



Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner ID

LL-

T Level Technical Qualification in Craft and Design (Level 3)

Specimen Assessment Material for first teaching September 2024

Time 2 hours 30 minutes

Paper
reference

XXXXXX/XX

Core: Examination

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen
– a pencil may be used for drawings.
- **Fill in the boxes** at the top of this page with your name, centre number and Pearson learner ID.
- Answer **all** questions.
- Answer the questions in the spaces provided
– there may be more space than you need.

Information

- The total mark for this paper is 120.
- The marks for **each** question are shown in brackets
– use this as a guide as to how much time to spend on each question.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

SECTION A

1 Which **one** of these project tools is used to manage and record interactions with stakeholders?

- A Customer relationship management software
- B Digital project management software
- C Spreadsheet software
- D Work breakdown structure software

(Total for Question 1 = 1 mark)

2 State what is meant by the term 'specialised target audience'.

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(Total for Question 2 = 1 mark)

Area and location are both examples of geographics.

3 Give **two** other geographics that craft makers should consider.

1

2

(Total for Question 3 = 2 marks)

One common ethical dilemma faced when developing a product in the creative industries is the risk of including bias in the decision-making process.

4 Give **two** other common ethical dilemmas a company may face when developing a product in the creative industries.

1

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(Total for Question 4 = 2 marks)

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5 Explain **one** benefit to a craft business of using loans as a source of funding.

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(Total for Question 5 = 2 marks)

6 Explain **two** ways that violating the regulatory standards on cultural appropriation can negatively impact on a craft maker.

1

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(Total for Question 6 = 4 marks)

7 Explain **one** way the Copyright, Designs and Patents Act 1988 benefits craft makers.

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(Total for Question 7 = 2 marks)



8 Explain **one** way a craft maker can use their market knowledge to develop a new craft product.

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(Total for Question 8 = 2 marks)

9 Explain **one** way a craft maker can establish that the work of an author is a valid research source.

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(Total for Question 9 = 2 marks)

One method used by craft makers to understand the impact of craft products on customers is 'reviewing critical responses.'

10 Explain **two** ways that critical responses to a craft product can be used by craft makers.

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(Total for Question 10 = 4 marks)



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11 Discuss the factors craft makers should consider when thinking about using demographics to develop craft products that meet the diverse needs of customers.

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(Total for Question 11 = 9 marks)



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12 Discuss the factors craft makers should consider when thinking about sharing their own experiences and knowledge to self-market.

(This area contains horizontal dotted lines for writing.)

(Total for Question 12 = 9 marks)

TOTAL FOR SECTION A = 40 MARKS



SECTION B

13 Which **one** of these is the definition of a 'sub-contractor'?

- A** An individual who has a non-expiring contractual agreement with their employer
- B** An individual who undertakes pieces of work for different employers
- C** A business that is run as an individual person
- D** A third party that completes work on behalf of an organisation

(Total for Question 13 = 1 mark)

14 Give **two** features of the Data Protection Act 2018 that govern the use of data and information.

1

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2

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(Total for Question 14 = 2 marks)

Cultural bias is one form of bias found in the creative industries.

15 Give **two** other forms of bias that craft makers should consider when working in the creative industries.

1

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(Total for Question 15 = 2 marks)



Craft makers sometimes run events such as evening classes or open workshops in their workspaces as a way to market the products they sell. In these events potential customers have a chance to visit the craft makers workspace.

16 Explain **one** reasonable adjustment that can be made to support people with motor impairments accessing a craft workspace.

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(Total for Question 16 = 2 marks)

17 Explain **one** way an inappropriate workplace culture is a barrier to greater diversity in the creative industries.

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(Total for Question 17 = 2 marks)

The high cost of conducting primary research in the craft and design industry is a potential drawback.

18 Explain **two** other potential drawbacks to a craft maker of using primary research methods.

1

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(Total for Question 18 = 4 marks)



A craft business has offered a student from a local college a work placement opportunity.

The college Safeguarding Officer has informed the craft business that the student is identified as a vulnerable person because they have a learning disability.

19 Explain **one** way the craft business might need to support the student to ensure they are safe **during** their work placement.

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(Total for Question 19 = 2 marks)

20 Explain **two** drawbacks for a craft business of using online storage for all their digital files.

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(Total for Question 20 = 4 marks)

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21 Discuss the factors craft makers should consider when thinking about introducing digital project management software to manage a craft projects.

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(Total for Question 21 = 9 marks)



A buyer for a national department store is exploring inspiration for a new range of craft products. They want the products to appeal to the mass market and want them to be on sale throughout the year.

The buyer has carried out some market research that showed a proportion of its current customers find craft products that are inspired by religious relics to be interesting to them.

22 Evaluate the suitability of using religious relics for inspiration when designing new products for the collection.

(12)

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(Total for Question 22 = 12 marks)

TOTAL FOR SECTION B = 40 MARKS



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SECTION C

23 State one purpose of the Advertising Standards Authority (ASA).

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(Total for Question 23 = 1 mark)

One example of a state benefit supported by National Insurance (NI) contributions is state pensions.

24 Give **two** other state benefits supported by National Insurance (NI) contributions.

1

2

(Total for Question 24 = 2 marks)

25 Give **two** responsibilities of the project leadership role in the creative industries.

1

2

(Total for Question 25 = 2 marks)

26 Explain **one** benefit to a craft maker of using a non-disclosure agreement (NDA) when sharing an original concept for a craft product.

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(Total for Question 26 = 2 marks)



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27 Explain **one** drawback to working as a freelancer in the creative industries.

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(Total for Question 27 = 2 marks)

28 Explain **two** ways that conducting market research can benefit a craft project.

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(Total for Question 28 = 4 marks)



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29 Explain **one** key feature of The Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) Enforcement Regulations 2008 that a craft business needs to be aware of.

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(Total for Question 29 = 2 marks)

Figure 1 shows an exhibition stand that is used by a craft maker at a craft fair.

The products being sold on the stand are created using materials that have been washed up on beaches.



(Source © PAL1456075)

Figure 1



30 (a) Explain **one** way that the craft maker could use imagery on the stand to create a narrative for the products they sell.

(2)

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Figure 2 shows a sheet of concept design sketches for lampshades.

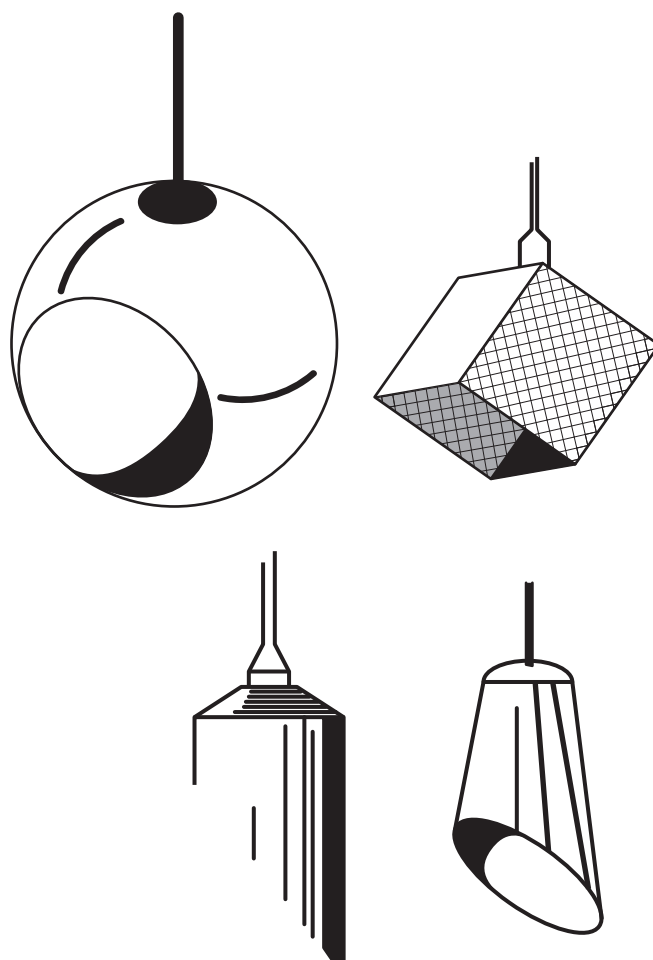


Figure 2

(b) Explain **one** way that the designer of the lampshades has made use of shadow to convey their ideas.

(2)

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(Total for Question 30 = 4 marks)



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31 Discuss the factors craft makers should consider when thinking about using sponsorship to help fund the development of a craft product.

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(Total for Question 31 = 9 marks)



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(Total for Question 32 = 12 marks)

TOTAL FOR SECTION C = 40 MARKS
TOTAL FOR PAPER = 120 MARKS

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