

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

**0400 ART AND DESIGN**

**0400/01**

Paper 1 (Observational/Interpretative Assignment),  
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.



<b>Page 2</b>	<b>Mark Scheme: Teachers' version</b>	<b>Syllabus</b>	<b>Paper</b>
	<b>IGCSE – October/November 2010</b>	<b>0400</b>	<b>01</b>

AO1	<b>GATHERING, RECORDING, RESEARCH AND INVESTIGATION</b> (a) Investigate and research a variety of appropriate sources (b) Record and analyse information from direct observation and personal experience	20
AO2	<b>EXPLORATION AND DEVELOPMENT OF IDEAS</b> (a) Explore a range of visual ideas by manipulating images (b) Show a development of ideas through appropriate processes	20
AO3	<b>ORGANISATION AND RELATIONSHIPS OF VISUAL ELEMENTS</b> (a) Organise and recognise the relationships of visual elements to contribute to the quality of the idea (b) Express ideas visually and make informed aesthetic judgements	20
AO4	<b>SELECTION AND CONTROL OF MATERIALS, MEDIA AND PROCESSES</b> (a) Show exploration and experimentation with appropriate materials (b) Select and control appropriate media and processes showing clarity of intention	20
AO5	<b>PERSONAL VISION AND PRESENTATION</b> (a) Show personal vision and commitment through an interpretative and creative response (b) Present an informed response through personal evaluation, reflection and critical thinking	20
<b>TOTAL MARKS</b>		<b>100</b>