaking down the different aspects into component parts with limited consideration of how they interrelate (AO3a) • Demonstrates basic understanding that is partially relevant to the question but which may only consider one point of view (AO1b)
Level 2	4-6	<ul style="list-style-type: none"> • Demonstrates a good analysis of the issue/situation by breaking down the different aspects into component parts and some consideration of how they interrelate, but not always in a sustained way (AO3a) • Demonstrates good understanding that is relevant to the question and considers different points of view, but not always in a balanced way (AO1b).
Level 3	7-9	<ul style="list-style-type: none"> • Demonstrates a thorough analysis of the issue/situation by comprehensively breaking down the different aspects into their component parts and considering how they interrelate, in a sustained way (AO3a) • Demonstrates comprehensive understanding that is consistently relevant to the question and considers different points of view in a balanced way (AO1b)

Section B

Question Number	Answer:	Mark
13	Award one mark for the correct response: D – A third party that completes work on behalf of an organisation	1

Question Number	Answer:	Mark
14	Award one mark for each correctly given feature of the Data Protection Act 2018 that governs the use of data/information up to a maximum of two marks, from: <ul style="list-style-type: none"> • data must be used fairly/lawfully/transparently (1) • data must be used for specified/explicit purposes (1) • data must not be kept for any longer than required (1) • data must be accurate/up to date (1) • data must be handled in a secure way (1) • requires consent for data to be stored (1). Accept any other appropriate responses.	2

Question Number	Answer:	Mark
15	Award one mark for each correctly given form of bias that craft makers should consider when working in the creative industries up to a maximum of two marks, from: <ul style="list-style-type: none"> • author/proprietary bias (1) • confirmation bias (1) • selection bias (1). Accept any other appropriate responses.	2

Question Number	Answer:	Mark
16	<p>Award one mark for a correct reasonable adjustment that can be made to support people with motor impairments accessing a craft workspace (1) and one mark for a justification for that way (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none"> • Ramps / lifts / platforms could be installed (1) because it would make it easier to gain access to any part / floor of the workshop / building (1) • Hand / grab rails could be installed (1) because it might make it easier to move around the workspace / space by being able to hold on (1) • Storage/shelving could be installed at a lower height (1) because it would make it accessible for someone in a wheelchair. <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
17	<p>Award one mark for a correct way an inappropriate workplace culture is a barrier to greater diversity in the creative industries (1) and one mark for a justification for that way (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none"> • Non-inclusive views/behaviours (1) because it prevents new voices/perspectives being heard (1) • Non-inclusive practices (1) because it hinders collaboration/prevents some individuals being valued/feeling they belong (1) • Lack of organisational policies/frameworks (1) because it hinders diverse recruitment/training/promotion (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
18	<p>Award one mark for a correct drawback of using primary research methods (1) and one mark for a justification for that drawback (1), up to a maximum of four marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• The results cannot be compared with other research sources (1) because primary research findings are unique (1)• Outcomes can be biased (1) because the sample is not representative (1)• Outcomes can be invalid (1) because participants provide inaccurate/irrelevant responses (1)• Primary research is time consuming (1) because of the time involved in designing, conducting, and analysing outcomes (1) <p>Accept any other appropriate responses.</p>	4

Question Number	Answer:	Mark
19	<p>Award one mark for an appropriate way the craft business might need to support the student to ensure they are safe during their work placement (1) and one mark for a justification for that way (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none"> • The craft business may need to ensure additional safety checks are in place to make sure the student is wearing appropriate PPE (1) because people with learning disabilities are more likely to forget PPE rules/regulations (1) • The craft business may need to provide safety instructions in different forms (1) because people with learning disabilities may not be able to follow verbal instructions as easily (1) • The craft business may need provide a dedicated chaperone to supervise the student throughout the day (1) because people with learning disabilities may not be able to remember where they need to be at certain times of the day / have the social skills to integrate into an unfamiliar environment. <p>Accept any other appropriate responses.</p> <p>Do not accept generic responses that are not applied to the context of the scenario, such as:</p> <ul style="list-style-type: none"> • The business should make sure PPE is provided (1) because wearing PPE will reduce the risk of injury (1) 	2

Question Number	Answer:	Mark
20	<p>Award one mark for a correct drawback for a craft business of using online storage for all their digital files (1) and one mark for a justification for that way (1), up to a maximum of four marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• The business may receive a fine / may lose customers / may (1) because customer details / product information might be compromised (1)• The business may lose product information / intellectual property (1) because files / server might get be hacked / compromised (1)• The business may lose access to stored files (1) because online storage requires access to the internet which could go down / may not work offline (1) <p>Accept any other appropriate responses.</p>	4

Question Number	Indicative content:	Mark
21	<p>Responses will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and level descriptors below.</p> <p>The indicative content that follows is not prescriptive. Responses may cover some or all indicative content, but learners should be rewarded for other relevant responses.</p> <ul style="list-style-type: none"> • It allows project managers to assign tasks and responsibilities, set deadlines, create timelines, and track project progress. Real-time reports of progress mean project managers can make timely decisions that support craft makers to complete projects on time and on budget. • Team members can collaborate faster and remotely as it automates communication and updates all the parties involved in the project. Automated notifications and reminders also support collaboration. • It helps to streamline project planning and scheduling. It allows you to identify and track critical tasks. It also makes it easier to monitor costs. • It helps establish clear goals because it provides detailed project plans that include objectives, tasks, resources, and timelines. This promotes accountability and prevents roadblocks because risks and issues can be identified before they become a problem. • Project managers can check the availability of resources, such as equipment and people, and assign them to specific tasks quickly, which improves resource management. • However, the costs could outweigh the benefits because of ongoing maintenance costs and upgrades. • Digital project management software can also be overly complex and if it is not easily customisable, it may not meet the needs of every craft project. • There are also security considerations because unless 	9

	<p>security measures and user access controls are sufficiently robust, sensitive data could be compromised.</p> <ul style="list-style-type: none"> It may also foster a reactive, rather than proactive, workforce if the individuals rely too heavily on the digital project management software. 	
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Guidance on the application of marking traits

The second trait (AO1b) carries twice as much weight as the first trait (AO3a):

- A01b – 6 marks
- A03a - 3 marks

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<ul style="list-style-type: none"> Demonstrates a basic analysis of the issue/situation by superficially breaking down the different aspects into component parts with limited consideration of how they interrelate (AO3a) Demonstrates basic understanding that is partially relevant to the question but which may only consider one point of view (AO1b)
Level 2	4-6	<ul style="list-style-type: none"> Demonstrates a good analysis of the issue/situation by breaking down the different aspects into component parts and some consideration of how they interrelate, but not always in a sustained way (AO3a) Demonstrates good understanding that is relevant to the question and considers different points of view, but not always in a balanced way (AO1b).
Level 3	7-9	<ul style="list-style-type: none"> Demonstrates a thorough analysis of the issue/situation by comprehensively breaking down the different aspects into their component parts and considering how they interrelate, in a sustained way (AO3a) Demonstrates comprehensive understanding that is consistently relevant to the question and considers different points of view in a balanced way (AO1b)

Question Number	Indicative content:	Mark
22	<p>Responses will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and level descriptors below.</p> <p>The indicative content that follows is not prescriptive. Responses may cover some or all indicative content, but learners should be rewarded for other relevant responses.</p> <p>Benefits</p> <p>There is the potential for a huge worldwide market for products that are based on religious artefacts as a result of those who follow the religious beliefs that the product may be based on.</p> <p>Religious artefacts cut across a wide range of products from fabrics to pieces of cutlery / eating and drinking vessels which means a wide product range could be produced based on one period / collection.</p> <p>The products / collection of products could be sold across any number stores nationally / internationally / departments within the store.</p> <p>Products can be based on any number of religions therefore widening appeal across a bigger potential audience.</p> <p>National departments stores will already be selling a wide range of products from textiles and fashion to household goods so any products based on religious artefacts would easily drop into the diverse product range that the national stores would stock as opposed to smaller bespoke stores that may have a limited range of products such as fashion only.</p> <p>Challenges</p> <p>Some religious sects are at odds / have very differing beliefs which means any products associated with a specific religion could be viewed as offensive to other groups / religions.</p>	12

The products / collection may not appeal to a large section of society mass markets / who have no religious beliefs / values meaning that the market size could be quite small / lack appeal to the mass markets

The very large majority of people these days would say they have no / little faith / see no significance to faith / religion therefore would have no interest / value in buying products based on religious artefacts

Products might only appeal at certain times of the year such as Christmas / Easter as key religious festivals in the Christian calendar and therefore will have limited appeal / exposure year round

Given the stores are national, there are likely to be demographic variations in consumers values and perceptions regarding religion resulting in some stores stocking more / less products based on religious relics

Conclusion

On balance it does not seem like a good idea to commit to using religious artefacts as inspiration.

The market size is limited with estimates of around 98% of the population saying they do not believe in religion / have no faith therefore it leaves a very small potential market group.

Products would have limited time on the shelves due to nature of religious festivals therefore resulting in stock being tied up with products that would only be sold on a few occasions each year.

Guidance on the application of marking traits

The second trait (AO2) carries twice as much weight as the first trait (AO3a) and the third trait (AO3b):

- A02 – 6 marks,
- A03a - 3 marks,
- AO3b - 3 marks

Level	Mark	Descriptor
		ALL traits carry equal weighting
	0	No rewardable material
Level 1	1-4	<ul style="list-style-type: none"> • Demonstrates a basic analysis of the situation by superficially breaking down the different aspects into component parts with limited consideration of how they interrelate (AO3a) • Demonstrates basic application of knowledge and understanding that is partially relevant to the context of the question and may consider only one side of the context (AO2) • Demonstrates a basic evaluation which partially considers different factors and competing points, leading to a conclusion which is superficial or unsupported (AO3b).
Level 2	5-8	<ul style="list-style-type: none"> • Demonstrates a good analysis of the situation by breaking down the different aspects into component parts and considering how they interrelate, but not always in a sustained way (AO3a) • Demonstrates good application of knowledge and understanding that is relevant to the context of the question and considers both sides of the context (AO2). • Demonstrates a good evaluation which considers different factors and competing points, leading to a conclusion which is partially supported (AO3b).
Level 3	9-12	<ul style="list-style-type: none"> • Demonstrates a thorough analysis of the situation by comprehensively breaking down the different aspects into their component parts and considering how they interrelate, in a sustained way (AO3a) • Demonstrates comprehensive application of knowledge and understanding that is consistently relevant to the context of the question and consider both sides of the context in a balanced way (AO2).

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| | | <ul style="list-style-type: none">• Demonstrates a thorough evaluation which comprehensively considers different factors and competing points, leading to a conclusion which is well supported (AO3b). |
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Section C

Question Number	Answer:	Mark
23	<p>Award one mark for a correctly given purpose of the Advertising Standards Authority (ASA) from:</p> <ul style="list-style-type: none"> to ensure that advertisements comply with guidelines and standards (1) to ensure that advertisements for are honest / legal / decent / truthful (1) <p>Accept any other appropriate responses.</p>	1

Question Number	Answer:	Mark
24	<p>Award two marks for a correctly given state benefit supported by National Insurance (NI) contributions from:</p> <ul style="list-style-type: none"> statutory sick pay (1) contribution-based employment and support allowance (1) jobseeker's allowance (1) bereavement support payment (1) parental allowance (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
25	<p>Award one mark for each correctly given responsibility of the project leadership role up to a maximum of two marks, from:</p> <ul style="list-style-type: none"> manages the project from concept to close (1) communicates tasks to the wider production team (1) manages the budget (1) manages/plans resources (1) communicates with client/commissioner (1) initiates project evaluation/closure (1). 	2

	Accept any other appropriate responses.	
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Question Number	Answer:	Mark
26	<p>Award one mark for a correct benefit to a craft maker of using a non-disclosure agreement (NDA) (1) and one mark for a justification for that benefit (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none"> • An NDA ensures confidentiality (1) because it prevents the idea from being shared with competitors/third parties (1) • It protects the craft makers idea/concept (1) because anyone who signs the NDA has agreed to not share the concept with others (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
27	<p>Award one mark for a correct drawback of working as a freelancer in the creative industries (1) and one mark for a justification for that drawback (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none"> • There is a lack of security (1) because you do not get holiday pay/sick pay/company benefits (1) • Work/income is irregular/inconsistent (1) because demand for your services will vary (1) • You must take responsibility for every aspect of the business (1) because you cannot share responsibilities with others/co-workers (1) • You must invest (your own money) in equipment/software/professional development (1) because it is important to stay up to date/relevant/broaden your work opportunities (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
28	<p>Award one mark for a correct way that conducting market research can benefit a craft project (1) and one mark for a justification for that way (1), up to a maximum of four marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• It influences the creative process of development (1) because it provides information on areas of success/areas that require improvement (1)• It helps determine the commercial opportunities available (1) because it provides insights into the customer's motivations (1)• It helps determine the commercial viability (1) because it provides information on the size/profile of the customer's (1)• It highlights existing and emerging trends of consumption/generates feedback on initial ideas and proposals (1) because it provides information on customer's preferences (1)• It provides insight into cultural sensitivities/allows correct identification of specific target market (1) because responses from difference types of customers can be evaluated (1)• It supports efficient spending/budgeting (1) because it indicates if the product/event should be recommissioned/amended/cancelled (1) <p>Accept any other appropriate responses.</p>	4

Question Number	Answer:	Mark
29	<p>Award one mark for a correct implication for craft businesses of The Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) Enforcement Regulations 2008 (1) and one mark for a justification for that way (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• REACH restricts the use of certain chemicals/substances/materials (1) because they are harmful to people / the environment (1)• REACH requires craft makers to evaluate whether there are alternative chemicals/substances/materials that could be used (1) because most chemicals/substances/materials are in some way [harmful to people / the environment] / less sustainable (1)• REACH requires craft makers to register / declare the storage / importation of chemicals in amounts exceeding one tonne per year (1) because authorities need to be aware due to taxation / health and safety related issues / potential criminal use (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
30a	<p>Award one mark for a correct way that the craft maker would use imagery on the stand to create a narrative for the products they sell (1) and one mark for a justification for that way (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• They could use photos of beaches where they have collected materials from (1) because this would help set the scene / give examples of the type of materials they find on the beach/es (1)• They could display bits of 'rubbish' they have collected from the beaches / alongside products they have made from it (1) because this will give potential customers a very clear idea of what the products have been made from / how the craft maker reduces materials going to waste / landfill (1) <p>Accept any other appropriate responses.</p>	2

Question Number	Answer:	Mark
30b	<p>Award one mark for a correct way that the designer of the lampshades made use of shadow to convey their design ideas (1) and one mark for a justification for that way (1), up to a maximum of two marks.</p> <p>Marking points may be reversed/given in any order.</p> <ul style="list-style-type: none">• The designer has used shadow to show shape / form / make it look 3D (1) because this creates the effect of some of the lampshades being round / circular in form (1)• The designer has used shadow on the inside shapes (1) because this creates the impression of the lampshade being hollow (1) <p>Do not accept generic responses that are not focused on how the use of shadow to convey a design idea such as:</p> <ul style="list-style-type: none">• The designer has use shadow to make the sketch/drawing look aesthetically pleasing <p>Accept any other appropriate responses.</p>	2

Question Number	Indicative content:	Mark
31	<p>Responses will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and level descriptors below.</p> <p>The indicative content that follows is not prescriptive. Responses may cover some or all indicative content, but learners should be rewarded for other relevant responses.</p> <ul style="list-style-type: none"> • Sponsorship can be used to support, advise, or help fund the development of a craft product. The funding from sponsors will allow the craft company to focus on the quality of the product. The benefit to the sponsor is access to a specific audience to promote their products or services. • Corporate sponsorship is a partnership, the craft company/ will only want to partner with a sponsor whose corporate identity aligns with the message of the craft product and vice versa. Sponsorship is more socially responsible than many other forms of marketing and because the sponsor is aligning themselves with the craft product, they are invested in the success of the craft product. • It is in the interests of both parties to work together to make the craft product a success because a successful craft product will have a larger audience generating more profit for the craft company and allowing the sponsor to reach more people. • The sponsor is not gifting the money and they will want to see a return on their investment. The sponsor will want to reach a specific audience. They will sponsor a craft product aimed at the same audience they market their products to. Therefore, the craft company must be able to define its target audience. The craft product has to offer something of value to the sponsor. • Paying to place their products or services alongside the craft product, or providing complementary usage, can give the sponsor's products or services exposure to the media product's/event's audience. This can also add additional value to a craft product. For example, a craft product could come 'bundled' with additional goods and services such as 	9

complementary samples of cleaning or maintenance products for customers to try for free. In turn, this gives the sponsors product exposure to its target audience who might buy the sponsors product over a competitor because they have had the chance to use it themselves.

- Branded content and brand collaboration are other ways a sponsor can promote its brand through a craft product. However, sponsorship could be seen as one long commercial if not handled sensitively by the craft company.
- It can take a considerable amount of time to find and organise an appropriate sponsorship deal due to the negotiating involved.
- The role of the sponsor should be non-creative, they should not influence the cultural integrity of the craft product.

Guidance on the application of marking traits

The second trait (AO1b) carries twice as much weight as the first trait (AO3a):

- A01b – 6 marks
- A03a - 3 marks

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<ul style="list-style-type: none"> • Demonstrates a basic analysis of the issue/situation by superficially breaking down the different aspects into component parts with limited consideration of how they interrelate (AO3a) • Demonstrates basic understanding that is partially relevant to the question but which may only consider one point of view (AO1b)
Level 2	4-6	<ul style="list-style-type: none"> • Demonstrates a good analysis of the issue/situation by breaking down the different aspects into component parts and some consideration of how they interrelate, but not always in a sustained way (AO3a) • Demonstrates good understanding that is relevant to the question and considers different points of view, but not always in a balanced way (AO1b).
Level 3	7-9	<ul style="list-style-type: none"> • Demonstrates a thorough analysis of the issue/situation by comprehensively breaking down the different aspects into their component parts and considering how they interrelate, in a sustained way (AO3a) • Demonstrates comprehensive understanding that is consistently relevant to the question and considers different points of view in a balanced way (AO1b)



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Question Number	Indicative content:	Mark
32	<p>Responses will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and level descriptors below.</p> <p>The indicative content that follows is not prescriptive. Responses may cover some or all indicative content, but learners should be rewarded for other relevant responses.</p> <p>Benefits</p> <ul style="list-style-type: none"> • There could be very many more visitors to the virtual shop than visitors in person • Endless products can be 'seen' in the VR gallery as there will be no physical restrictions in terms of the size of the 'virtual' gallery • Products can be interacted with and seen in different environments • Colour / sound can be used to enhance the experience • Audio can be used to help create the narrative / tell the story of the products development • Ambient sound can be used to evoke a certain sense or feeling • Lighting can be used to show the product in different situations / environments • Surface textures / materials can be changed on a product to suit the clients / users' preferences / tastes / styles • Products can be observed that have not yet been made reducing the need to hold lots of stock • Reduces the need for a larger / more expensive gallery space • Non-tourist online – increases potential customer base • Can make decisions about how to display specific products (low-cost trinkets etc), for example, large or non-tourist displayed virtually <p>Challenges</p> <ul style="list-style-type: none"> • The grant / funding may be limited / in terms of how much money they get and may not fund all the development work which is likely to be very costly 	12

- Trying to find a freelancer in this area could be difficult given how quickly the technology is evolving and they may not see this as the best opportunity to get involved with
- Any potential users / virtual visitors to the gallery would need to have a VR headset or access to one
- Most VR users tend to be young adults who use them for gaming
- Users may not have the VR equipment to be able to 'visit' the virtual gallery
- Difficult to gain a sense of texture
- Not possible to sense / gain any interaction / sense what a product feels like when wearing / sitting on it
- Lacks human interaction between designer / client to gauge / assess how they feel about a product

Conclusions

This seems like a really positive step for the craft-based business.

The gallery is small and the potential to expand their presence online in a VR world would potentially see more exposure to their products with increased sales. The grant is a huge benefit for the business in that they are not having to fund the work out of their own income / profits regardless of the difficulties they may encounter trying to find someone to do the work.

Guidance on the application of marking traits

The second trait (AO2) carries twice as much weight as the first trait (AO3a) and the third trait (AO3b):

- A02 – 6 marks,
- A03a - 3 marks,
- AO3b - 3 marks

Level	Mark	Descriptor
		ALL traits carry equal weighting
	0	No rewardable material
Level 1	1-4	<ul style="list-style-type: none"> • Demonstrates a basic analysis of the situation by superficially breaking down the different aspects into component parts with limited consideration of how they interrelate (AO3a) • Demonstrates basic application of knowledge and understanding that is partially relevant to the context of the question and may consider only one side of the context (AO2) • Demonstrates a basic evaluation which partially considers different factors and competing points, leading to a conclusion which is superficial or unsupported (AO3b).
Level 2	5-8	<ul style="list-style-type: none"> • Demonstrates a good analysis of the situation by breaking down the different aspects into component parts and considering how they interrelate, but not always in a sustained way (AO3a) • Demonstrates good application of knowledge and understanding that is relevant to the context of the question and considers both sides of the context (AO2). • Demonstrates a good evaluation which considers different factors and competing points, leading to a conclusion which is partially supported (AO3b).
Level 3	9-12	<ul style="list-style-type: none"> • Demonstrates a thorough analysis of the situation by comprehensively breaking down the different aspects into their component parts and considering how they interrelate, in a sustained way (AO3a) • Demonstrates comprehensive application of knowledge and understanding that is consistently relevant to the context of the question and consider both sides of the context in a balanced way (AO2).

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|--|--|--|
| | | <ul style="list-style-type: none">• Demonstrates a thorough evaluation which comprehensively considers different factors and competing points, leading to a conclusion which is well supported (AO3b). |
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