

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Advanced Subsidiary and Advanced Level

MARK SCHEME for the October/November 2014 series

9704 ART AND DESIGN

9704/01

Paper 1 (Controlled Test), maximum raw mark 100

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge will not enter into discussions about these mark schemes.

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Component 1: Controlled Test

| Assessment Objectives | Response to Assessment Objectives | | Maximum Mark |
|----------------------------------------------|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Personal Qualities | (i) | Individual, sensitive and creative response to stimulus. | 25 |
| | (ii) | Independence and confidence in concept and execution. | |
| Manipulative, Artistic and Analytical Skills | (iii) | Selection and control of media, processes and techniques. | 25 |
| | (iv) | Analysis from direct observation and personal experience. | |
| Aesthetic Qualities | (v) | The recognition of contour, surface, shape, colour/tone, texture, pattern, structure, form and the relationships of forms in space, and their appropriate use. | 25 |
| Knowledge and Critical Understanding | (vi) | Analysis of the idea, subject or theme chosen; suitability of selection and ability to evaluate and communicate in a systematic way. | 25 |
| | (vii) | Critical judgement and cultural awareness and appreciation. | |
| | | | Total 100 |