2.7 The Design Mix: Function, Aesthetics and Cost: 10-minute Pack

Total Marks

AQA 8132 · Calculators not allowed · about 10 minutes

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Short answers may be a phrase or sentence; extended answers should use full sentences. Riverside Bags, a fictional UK manufacturer of school backpacks, is used in several questions.

1 Riverside Bags is designing a new insulated lunch compartment inside a school backpack. Which element of the design mix is mainly concerned with whether the compartment keeps food cool?

- ☐ A) Aesthetics
- ☐ B) Function
- ☐ C) Cost
- ☐ D) Promotion

(Total for Question 1 is 1 mark)

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2 Riverside Bags must choose which element to prioritise for an inexpensive basic school bag sold to price-sensitive families. Which element of the design mix will they most likely prioritise?

- ☐ A) Aesthetics
- ☐ B) Function
- ☐ C) Cost
- ☐ D) Promotion

(Total for Question 2 is 1 mark)

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3 Give one simple example of a material choice that would reduce cost for Riverside Bags when producing a basic design. Name the material choice.

(Total for Question 3 is 1 mark)

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4 State one design decision involving an ethical or environmental consideration that Riverside Bags could make when choosing materials for a new school backpack.

(Total for Question 4 is 1 mark)

5 State two examples of aesthetic choices Riverside Bags could still make on a backpack even if it is designed mainly to keep costs low.

(Total for Question 5 is 2 marks)

6 Explain one reason why Riverside Bags might test a new backpack design with a small group of parents before starting full production.

(Total for Question 6 is 1 mark)

7 Explain how a requirement for good function would affect Riverside Bags' choice of materials when designing a waterproof school backpack for rainy UK weather.

(Total for Question 7 is 1 mark)

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Mark scheme · 2.7 The Design Mix: Function, Aesthetics and Cost: 10-minute Pack

Question 1

B cao **B1**

Answer: B

Question 2

C cao **B1**

Answer: C

Question 3

a named material choice, e.g. use polyester instead of heavy canvas **B1**

Answer: Use polyester instead of heavier, more expensive canvas.

Question 4

one valid decision, e.g. choosing a recycled or recyclable fabric for the main body of the bag **B1**

Answer: For example, choosing a recycled or recyclable fabric for the main body of the bag.

Question 5

choosing an on-trend colour from the standard, no-extra-cost fabric range **B1**

adding a small design detail such as a printed logo or a contrast zip pull that adds little to unit cost **B1**

Answer: Any two, for example: choosing an on-trend colour from the standard fabric range; adding a printed logo or contrast zip pull.

Question 6

identifies reason, e.g. feedback can reveal a functional or aesthetic problem before Riverside Bags commits to costly full production **B1**

Answer: Testing with parents first can reveal a functional or aesthetic problem before Riverside Bags commits to costly full production.

Question 7

identifies effect, e.g. choose waterproof or coated fabric with sealed seams **B1**

Answer: They would choose waterproof or coated fabric and sealed seams to ensure the bag keeps contents dry in rain.

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