Candidate identifier	Scottish cultural design				
Criterion	A	B	C	D	Total
Level awarded	6	3	4	6	19

Criterion A: Inquiring and analysing	Explanatory commentary: what in this work characterizes it at the achievement level?	Level by strand
Strand i: explain and justify the need for a solution to a problem for a specified client/target audience	The student explains a problem but does not explicitly mention the need for a solution, which is inferred (tourists are referred to in the design brief).	5
Strand ii: identify and prioritize primary and secondary research needed to develop a solution to the problem	The student has constructed a detailed research plan identifying primary and secondary research, although it is lacking in detail. The student does not prioritise the research, which places the work within the lower level of the 5-6 achievement band.	5
Strand iii: analyse a range of existing products that inspire a solution to the problem	The student goes into great detail in the analysis of 3 existing products.	7
Strand iv: develop a detailed design brief, which summarizes the analysis of relevant research	The student develops a detailed design brief which summarizes the analysis of relevant research.	7
Overall criterion level	6	**What aspects of the work made it difficult to arrive at a level? How did you compensate in "best fit"?**

Criterion B: Developing ideas		Explanatory commentary: what in this work characterizes it at the achievement level?	Level by strand
Strand i: develop design specifications, which clearly states the success criteria for the design of a solution		The design specification has shown some success criteria for the design of the solution but in order to access the higher levels the student should have used more success criteria.	5
Strand ii: develop a range of feasible design ideas, which can be correctly interpreted by others		The student presents a few designs using one medium. This falls into the lower level of the 3-4 achievement band. There is no annotation to allow the level to move to the higher band,	3
Strand iii: present the chosen design and justify its selection		The student justifies the selection putting it into the 3-4 achievement band at the lower end as the design specifications are barely referred to.	3
Strand iv: develop accurate and detailed planning drawings/diagrams and outline the requirements for the creation of the chosen solution		No evidence has been submitted for this strand.	0
Overall criterion level	3	**What aspects of the work made it difficult to arrive at a level? How did you compensate in "best fit"?**	

Criterion C: Creating the solution		Explanatory commentary: what in this work characterizes it at the achievement level?	Level by strand
Strand i: construct a logical plan, which describes the efficient use of time and resources, sufficient for peers to be able to follow to create the solution		The evidence submitted meets aspects of the top descriptor as a good plan has been submitted which would allow peers to follow to a solution.	7
Strand ii: demonstrate excellent technical skills when making the solution		According to the evidence submitted in screenshots the work displays satisfactory technical skills, meeting with the requirement for the 3-4 achievement level.	4
Strand iii: follow the plan to create the solution, which functions as intended		According to the table presented the student followed the production plan, although the student indicated the selection of design 3, but actually did design 2. Overall the solution presented by the student functions quite poorly. Using best fit, the student is awarded a level 4 for this strand.	4
Strand iv: fully justify changes made to the chosen design and plan when making the solution		No evidence has been submitted for this strand.	0
Overall criterion level	4	**What aspects of the work made it difficult to arrive at a level? How did you compensate in "best fit"?**	

Criterion D: Evaluating		Explanatory commentary: what in this work characterizes it at the achievement level?	Level by strand
Strand i: design detailed and relevant testing methods, which generate data, to measure the success of the solution		Two testing methods have been designed for different audiences, which could generate some data. Both surveys, however, did not generate data.	**5**
Strand ii: critically evaluate the success of the solution against the design specification		The test against the design specification was critical in nature however there was limited reference to relevant testing of the product.	**5**
Strand iii: explain how the solution could be improved		The student explains at a lower level of the 7-8 achievement band what could be done to improve the solution.	**7**
Strand iv: explain the impact of the solution on the client/target audience		The student gives a detailed response, with reasons, which puts this strand into the highest achievement band.	**7**
Overall criterion level	6	**What aspects of the work made it difficult to arrive at a level? How did you compensate in "best fit"?**	