



ATAR course sample examination

Question/Answer booklet

DESIGN

Please place your student identification label in this box

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: 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,
correction fluid/tape, eraser, ruler, highlighters

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 the examination

The Design ATAR course examination consists of a written component and a practical (portfolio) component.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of written examination
Section One Short answer	5	5	45	53	30
Section Two Extended answer	3	3	105	53	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: Part II Examinations*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers in this Question/Answer booklet preferably using a blue/black pen. Do not use erasable or gel pens.
3. 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.
4. 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 answer**30% (53 Marks)**

This section has **five** questions. 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: 45 minutes.

Question 1

(6 marks)

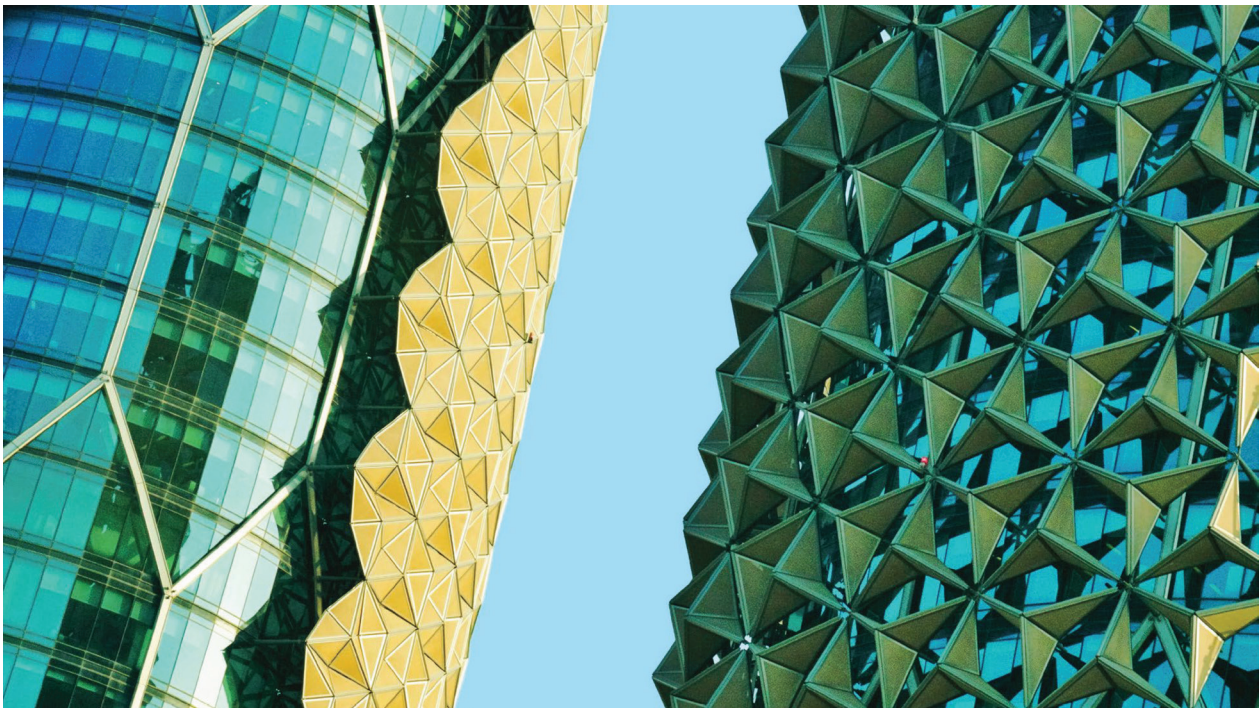


Figure 1: Exterior of Al Bahar Towers in Abu Dhabi

See next page

Question 3

(16 marks)



Figure 4: Tourism poster – Queensland



Figure 5: Tourism poster – New South Wales



Figure 6: Tourism poster – South Australia

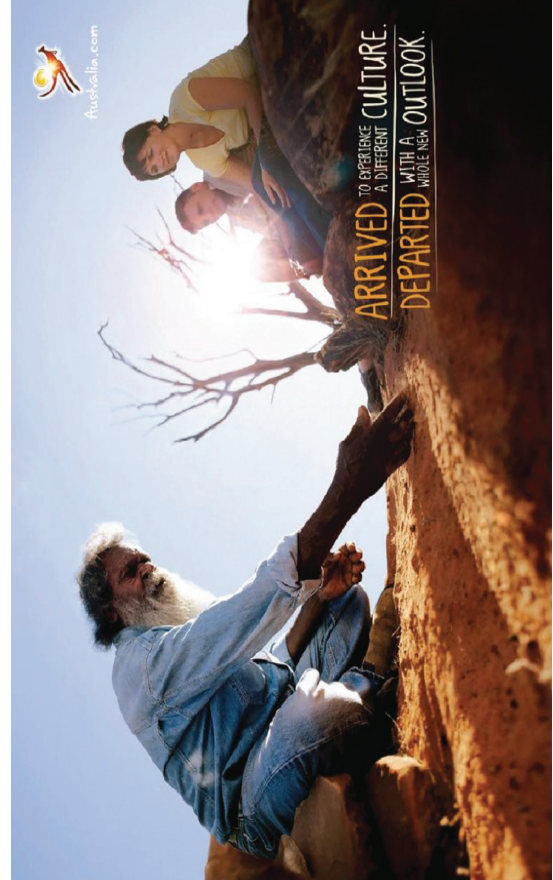


Figure 7: Tourism poster – Northern Territory

Examine the Tourism Australia campaign posters in Figures 4 to 7 on the previous page to answer all parts of this question.

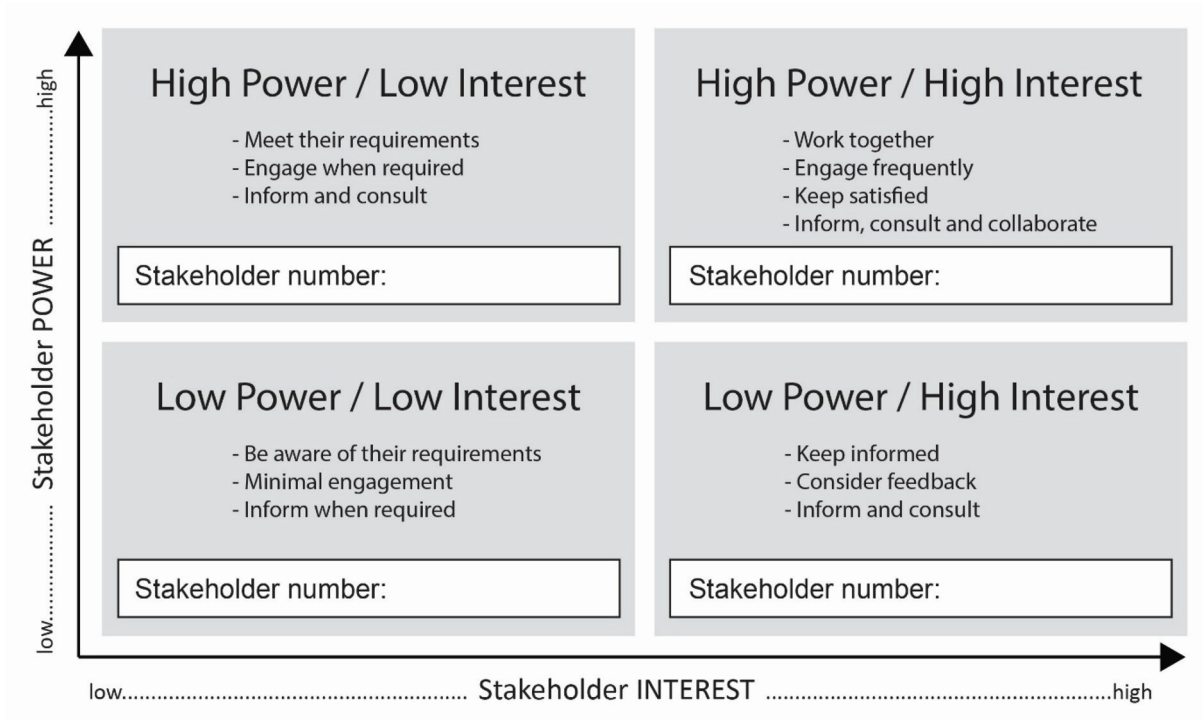
- (a) Complete the table below by identifying the figure on page 8 that corresponds to each target audience profile. (4 marks)

<p>Target audience profile: A These confident consumers have the highest incomes which allow them to indulge in any activity they choose. Image is important to them as they like to be seen enjoying the 'finer things in life'. They value quality and exclusivity when making consumer choices as it expresses their good taste, independence and character.</p> <p>Figure: _____</p>	<p>Target audience profile: B These consumers are practical people who carefully plan their purchases as they have lower incomes. They enjoy being self-sufficient when undertaking family, work or physical recreation activities. As consumers, they appreciate practical and functional products which represent value for money.</p> <p>Figure: _____</p>
<p>Target audience profile: C These reliable and mature consumers have high incomes achieved through established careers. They are well-educated professionals who are informed about social, cultural and political world events. They are interested in new ideas and social change. They are practical consumers who make purchasing choices that relate to what they value.</p> <p>Figure: _____</p>	<p>Target audience profile: D This group of consumers is highly energetic. They value activities that provide opportunities for self-expression such as physical exercise and social activities. They like to spend money on clothing, fast-foods, music and other youthful activities. They are interested in the latest trends, new products and services.</p> <p>Figure: _____</p>

- (c) The following **four** stakeholders were consulted during the design of the Tourism Australia campaign shown in the tourism posters on page 8:

- Stakeholder 1: Participating state governments
- Stakeholder 2: Potential local and international tourists
- Stakeholder 3: Finance department of Tourism Australia
- Stakeholder 4: Communities depicted in the posters

Complete the Power vs Interest grid below to classify each of the **four** stakeholders and their level of engagement with the campaign. (4 marks)

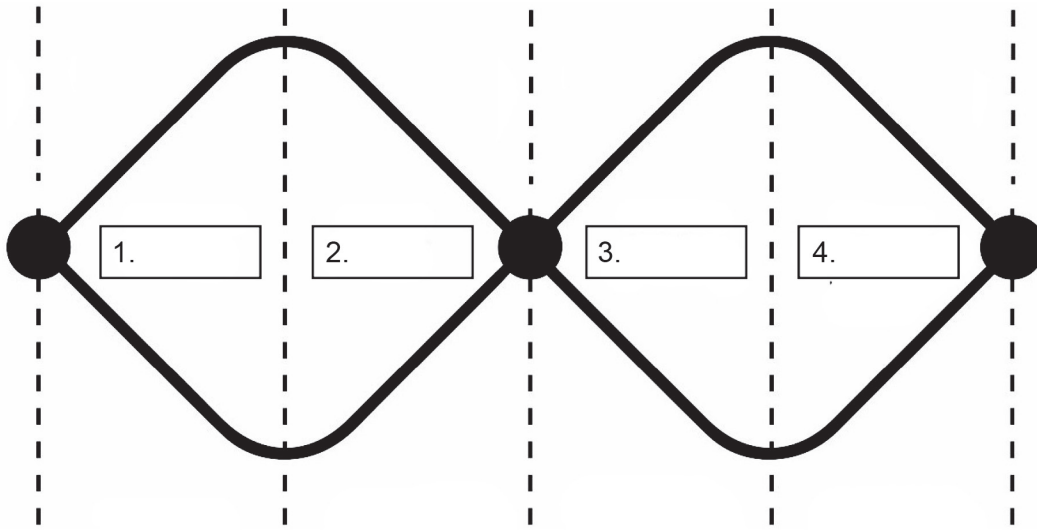


Question 4

(12 marks)

(a) Label the **four** phases (1 to 4) of the Double Diamond design process model below.

(4 marks)



(b) Outline **two** types of activities a designer would complete at each of the **four** phases of the Double Diamond design process model. (8 marks)

	Phase	Activity one	Activity two
1			
2			
3			
4			

Question 5

(7 marks)

Architect Walter Gropius founded the Bauhaus school of design in Germany in 1919. Although the school only existed for 14 years, the Bauhaus and the associated Modernist movement continue to influence global design today.

The mission of the Bauhaus was to provide affordable, artistic and practical design for everyone. Everything created at the Bauhaus was meant to embody one central theme: form should always reflect and enhance function. Traditional fine art and craft practices were taught along with industrial design and manufacturing techniques, with students developing skills in photography, graphic design, product and furniture design.

The images shown below in Figure 8 are examples of Bauhaus designs.



Figure 8: Bauhaus imagery

Refer to the Bauhaus images shown on the previous page to answer all parts of this question.

- (a) Explain how intellectual property (IP) law impacts your ability to use these images to inspire your design. (3 marks)

- (b) Describe **two** methods you could explore to obtain feedback from the target audience/end-user of your proposed Bauhaus design item. (4 marks)

End of Section One

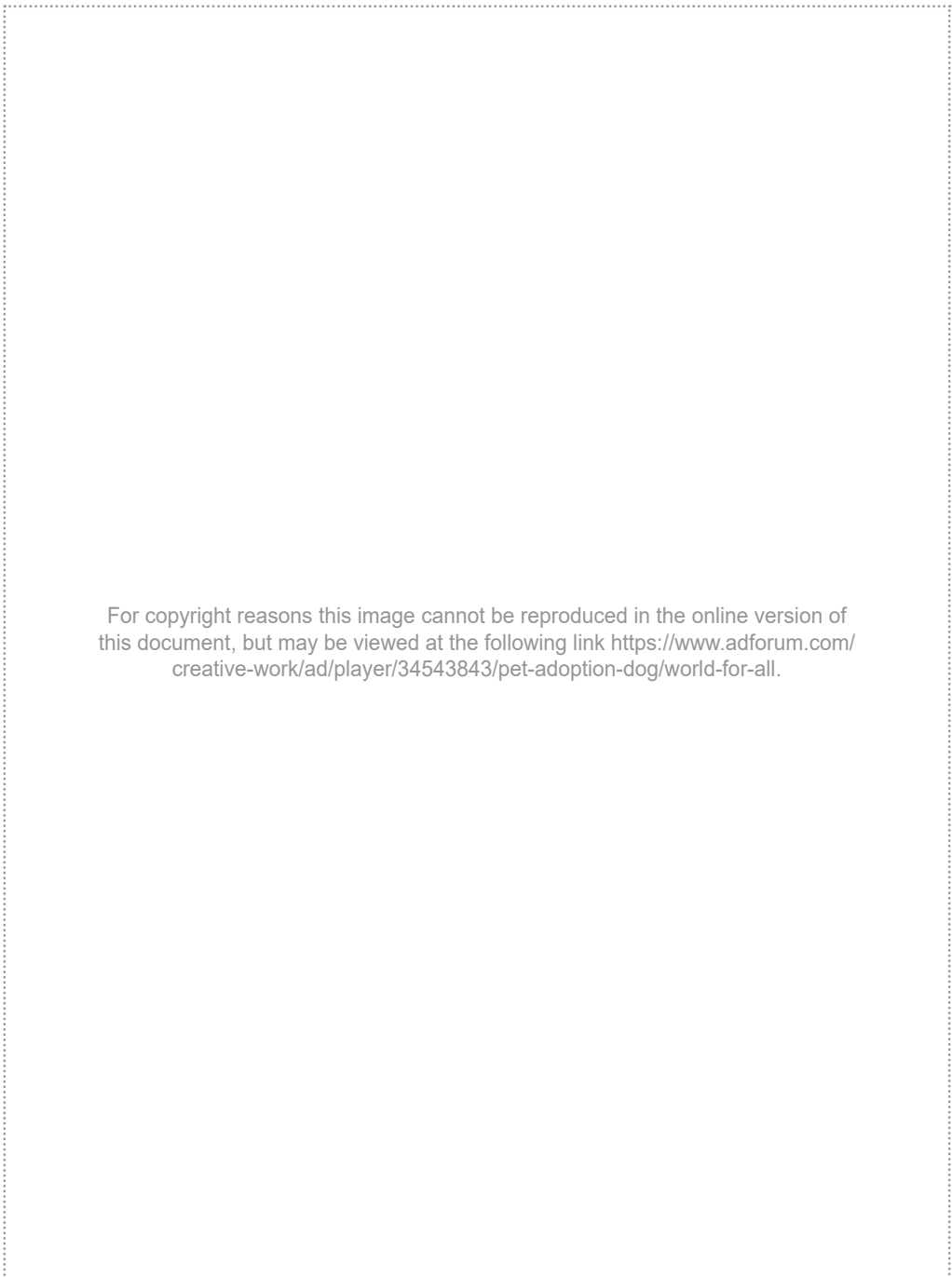
See next page

Section Two: Extended answer**70% (53 Marks)**

This section contains **three** questions. 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: 105 minutes.

Question 6**(18 marks)**

For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at the following link <https://www.adforum.com/creative-work/ad/player/34543843/pet-adoption-dog/world-for-all>.

Figure 9: World For All promotion

See next page

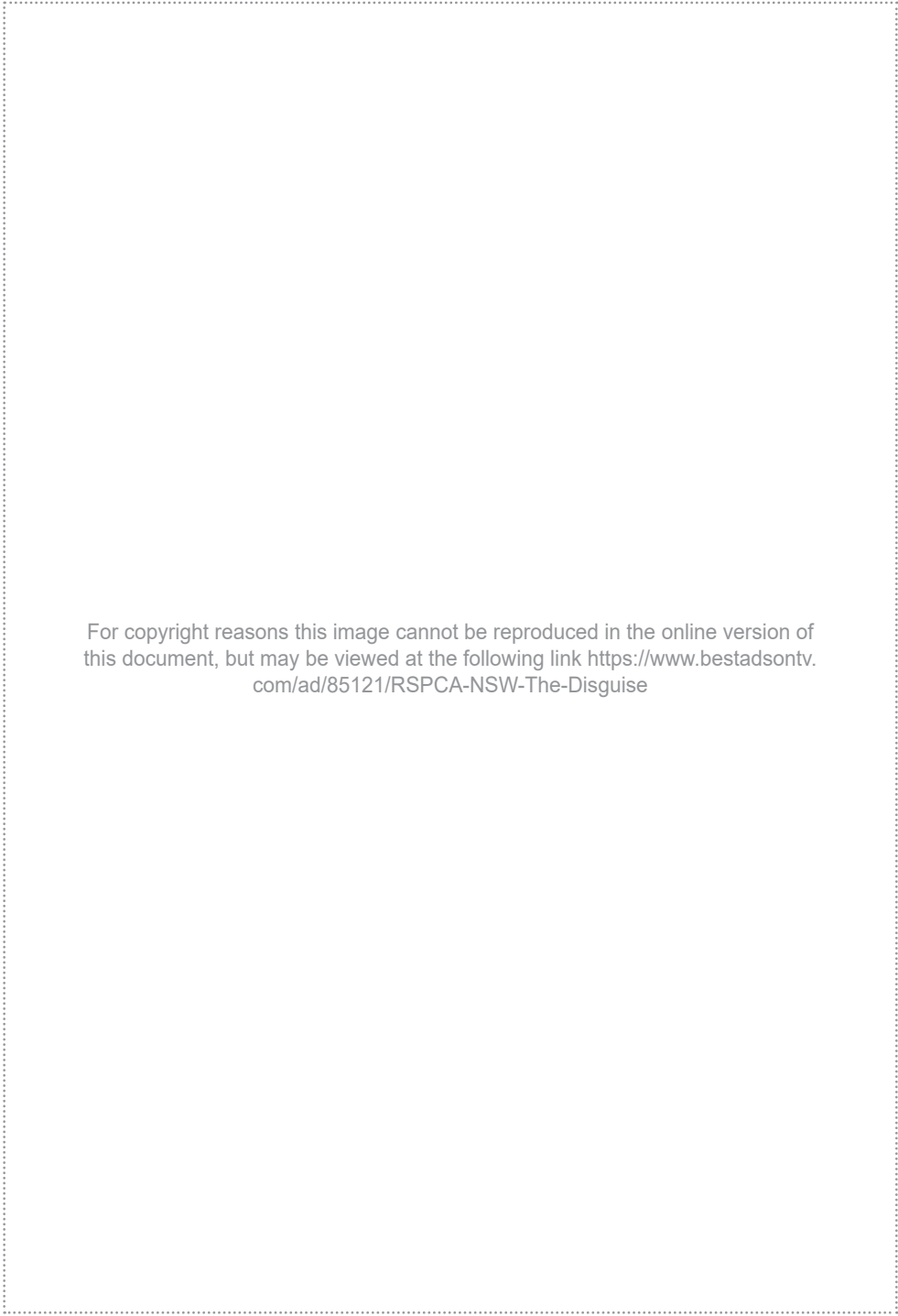


Figure 10: Close Puppy Factories promotion

ACKNOWLEDGEMENTS

- Question 1** Figure 1 photographs courtesy of the examining panel.
- Question 2** Figures 2 & 3 removed for copyright reasons:
Figure 2 from: [Crescent shaped golf ball graphic]. (n.d.). Retrieved May, 2020, from <https://www.unitedability.org/2017/03/29/ability-news-march-2017/>
Figure 3 from: Fonteneau, R. (n.d.). [Spartan golf club logo]. Retrieved April, 2020, from <https://golfspartan.weebly.com/>
- Question 3** Figure 4 from: Tourism Australia. (2008). *'Walkabout' Queensland* [Image]. Retrieved January, 2017, from http://theinspirationroom.com/daily/print/2008/10/tourism_australia_beach.jpg
Figure 5 from: Tourism Australia. (2008). *'Walkabout' NSW* [Image]. Retrieved January, 2017, from http://theinspirationroom.com/daily/print/2008/10/tourism_australia_sydney.jpg
Figure 6 from: Tourism Australia. (2008). *'Walkabout' SA* [Image]. Retrieved January, 2017, from http://theinspirationroom.com/daily/print/2008/10/tourism_australia_rainbow.jpg
Figure 7 from: Tourism Australia. (2008). *'Walkabout' Outback* [Image]. Retrieved January, 2017, from http://theinspirationroom.com/daily/print/2008/10/tourism_australia_outback.jpg
- Question 5** Bauhaus' typeface from: *Bauhaus font*. (n.d.). Retrieved March, 2018, from <http://freakfonts.com/fonts/bauhaus11478.html>
All other images courtesy of the examining panel.
- Question 6** Figures 9 & 10 removed for copyright reasons:
Figure 9 from: McCann Mumbai. (2016). *There's Always Room for More. Adopt (Dog)* [Campaign poster]. Retrieved May, 2020, from <https://www.adforum.com/creative-work/ad/player/34543843/pet-adoption-dog/world-for-all>.
Figure 10 from: Saatchi & Saatchi. (2017). *The Disguise* [Campaign poster]. Retrieved May, 2020, from <https://www.bestadsonline.com/ad/85121/RSPCA-NSW-The-Disguise>

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