



ROSSMOYNE SENIOR HIGH SCHOOL

Semester 1, Examination 2023

Design Photography ATDES

Question/Answer Booklet

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 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):

v

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	32	30
Section Two: Extended response	6	3	120	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 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.
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.

Section One: Short Response**30% (32 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.

DESIGN

Question 1

(8 Marks)



Figure 1: *Little Miss Sunshine* movie poster (2006)

See next page

Question 1 continued

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

- a) Analyse how the designer of Figure 1 has used Design elements and principles to create meaning.
(4 marks)

- b) Outline a possible intended audience suitable for Figure 1. (2 marks)

- c) Identify an art movement the designer of Figure 1 may have been inspired by and describe why. (2 marks)

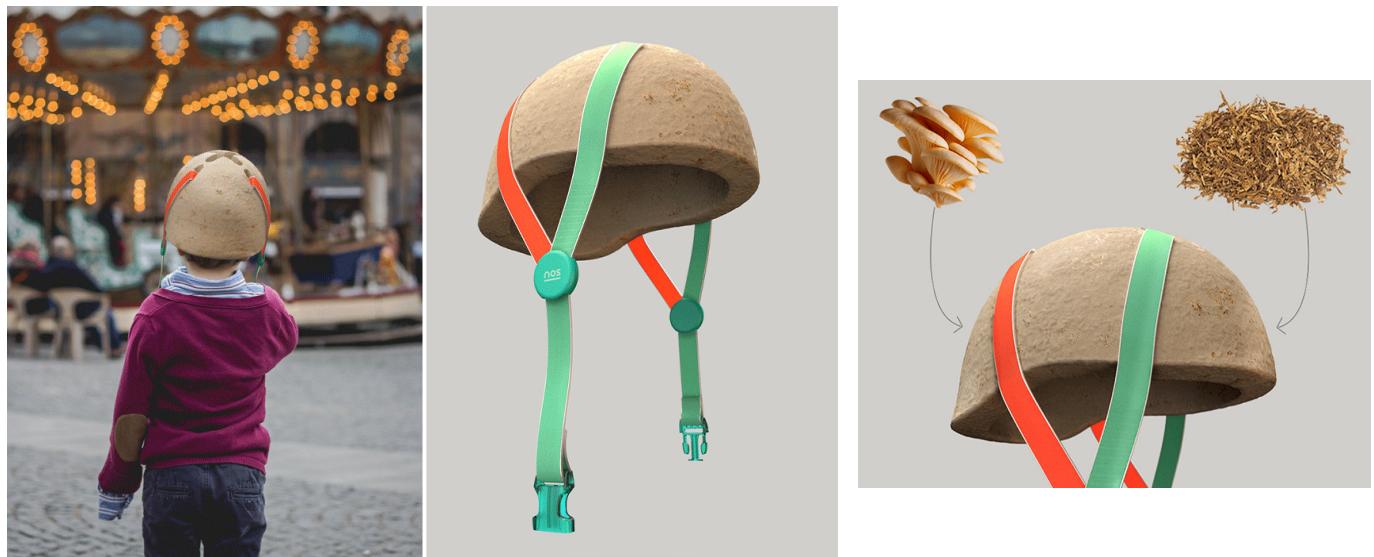


Figure 2: *Grow it Yourself* helmet made of mushrooms. This mushroom material is biodegradable, sustainable, and a low-cost alternative while also possessing thermal and fire-resistant properties.

Consider how the designer's selection of specific materials and/or technologies impacted lifecycle costings in Figure 2.

(4 marks)

The designer's selection of specific materials and/or technologies such as mushroom impacts the lifecycle costings. The helmet is made of mushrooms and grains, where during the manufacturing stage, using mushrooms is a low-cost material that's sustainable and biodegradable. This means during the disposal stage of the helmet's life cycle, it can easily and cheaply be disposed of, as it will biodegrade into the ground. Additionally, the designer would have used a strap that's reusable and recycled, in order to attract customer loyalty.



Figure 3: In-store herb garden, created to combat waste and give customers the freshest possible produce, Denmark, 2017.

How might the designer have considered form follows function in the design of Figure 3? (4 marks)
The designer of Figure 2 considered the purpose of the design as the primary goal, with the aesthetics coming after. The function of the herb garden is to provide the customers with the freshest possible herbs. The designer has done this by creating an in-store garden bed where the herbs can grow inside, using the artificial sunlight. There are multi-layered herb gardens, meaning it provides customers with a variety of fresh herbs. Additionally, the garden beds have a white, bold sans serif font on top of a dark background to indicate to the customers which herb it is. The raw materials such as wood and metal are visible, thus, the function has been prioritised over form.

Question 4

(8 marks)

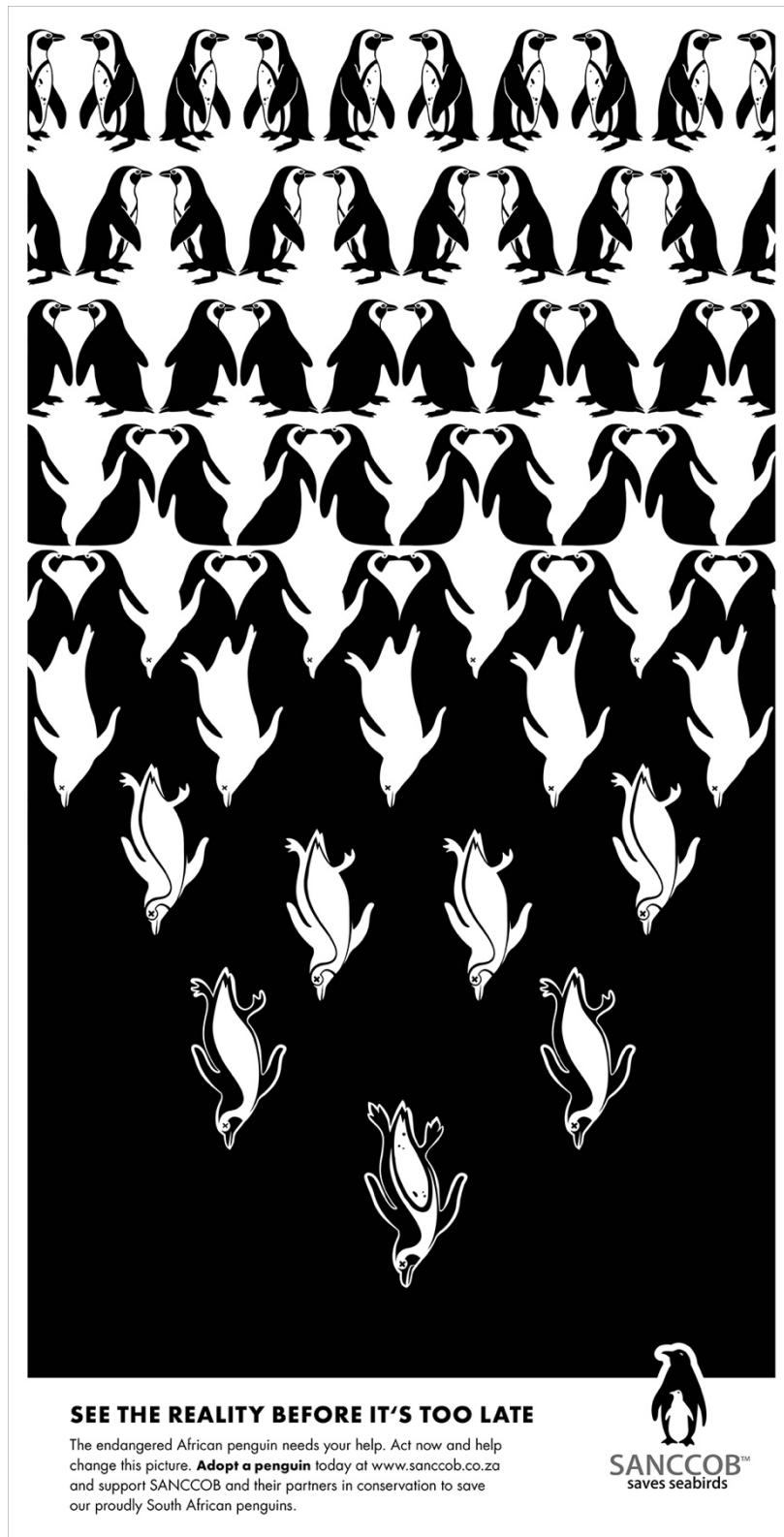


Figure 4: SANCCOB save seabirds influential print advertisement, 2013.

See next page

Question 4 continued

- a) Identify and describe how the designer has used Gestalt design principles in the construction of Figure 4. (4 marks)

- b) Analyse how semiotics, codes and conventions have been used to create meaning in Figure 4. (4 marks)

Question 5

(8 marks)



Figure 5: *We don't like yellow* Advertising Campaign from Parisloft Dental Clinic

See next page

Question 5 continued

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

- a) Identify and describe how the designer of Figure 5 has used communication strategies/ visual devices (shock tactics, humour, metaphor and/or emotion) to attract a specific target audience. In your response, provide evidence from Figure 5.
(4 marks)

The designer of figure 5 has used communication strategies visual devices such as shock and humour to attract a target audience who are interested in their health and well-being. The slogan 'we don't like yellow' is written in a thin, white sans serif font underneath traditional and common yellow items; a lemon, a duck, and yolk from an egg. These items have been turned white to indicate how dirty these items are which are found in our teeth. This attracts the target audience to use teeth whitening treatment to improve their health and well-being. This specific target audience must have a lot of income in order to use teeth whitening treatment, as dental hygiene is expensive. The target audience is usually between 30-50, and are professionals or middle-class parents. The advertising campaign gives the target audience a shock as they will be surprised to see how common yellow items be so clean.

- b) With reference to Figure 5, describe how the designer has used Design elements & principles (including Gestalt) in the creation of the brand campaign.
(4 marks)

The designer in figure 5 has used design elements & principles such as colour, type, and unity in the creation of the brand campaign. The colour for all three items are white and grey to indicate how healthy your teeth will be when using the designer's whitening treatment. The type is a thin, white sans serif font which appeals to the target audience into using their teeth whitening treatment. All the posters use the same colour scheme, type, and layout design, creating an effective unity to attract the target audience.

See next page

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Section Two: Extended answer: 70%

(48 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

(13 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 audience. (4 marks)

- b) Explain how you considered sustainability throughout your design process. (2 marks)

Question 6 continued

- c) Discuss two potential hazards and solutions relevant during your production processes.
(4 marks)

- d) Describe the inquiry processes you utilised to when selecting materials and/or technologies
for your design.
(3 marks)

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Question 7

(11 marks)



Figure 6: Cut a Tree. Kill A Life. Awareness Campaign. Malaysian Nature Society print advertisement.

See next page

Question 7 continued

Refer to Figure 6 on the previous page to answer this question.

- a) Correlate how the benefits of donating to the Malaysian Nature Society have been communicated using design elements and principles in Figure 6. (5 marks)

- b) Evaluate how strategies for communication have been used to affect the intended audience. (6 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		Home décor social media advertisements	8	21-24
Graphic Design		Company Logo applied to business card	9	25-28
Dimensional Design		Packaging design	10	29-32
Technical Graphics		Table lamp design	11	33-36

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

Design Brief

An Australian home décor company, *Conscious Design Co.* specialising in sustainable, high-quality products including vases, photo frames and candles, is seeking a rebrand and promotional materials that will help them stand out in a competitive market. The client wants a visual identity that conveys their commitment to sustainability and quality while also being affordable for a broad range of consumers. The goal of the rebrand is to attract customers who are looking for home decor that is both stylish and eco-friendly, while also differentiating themselves from competitors with a lower price-point like Kmart.

Client Values:

The client values sustainability, quality, affordability, and style. They believe in the importance of creating products that are made from sustainable materials and have a long lifespan, reducing the need for frequent replacements. They also believe that high-quality products can be affordable and accessible to a broad range of consumers.

Intended Audience:

The target audience is consumers aged 20-39, who are looking for home decor that is both stylish and eco-friendly. They are willing to pay slightly more for products that are of higher quality and are made from sustainable materials.

See next page

Client supplied imagery

The client has supplied the following aspirational imagery.

AUTHENTIC
EGO • • •



ARLINGTON
BREWING
CO.

AYOo/A

kindness™
BEAUTY



CBD FOR
MOMS

DIVC

Lilac
YOU ARE LITERALLY BEAUTIFUL

roobi



THE
GENTLE
NURSERY



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

Use the design brief and the stimulus material on pages 17 and 18 to answer all parts of this question.

As part of the design team, you are responsible for producing a set of two social media advertisements promoting *Conscious Design Co*'s new product line. They request 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 set of two social media photographic advertisements.
- i. Sketch a possible solution to the design brief. (5 marks)
 - ii. Annotate your design to help communicate your solution. (3 marks)

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 17 and 18 to answer all parts of this question.

Conscious Design Co. has hired you to create a logo for their home décor company. This logo will be applied to packaging, some products and be used on social media and all advertising and promotional materials. Their new logo should reflect the values of *Conscious Design Co.* whilst being visually appealing, recognisable and memorable and appealing to their target audience.

- 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 logo and apply it to a business card design.

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

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 17 and 18 to answer all parts of this question.

As part of the design team, you are responsible for creating Packaging design.

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

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 17 and 18 to answer all parts of this question.

As part of the design team, you are responsible for creating a table lamp design.

- 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

b) In the space below, create a design solution for your concept for a set of two social media photographic advertisements.

i. Sketch a possible solution to the design brief.

(5 marks)

ii. Annotate your design to help communicate your solution.

(3 marks)

Question 11 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)

END OF EXAM

Supplementary pages

Question number: _____

END OF EXAM

ACKNOWLEDGEMENTS

Lotus chips: <http://osushicoolangatta.com.au/wp-content/uploads/2020/06/lotus-chips.jpg>

Crave burger: <https://www.ateriet.com/wp-content/uploads/2017/02/Hamburger-Branding-and-Packaging-for-Crave-Burger-4.jpg>

Colourful vector: <https://www.crushpixel.com/stock-vector/set-fun-hand-drawn-colorful-2129148.html>

Nikuro logo: <https://i.redd.it/4ln28t5sfle51.png>

Japan logo: <https://c8.alamy.com/comp/2CCRMJ8/japan-logo-design-concept-ocean-wave-and-fuji-mountain-line-art-illustration-ohayou-gozaimasu-is-japanese-language-means-to-good-morning-2CCRMJ8.jpg>