

**DO NOT ANSWER ON THIS ADDENDUM****QUESTION 2      DESIGN COMMUNICATION****IMAGE A**

Predrag Stakić, 2011. *Symbol representing human rights*



[<https://www.ohchr.org/en/newsevents/pages/auniversalembblemforhr.aspx>], accessed 8 January 2021]

**IMAGE B**

Cossette, 2018. *Write for rights campaign poster*



[[https://www.adsoftheworld.com/media/print/amnesty\\_international\\_write\\_for\\_rights\\_0](https://www.adsoftheworld.com/media/print/amnesty_international_write_for_rights_0)], accessed 9 January 2021]

**IMAGE C**

Diana Redhouse. 1963. *Amnesty International logo*



[<https://www.logodesignlove.com/amnesty-international-logo-design>], accessed 8 January 2021]

**QUESTION 3      VISUAL ANALYSIS****IMAGE D**

*Costume design concept from Black Panther*



[<<https://www.forbes.com/sites/danidiplacido/2018/01/31/costume-designer-ruth-e-carter-talks-the-inspiration-behind-black-panther/?sh=555b66c04d25>>, accessed 12 September 2020]

**IMAGE E**

*Sneaker Circle*



[<<https://www.justpo.st/channel/perfect+sneaker+circle>>, accessed 8 January 2021]

**QUESTION 4          DESIGN IN A BUSINESS CONTEXT****CASE STUDY**

Ybike is an award-winning South African balance bike design. Their brand philosophy stands for lasting family values through reliability and ethics. Their products appeal to ethical consumers. The founder is committed to the creative economy. Considering the triple bottom line has been challenging. Products are made from oil-based plastics. They focused on stewardship of human relationships. More sustainable materials such as timber and recycled steel were too costly. 20 YBikes were placed for children to use on Nelson Mandela Square, Sandton to promote the brand.

**IMAGE F***Ybike Original***IMAGE G***Ybike Toyni***IMAGE H***Family Choice award***IMAGE I***Sandton Square*

[Image F–I: <<http://ybike.co.za/resources/>>, accessed 8 January 2021]