

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

**IMAGE A:** Advertisement Cadbury Mini Egg

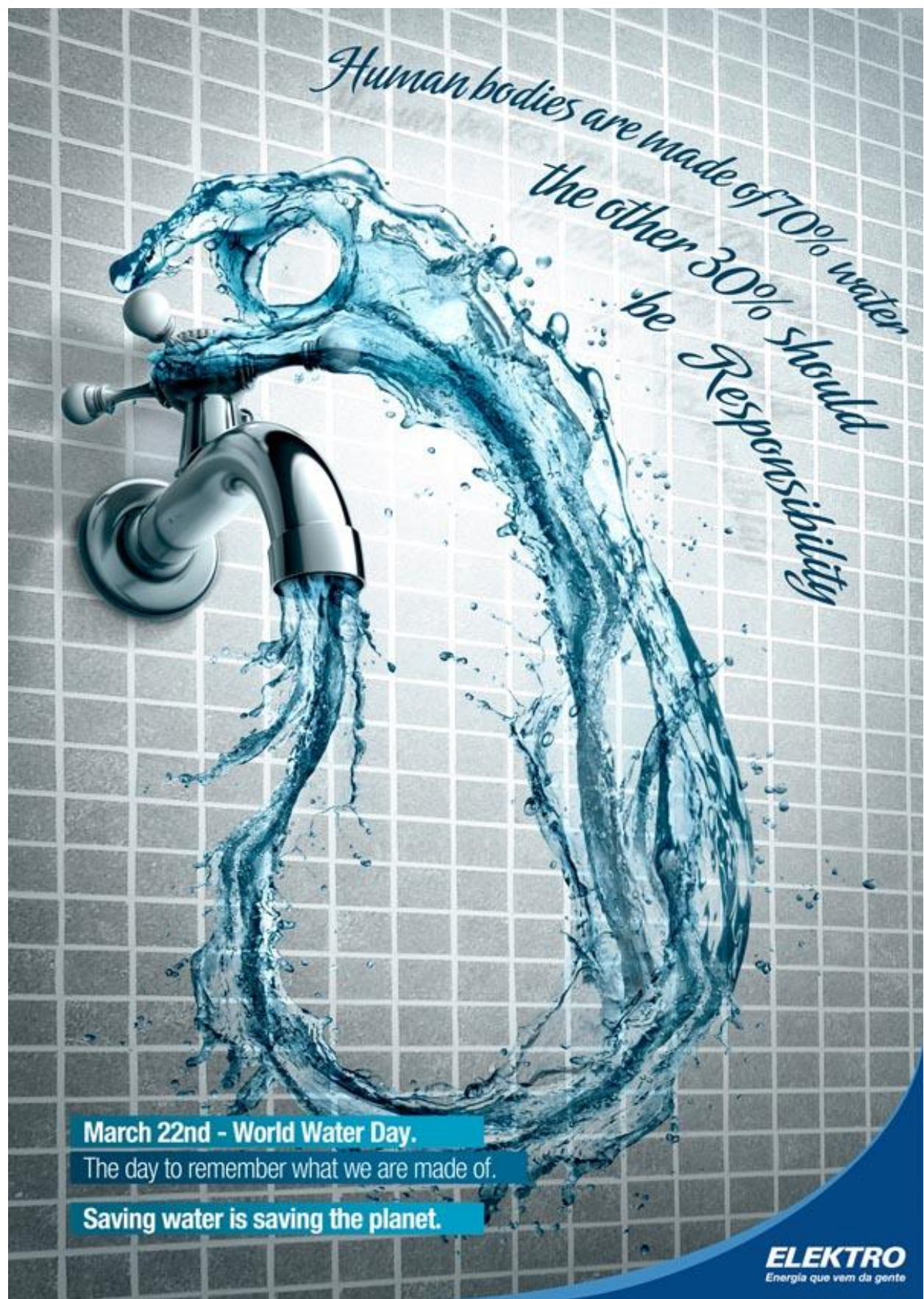
Moore, G. 2019. *'Mini Eggs – Biggest, Mini Eggs – Up To' campaign.*



[Source: <<https://www.adsoftheworld.com/campaigns/mini-eggs-biggest>>]

**IMAGE B:** Advertisement World Water Day's Tap campaign

Gomes, G, 2012. Elektro Tap.



[Source: <<https://graphicdesignjunction.com/2012/06/60-best-print-advertising-campaigns/>>]



### QUESTION 3 VISUAL ANALYSIS

**IMAGE C:** Easy Vera kettle

Zeegatz, A. 2014. Casa Bugatti Easy Vera.



[Source: <<https://www.casabugatti.com/en/designers/andreas-seegatz>>]

**IMAGE D:** Poster for *Moon Knight*

Verdesoto, J. 2020. "Marvel Must Haves" *Moon Knight* merchandise.



[Source: <https://www.indiewire.com/gallery/best-film-posters-tv-posters-2022/moon-knight-10/>]

**QUESTION 4                      DESIGN IN A BUSINESS CONTEXT****CASE STUDY: IKEA shopping experience**

Ikea reduced their carbon footprint by making flatpacks\*. Flatpack furniture produces less carbon and costs less to move from the factory to the shop and to the home. A study found people like building furniture themselves. Customers walk a long way through many rooms showing the built furniture. They can sit or lie on the furniture. This helps them to imagine it in their home. They can use an app to show a picture of the furniture in their home. The app can even show what it looks like at different times of the day.

After shopping, there is a café, where food is cheap. This helps to make the customer think Ikea is well-priced. Each country's Ikea store has their own special food. People know that beef farming is bad for the world. Consumer buying behaviour hinted that non-meat options would go down well. They are sold cheaper than the meat meals. They are offered with more free toppings the buyer can choose. This allows the buyers to play with their food. Ikea café tries to reduce food waste, and tries to reduce their carbon footprint.

The customer leaves having explored a huge variety of possibilities, had the fun of making their own unique snack before packing their car and going home to make their own furniture, and seeing how similar it looks in their room compared to on the app.

\*Flatpacks have all the pieces and tools needed to build a piece of furniture using a set of instructions.

**IMAGE E – Store layout****IMAGE F – Typical interactive room layout****IMAGE G – Augmented reality app in use****IMAGE H – Customised hotdogs in the parking lot after exit**

[Source: <<https://uxdesign.cc/why-i-love-ikea-9f8903450e7a>>]