

**MARK SCHEME for the October/November 2010 question paper
for the guidance of teachers**

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 must be read in conjunction with the question papers and the report on the examination.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the October/November 2010 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.



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	GCE A/AS LEVEL – October/November 2010	9704	01

Component 1: Controlled Test Criteria for Assessment

All questions will be marked according to the four Assessment Domains of the Syllabus.

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