

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Advanced Subsidiary and Advanced Level

MARK SCHEME for the October/November 2015 series

9704 ART AND DESIGN

9704/04

Paper 4 (Personal Study), 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 4: Personal Study

Assessment Objectives	Response to Assessment Objectives		Maximum Mark
Personal Qualities	(i), (ii)	Development of personal feeling and sensitivity. Articulation of personal views. Independence, initiative and determination to sustain the study from conception to realisation.	25
Manipulative, Artistic and Analytical Skills	(iii), (iv)	Ability to research, select and record. Use of media, processes and techniques appropriate to the study.	25
Aesthetic Qualities	(v)	Presentation, organisation and coherence. Use of visual and written elements to communicate ideas and intention. Perception of 'visual art' through a chosen theme.	25
Knowledge and Critical Understanding	(vi), (vii)	Evaluation and interpretation of information to inform personal views and articulate judgements. Visual and aesthetic judgement. Understanding of cultural context.	25
			Total 100