



ROSSMOYNE SENIOR HIGH SCHOOL

Semester 2, Examination 2023

Design Photography ATDES

Question/Answer Booklet

WA Student Number: In figures

<input type="text"/>				
----------------------	----------------------	----------------------	----------------------	----------------------

In words

Time allowed for this paper

Reading time before commencing work: ten minutes

Working time for paper: 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):

To be provided by the candidate

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

Special items: nil

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 this examination

Section	Number of questions available	Number of questions to be attempted	Suggested working time (minutes)	Marks	Percentage of total exam
Section One: Short response	5	5	30	39	30
Section Two: Extended response	6	3	120	56	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 2023: Part II Examinations*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers in this Question/Answer booklet. Do not use erasable or gel pens.
3. Answer the questions according to the following instructions.

Section One: Contains five questions. Answer **all** questions.

Section Two: Contains six questions. You **must** answer Questions 6 and 7. Answer **one** question from Questions 8 to 11.

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.

See next page

Section One: Short Response**30% (39 marks)**

This section has **five (5)** questions. You are required to 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.

See next page

DESIGN

Question 1

(8 Marks)

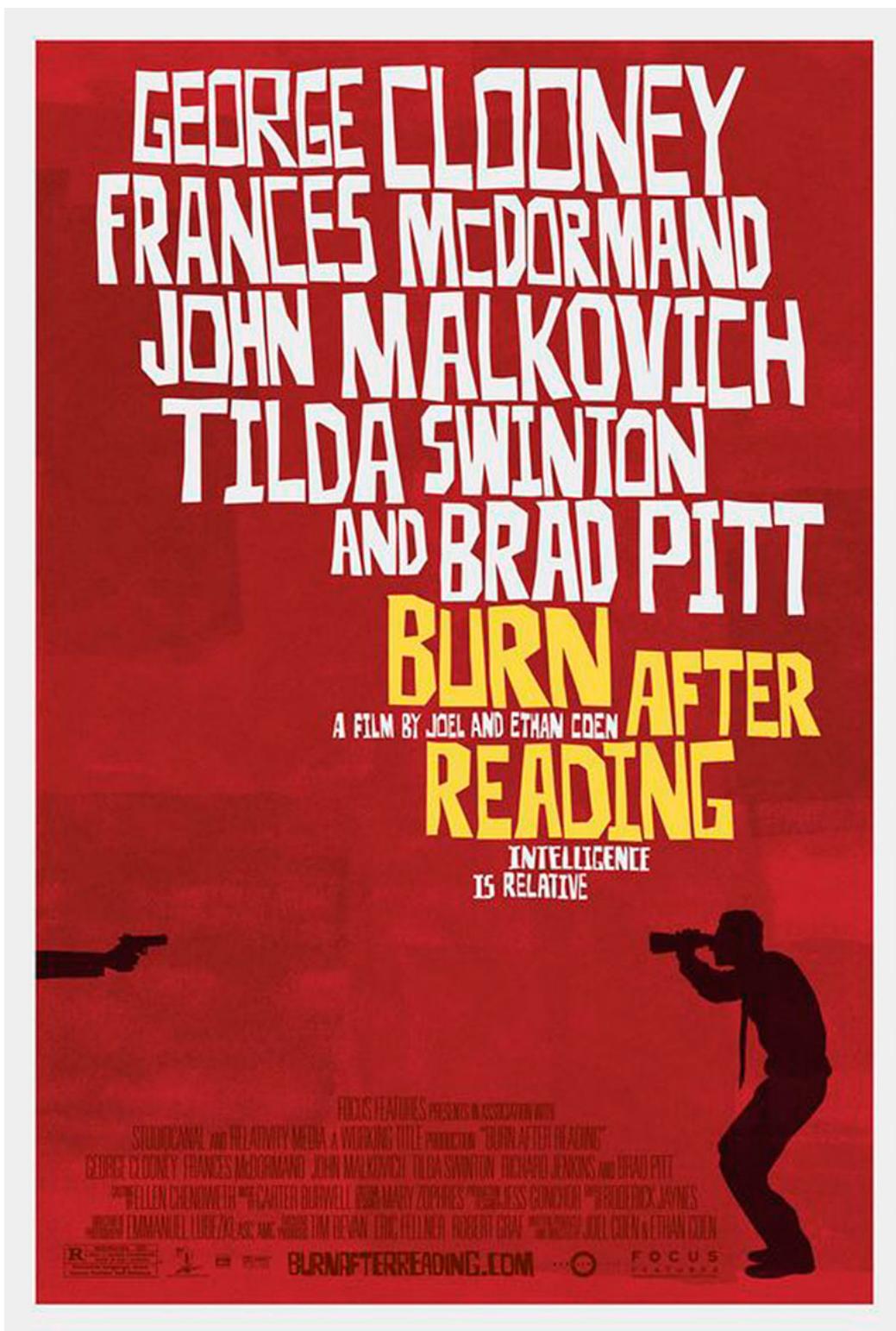


Figure 1: *Burn After Reading* movie poster (2008) inspired by Saul Bass designs.

See next page

Question 1 continued

Refer to Figure 1 on the previous page to answer this question.

Famous modernist designer Saul Bass has been quoted as saying, ‘symbolise and summarise’.

- a) Analyse how the designer has applied type and colour to be relevant to the theme and content of Figure 1. (4 marks)

- b) Describe how meaning has been constructed in Figure 1 through the use of codes, conventions or semiotics. Your answer must exclude colour and type. (4 marks)

See next page



Figure 2: Post-It Note advertisement “Reminds you of what you already forgot”.

- a) Describe how the designer has used Communication strategies in the creation of Figure 2.
(4 marks)

See next page

Question 2 continued

- b) Propose **three** advanced design processes the designer of Figure 2 could have used in the development of the advertisement. (6 marks)

One:

Two:

Three:

See next page

Question 3**(8 marks)**

Figure 3: *Blade* logo by Subversive Design
(Knife company logo)

Figure 4: *Mouse* logo by Johnson Banks
(Microsoft Advertising Awards logo)

- a) Identify two similarities and two differences in the type used in Figures 3 & 4. (4 marks)

Similarities

One:

Two:

Differences:

One:

Two:

See next page

- b) From Figures 3 and 4, choose the more effective logo and evaluate its use of space and type to communicate with an audience. (4 marks)

See next page

Question 4

(7 marks)

- a) Construct **three** questions that you could ask a potential client to establish a detailed design brief. (3 marks)

One:

Two:

Three:

- b) Identify and describe a variety of possible research methods you could engage in throughout your design process. (4 marks)

See next page



Figure 5: UK Nintendo Switch “Find Your Player Two” Valentine’s Day campaign 2020.
Viewable in Metro Newspaper.

See next page

Question 5 continued

Refer to Figure 5 on the previous page to answer all parts of this question.

- a) Outline a possible intended audience engaged by Figure 5. (2 marks)

- b) Examine how Figure 5 was designed to either reinforce or challenge representations and values of the audience. (4 marks)

See next page

This page has been left blank intentionally

See next page

Section Two: Extended answer: 70%

(56 marks)

There are **six (6)** questions in this section. You are required to answer **three (3)** questions.

You must answer **Question 6**, which is common to all contexts, and **Question 7**, which relates to a given stimulus.

Then answer **one** context-specific question from Questions 8 – 11.

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: 120 minutes.

Question 6

(25 marks)

The following questions require you to refer to a design you have undertaken **this semester**.

- a) Outline your design brief, the proposed design solution and intended message of your design. (4 marks)

- b) Besides the client & target audience, list two stakeholders of your design. (2 marks)

See next page

Question 6 continued

- c) Explain how your design brief influenced your choice of materials and/or technologies. (4 marks)

See next page

Question 6 continued

- d) Draw **two** labelled diagrams of communication models you have studied this year. (6 marks)

Communication Model: _____

Communication Model: _____

Question 6 continued

- e) Choose one Communication model from part a) and critically evaluate the benefits and constraints in relation to other models. (5 marks)

- f) Detail how you incorporated the knowledge of one communication model in your design process this year. (4 marks)

See next page

Question 7

(7 marks)



Figure 6: Dumb Ways to Die, 2012.

See next page

Question 7 continued

(7 marks)

Dumb Ways to Die was a public awareness campaign by Metro Trains Melbourne released in 2012. The campaign included a catchy song, animations and characters to promote safety around trains. The campaign was shared online, won multiple awards and has spawned collectible merchandise.

- a) Discuss how the designer of Figure 6 may have utilised trends of the time to create a “viral” campaign. (3 marks)

- b) If you were to recreate this campaign today, describe how you would manipulate future trends to create an effective campaign. (4 marks)

See next page

Section Two: Extended response: Context-specific

Answer **one** question from Questions 8 to 11 in relation to your chosen context. Tick **one** of the boxes below to indicate your context.

Context	Tick ✓	Product	Question	Pages
Photography	<input type="checkbox"/>	Photographic backdrop for event	8	21-24
Graphic Design	<input type="checkbox"/>	Printed invitation inviting influencers to event	9	25-28
Dimensional Design	<input type="checkbox"/>	Statement lighting for event	10	29-32
Technical Graphics	<input type="checkbox"/>	Entrance façade for event	11	33-36

Examine the design brief below to answer your context-specific question.

Design Brief

Fleur is an Australian high end Fragrance company who has hired you to design promotional materials for their upcoming product launch event. *Fleur* will be creating an immersive and multi-sensory experience that complements their new fragrance line for 2023. The event will ignite the senses and evoke emotions, transporting guests to a world of luxury, elegance and opulence.

Client Values:

Fleur values quality, exclusivity, sophistication. They pride themselves on creating luxury products that embody elegance and refinement. They want their fragrance to be seen as a symbol of status and luxury.

Intended Audience:

The target audience for the product launch event is affluent individuals who appreciate and invest in high-end luxury goods. They are consumers who value the finer things in life and seek unique experiences. The audience will primarily be sophisticated professionals, aged 25-45, who have a passion for luxury fragrances and a desire to be associated with prestigious brands.

Deliverables

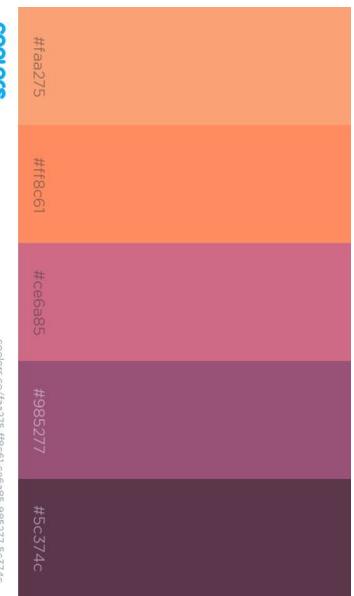
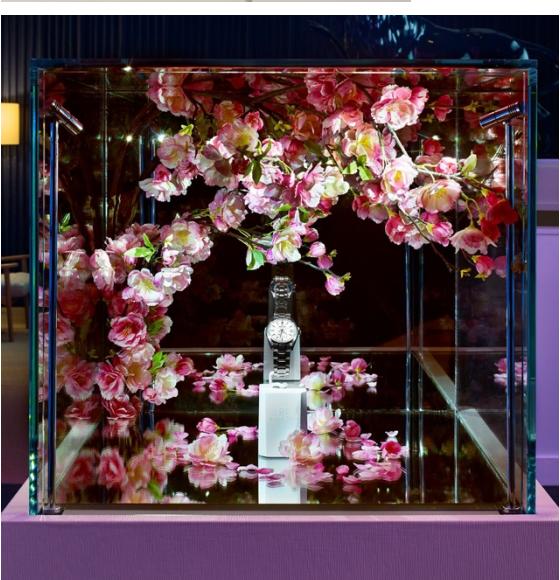
Your designs must:

- Be innovative and unique
- Reflect the client's values and design brief
- Feature aesthetics inspired by the client's provided imagery (page 21)
- Engage and attract the intended audience to attend the event

See next page

Client supplied imagery

The client has supplied the following aspirational imagery.



See next page

Question 8: Photography**(24 marks)**

Use the 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 producing a photographic backdrop for the event which will be used for guests to pose in front of and other event photography. *Fleur* requests that your photographic designs appeal to their target audience and reflects their brand values.

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

See next page

Question 8 continued

- b) In the space below, create a design solution for your concept for a photographic backdrop for the event.
- i. Sketch a possible solution to the design brief. (5 marks)
 - ii. Annotate your design to help communicate your solution. (3 marks)

See next page

Question 8 continued

- c) Justify how your proposed design solution is relevant to the client's values and design brief.
(4 marks)

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

See next page

Question 9: Graphic Design**(24 marks)**

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

Fleur has hired you to create a printed invitation for the event. Your design must be sized appropriately to be sent in the mail and adhere to the requirements of the brief. You must include relevant event information. *Fleur* requests that your photographic designs appeal to their target audience and reflects their brand values.

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

See next page

Question 9 continued

b) In the space below, create a design solution for the printed invitation for the event.

- i. Sketch a possible solution to the design brief. (5 marks)
- ii. Annotate your design to help communicate your solution. (3 marks)

See next page

Question 9 continued

- c) Justify how your proposed design solution is relevant to the client's values and design brief.
(4 marks)

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

See next page

Question 10: Dimensional Design**(24 marks)**

Use the 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 statement lighting for the event.

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

See next page

Question 10 continued

- b) In the space below, create a design solution for your concept for statement lighting for the event
- i. Sketch a possible solution to the design brief. (5 marks)
 - ii. Annotate your design to help communicate your solution. (3 marks)

See next page

Question 10 continued

- c) Justify how your proposed design solution is relevant to the client's values and design brief. (4 marks)

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

See next page

Question 11: Technical Graphics**(24 marks)**

Use the 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 an entrance façade for the event.

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

See next page

Question 11 continued

In the space below, create a design solution for your concept for an entrance façade for the event

- i. Sketch a possible solution to the design brief. (5 marks)
- ii. Annotate your design to help communicate your solution. (3 marks)

See next page

Question 11 continued

- b) Justify how your proposed design solution is relevant to the client's values and design brief. (4 marks)

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

END OF QUESTIONS

See next page

Supplementary pages

Question number: _____

See next page

Supplementary pages

Question number: _____

See next page

Supplementary pages

See next page

Supplementary pages

Question number: _____

See next page

Supplementary pages

Question number: _____

END OF EXAM