

ATAR 12 Semester 1 Examination

Question/Answer booklet

DESIGN

Please place your student identification label in this box

WA student number: In figures

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In words

Time allowed for this paper

Reading time before commencing work: ten minutes

Working time: two and a half hours

Materials required/recommended for this paper

To be provided by the supervisor

This Question/Answer booklet

Number of additional
answer booklets used
(if applicable):

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To be provided by the candidate

Standard items: pens (blue/black preferred), pencils (including coloured), sharpener, correction fluid/tape, eraser, ruler, highlighters

Special items: up to three calculators, which do not have the capacity to create or store programmes or text, are permitted in this ATAR course examination, approved drawing instruments consisting of a drawing compass, set square, dividers, protractor, templates

Important note to candidates

No other items may be taken into the examination room. It is **your** responsibility to ensure that you do not have any unauthorised material. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

Structure of the examination

The Design ATAR course examination consists of a written component and a practical (portfolio) component.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of written examination
Section One Short response	5	5	45	42	30
Section Two Extended response	3	3	105	48	70
Total					100

Instructions to candidates

1. The rules for the conduct of the Western Australian external examinations are detailed in the *Year 12 Information Handbook: Part II Examinations*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers in this Question/Answer booklet.
3. Answer the questions according to the following instructions.

Section One: Contains five questions. Answer all questions.

Section Two: Contains three questions. Answer all questions.
4. You must be careful to confine your answers to the specific questions asked and to follow any instructions that are specific to a particular question.
5. Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Section One: Short response**30% (42 Marks)**

This section has **five** questions. Answer **all** questions. Write your answers in the spaces provided.

Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Suggested working time: 30 minutes.

Question 1

(8 marks)



Figure 1: Poster for the film Man with a Movie Camera, Vladimir Stenberg, Georgii Stenberg, 1929

Refer to Figure 1 on the previous page to answer the following questions.

a) Identify and describe the use of the design elements type and shape. Explain how they have been used effectively in Figure 1.

(4 marks)

b) Analyse how one design principle has been effectively used in Figure 1. Provide specific examples to support your response.

(4 marks)

Question 2

(4 marks)



Figure 2: Lounge chair and ottoman - date – 1956 – Charles and Ray Eames

Discuss how the principle of form follows function has been used in the design of the object shown in Figure 2. Give specific examples from the image to support your response.

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Question 3

(10 marks)

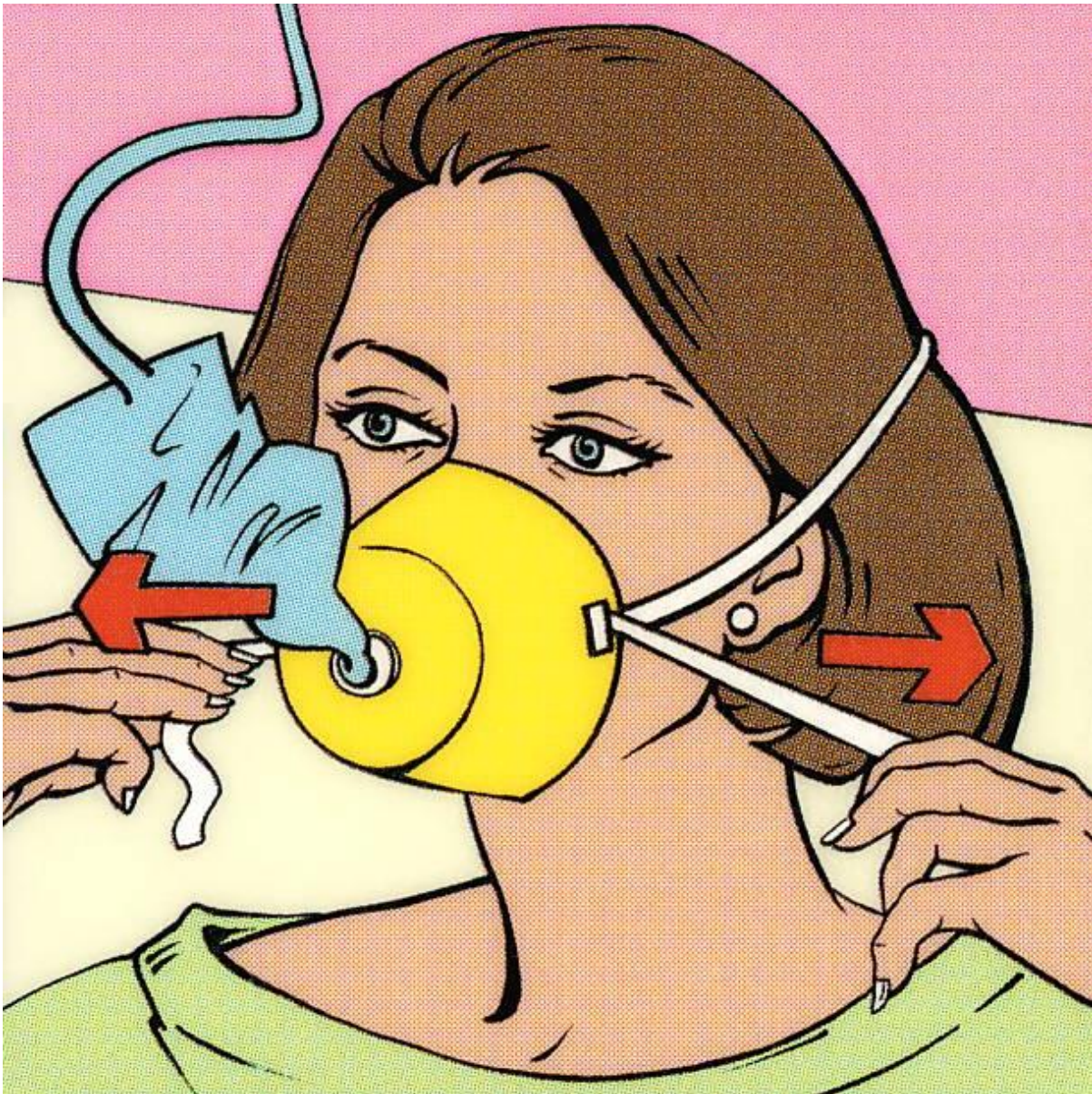


Figure 3: Woman Inflating Oxygen Mask – Stock Image – Circa 1960

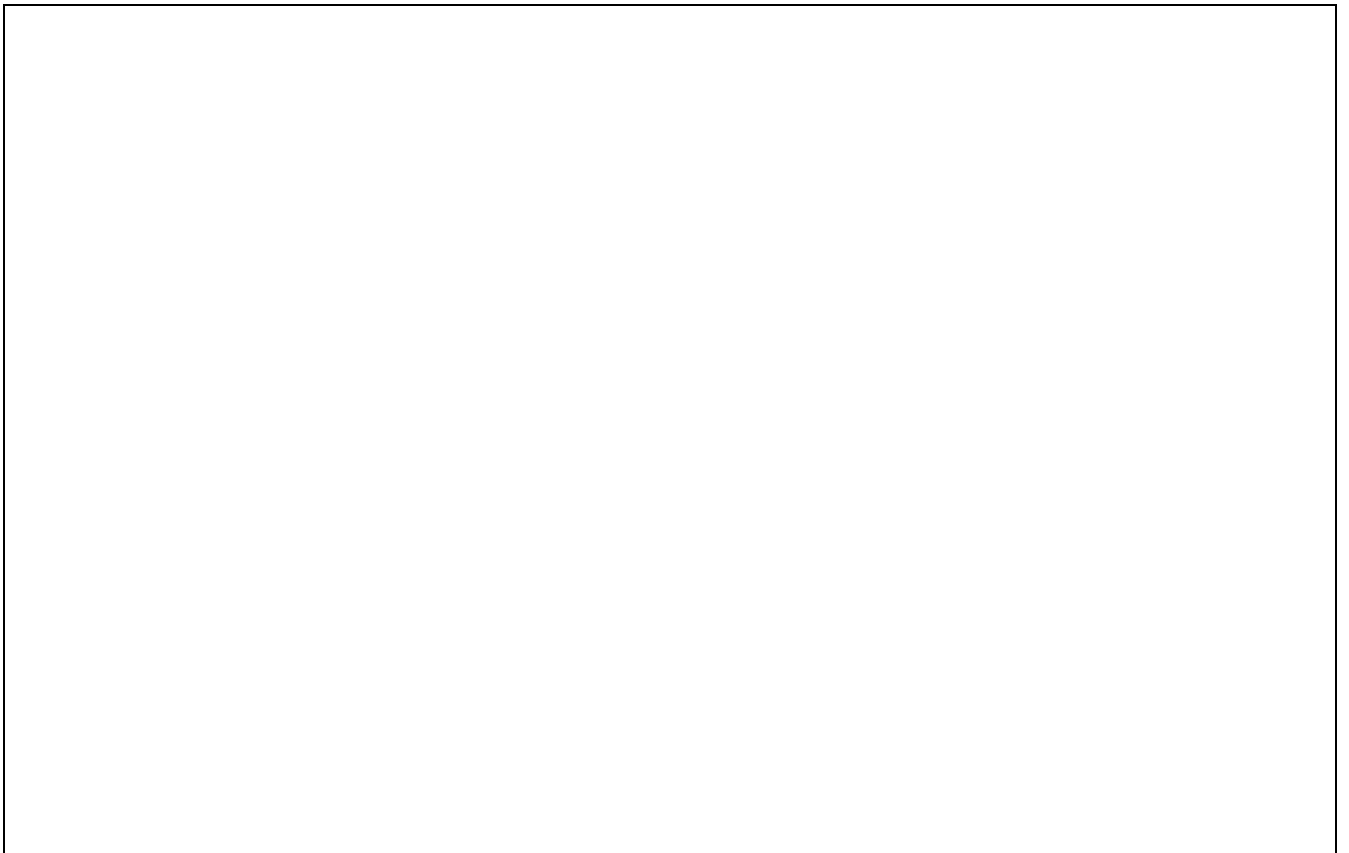
Use semiotics to analyse Figure 3 on the previous page.

- (a) Identify an example of an icon and a symbol in Figure 3. (4 marks)

Icon: _____

Symbol: _____

- (b) Draw and label a diagram of semiotics using an example from Figure 3. (6 marks)



Question 4

(12 marks)

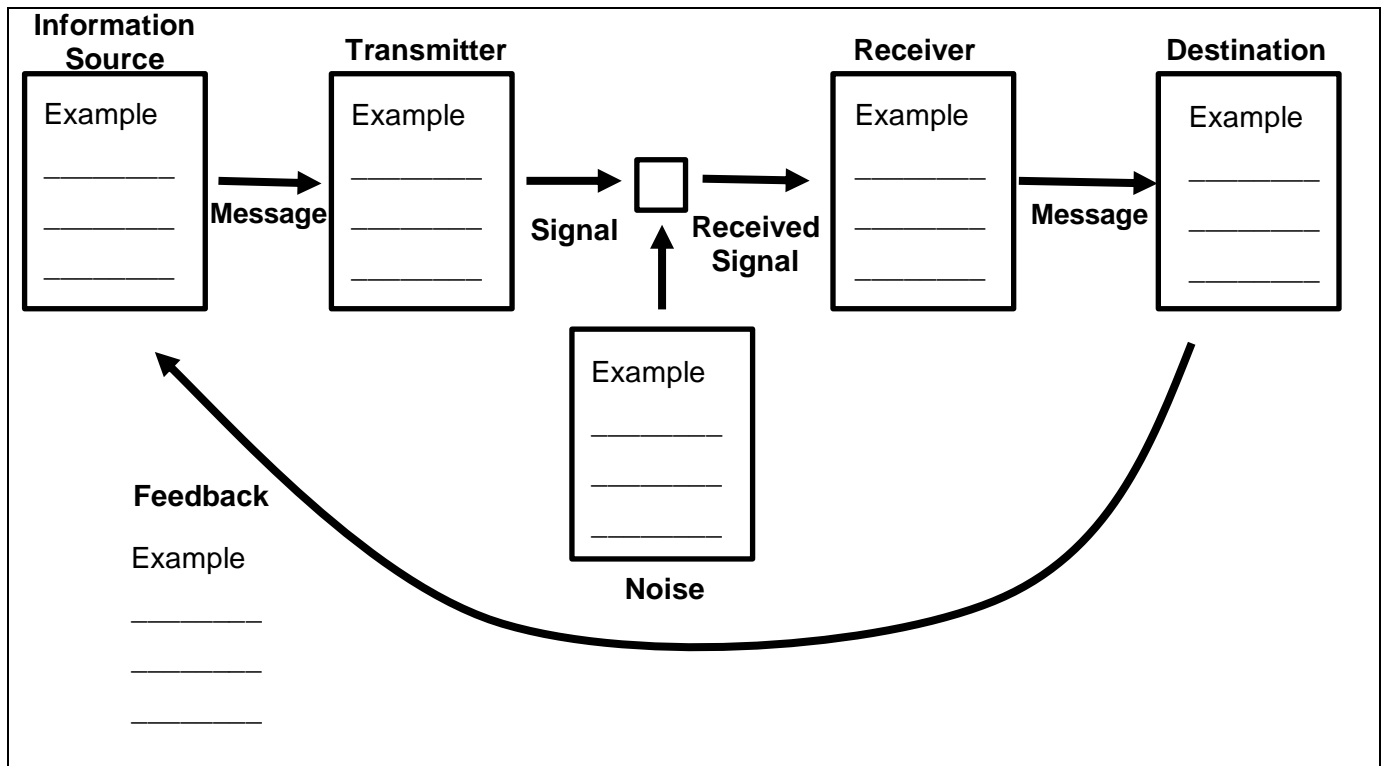


Figure 4: Mouldy Whopper Magazine Advertisement, Burger King, 2020

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The following questions relate to Figure 4 on the previous page.

- (a) Provide examples from Figure 4 of each component of the Shannon and Weaver Model in the diagram below. (6 marks)



- (b) Identify one communication strategy used in Figure 4, describe how it has been achieved in the image, and evaluate its effectiveness. (6 marks)

[illegible]

See next page

Question 5

(8 marks)

a) Define intellectual property and discuss the importance of copyright and/or intellectual property rights in design.

(4 marks)

b) Describe how a designer can ensure their work does not infringe any intellectual property rights. Provide an example from your own work or the work of another designer to illustrate your answer.

(4 marks)

Section Two: Extended response

70% (48 Marks)

This section contains **three** questions. Answer **all** questions. Write your answers in the spaces provided.

Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Suggested working time: 105 minutes.

Question 6

(12 marks)



Figure 5: Pots of Paint, Matthew Bick

See next page

Evaluate the importance of sustainability as a future trend in design. In your evaluation, discuss the use of new technologies, materials and processes in responsible design. Refer to examples from Figure 5 in your response. (12 marks)

[illegible]

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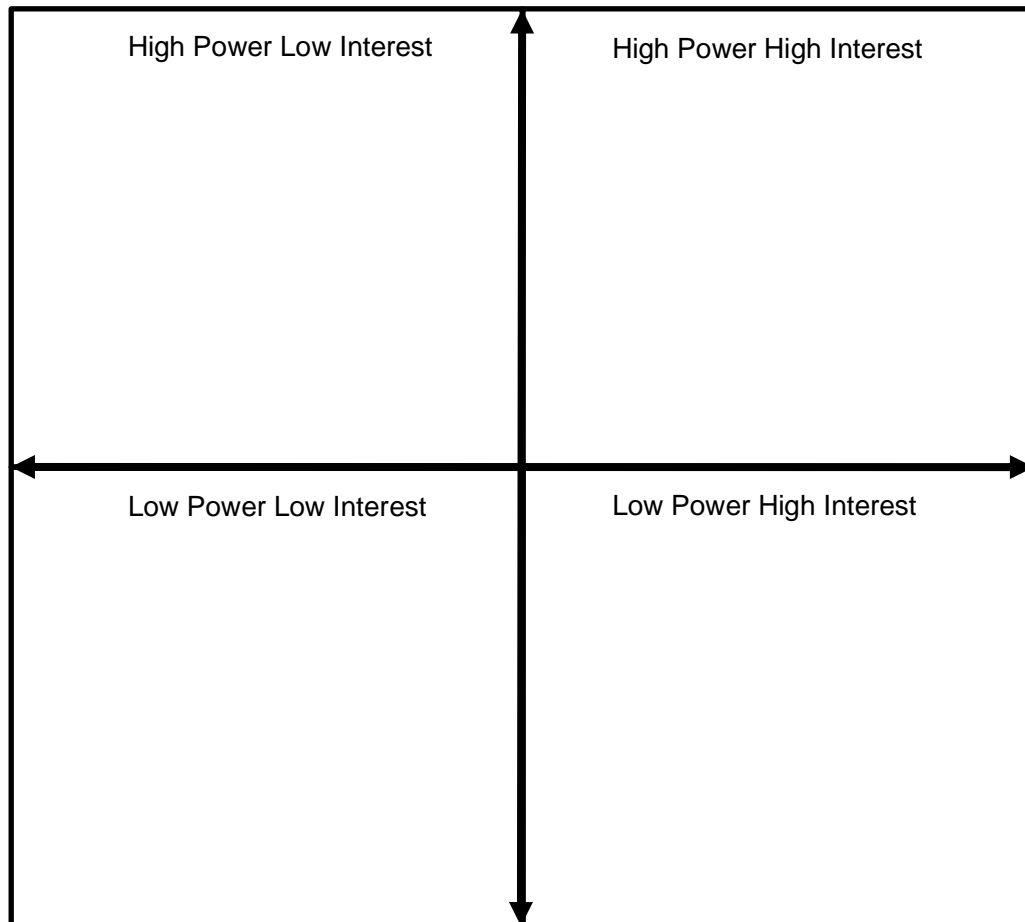
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Question 7**(16 marks)**

Reflect on a design project you have recently completed to answer question 7.

- (a) Identify four key stakeholders in your design your project and place them in the correct place in the power versus interest grid below.

(4 marks)

Question 7 (Continued)

- (b) Evaluate the effectiveness of your design in meeting the requirements of each of your stakeholders. (6 marks)

[illegible]

Question 7 (Continued)

- (c) Reflect on the above evaluation and identify one aspect you would improve if you were to do the project again. Justify your response. (6 marks)

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Question 9: Graphic design**(20 marks)****Stimulus material**

The Cancer Council has asked your design team to create a range of products for a new sun-smart campaign titled 'UV+Me'. Your client aims to educate teenagers on how to avoid ultraviolet (UV) radiation and increase awareness of the dangerous consequences of skin cancer. Studies show that Australian teenagers have the highest risk of sun exposure, due to the value they place on looking tanned.

The Cancer Council is seeking a design solution that will appeal to the values, attitudes and lifestyle preferences of this intended audience.

Some typical characteristics of the teenage audience include:

- often respond well to humour
- are attracted to technology
- prioritise friendships and being 'on trend'
- enjoy sports, music festivals and socialising
- are spontaneous risk takers.



Figure 6: Client-provided imagery.

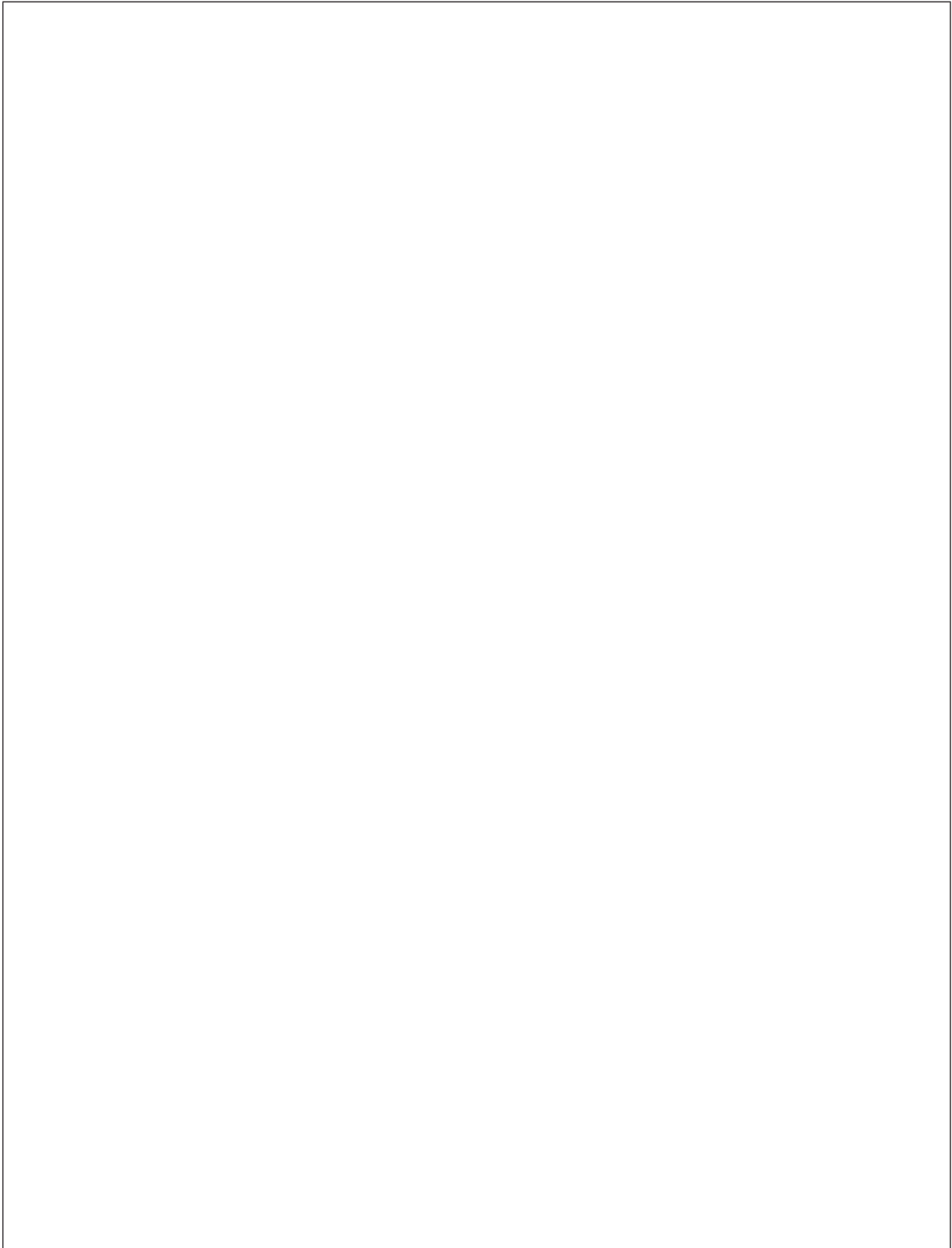
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Question 9: Graphic design

Use the following design brief and the stimulus material on pages 20 and 21 to answer all parts of this question.

As part of the design team, you are responsible for creating a logo to promote your client's 'UV+Me' brand and the sun-smart message to a teenage audience.

- (a) In the space below, create a detailed mind map that explores and develops ideas relevant to the design brief. (6 marks)

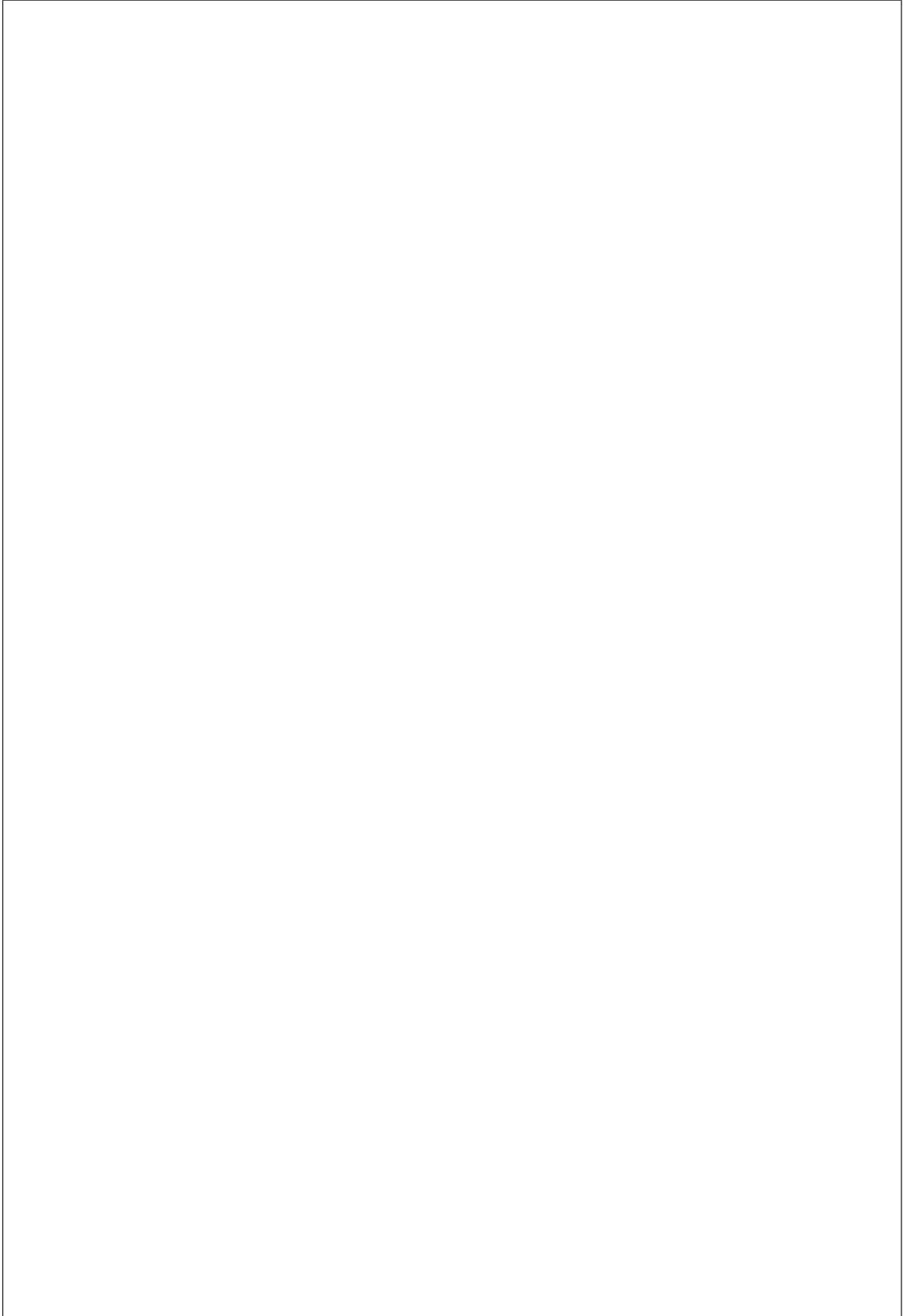


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(b) In the space below, design a solution for the logo.

(i) Sketch a solution to the design brief. (5 marks)

(ii) Annotate your design to help communicate your solution. (3 marks)



(c) Explore how you have applied semiotics in your design solution to engage the intended audience. (6 marks)

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Supplementary page

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