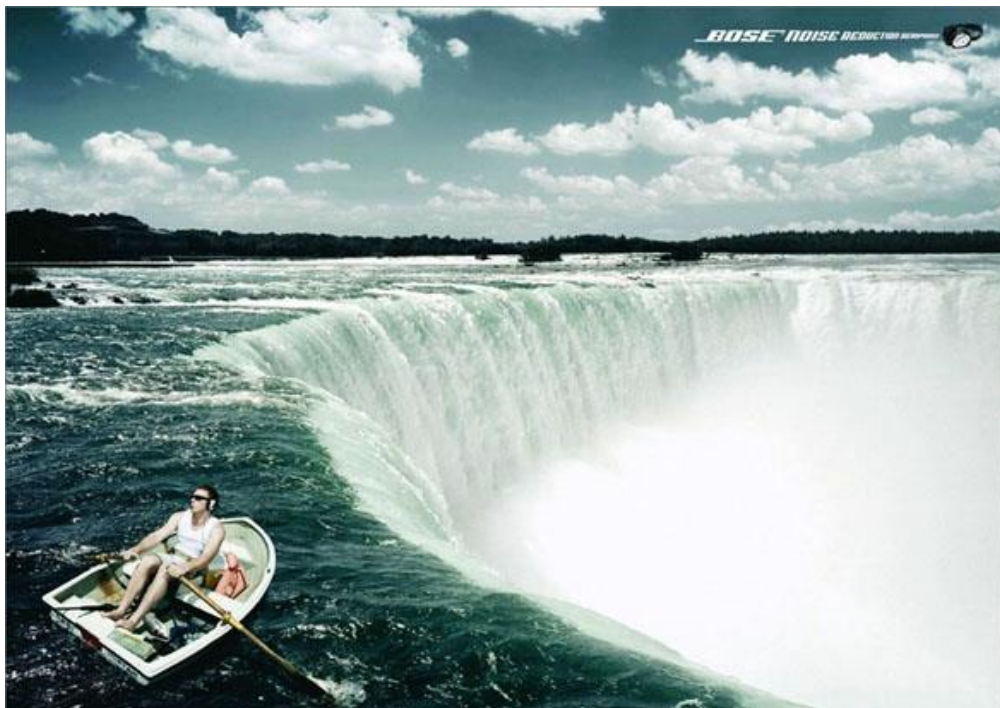**DO NOT ANSWER ON THIS ADDENDUM**

QUESTION 2   DESIGN COMMUNICATION

IMAGE A: Advertisement for Sony noise-cancelling headphones

Rench, S. 2015. *Airport Terminal Yadda Yadda Nada*

[Source: <https://www.behance.net/gallery/49137/Sony-Noise-Canceling-Headphones>]

IMAGE B: Advertisement for Bose noise-cancelling headphones

Von Matt, J. 2006. *Waterfall*

[Source: <https://www.businessinsider.in/The-18-Most-Hilarious-And-Clever-Print-Ads-Ever/Bose-Noise-reduction-Headphones-Waterfall/slideshow/33458964.cms>]

QUESTION 3   VISUAL ANALYSIS

IMAGE C: Exterior view of the entrance to the National Cathedral of Ghana

Adjeye and Associates. 2018. National Cathedral of Ghana.

[Source: <https://www.dezeen.com/2018/03/07/david-adjaye-architecture-national-cathedral-ghana-accra/>]

IMAGE D: Logo for Yellophant digital advertising agency

Seth, P. 2020. *Yellophant digital logo*

[Source: <https://www.whizsky.com/yellophant-digital-bags-digital-media-buying-mandate-for-cane-juicery/>]

QUESTION 4   DESIGN IN A BUSINESS CONTEXT

CASE STUDY: Living Wine Labels' app

Seven years ago, trend forecasters were predicting that augmented reality would replace conventional labelling on luxury goods, such as expensive brands of alcohol. The brand, Living Wine Labels, created an app that linked wines with clear brand identities to their unique stories. These stories were played by the app on a device held up to the label. However, the desire for individualised products proved to be much stronger than a guerrilla marketing gimmick like a wine label that became animated when you aimed a smart phone at it. Marketing guru Dan Bartrim wrote: "We don't buy wine to watch the label."

Even mass-customised products proved to be successful, particularly when paired with a unique and unexpected retail experience online, rather than in-store. Much of the boom in online shopping of the last two years has proved that the product itself and the experience of it, rather than the experience of buying it, is what determines whether we buy it again. Even the experience of engaging with the creation of a bespoke design is now often conducted from home, making traditional visual merchandising in retail spaces even more important, as the experience of being in the shops became less frequent, and less about stock, and more about range. Interactive labels for luxury products, like those created by the brand Living Wine Labels, have not reached the popularity expected.

IMAGE E: Living Wine Labels' app for 'The Walking Dead'

[Source: <https://www.youtube.com/watch?v=-bFBPHLljFg>
<www://scottiversondesign.com/project/living-wine-labels/>]