DESIGN

ATAR course examination 2020

Marking key

Marking keys are an explicit statement about what the examining panel expect of candidates when they respond to particular examination items. They help ensure a consistent interpretation of the criteria that guide the awarding of marks.

Section One: Short response 30% (33 Marks)

Question 1 (11 marks)

(a) Identify **two** dominant design principles evident in the Al Bahar Towers.

(2 marks)

Description	Marks
Two dominant design principles identified	2
One dominant design principle identified	1
Inappropriate/incorrect response	0
Total	2
Answers could include: Dominant design **principles** of Figure 1: variety, emphasis, repetition, pattern, unity, contrast, movement, balance, similarity, proximity and continuation	
Solutions are not exhaustive and candidate's responses should be considered.	

(b) Describe how the design principles you identified in part (a) have been used effectively in the Al Bahar Towers. (6 marks)

Description	Marks
For each of **two** principles	
Detailed description of how the principle was used effectively in the tower design	3
Adequate description of how the principle was used effectively in the tower design	2
Limited description of how the principle was used effectively in the tower design	1
Inappropriate/incorrect response	0
Subtotal	3
Total	6

Notes:
To reach the top shelf responses must reference how the principles have been used **effectively**. This is different from a definition, commenting on how the principle is visible.

Answers could include:
- **Variety** can be seen in the alternating formation of the kinetic façade. The **contrast** of the open and closed shading sections of the kinetic façade adds **variety** which engages the viewer. Variety is also created through contrasting shapes, texture and colours of the yellow façade against the blue/green smooth glass of the building's exterior. The varied undulating form of the façade also adds to this principle. **Variety** has been used effectively in this way to add interest to the building's design
- **Emphasis** on the façade of the building has also been created through the use of contrasting colours and shapes. The repeating golden triangles are emphasised against blue/green glass. In this case **emphasis** has been used effectively to direct the viewer's attention to the bright kinetic façade of the building
- **Repetition** of triangular panels have been used to construct the kinetic façade. The **repetition** of this Islamic inspired parametric geometry has been used effectively to create a visually striking and engaging design. The repetition of these triangular shapes also produces **pattern**

> - The principle of **contrast** can be seen in the use of shape, texture and colour. The contrast of the yellow façade against the blue/green glass of the building's exterior is very visually pleasing. Likewise, the regular pattern of the glass panels **contrasts** with the irregular edges of the triangular components of the responsive façade. The **contrasting** aspects of this building have been used to create an aesthetically pleasing design
> - The principle of **unity** can be seen in the use of yellow throughout the building façade. Specifically, the shading devices are painted yellow as well as the web-like steel supports, aesthetically bringing the design together as a whole.
> - Movement, balance (symmetrical – two buildings, asymmetrical – in building structures), proximity, continuation, similarity.

Solutions are not exhaustive and candidate's responses should be considered.

(c)   Outline an inquiry process the designer could have used when developing the Al Bahar Towers' design. (3 marks)

Description	Marks
Detailed outline of a relevant process of inquiry	3
General outline of a relevant process of inquiry	2
Limited outline of a process of inquiry	1
Inappropriate/incorrect response	0
Total	**3**

Notes:
Processes of inquiry help to consolidate meaning. They include the application of creative thinking techniques, exploration/experimentation with design elements and principles, exploration/experimentation with skills, techniques, materials and technologies and audience research. Inquiry processes also occur when problems or questions are posed to extend greater meaning to any aspect of a design brief and then researched/investigated to enable creative, meaningful resolutions.

Answers could include:
- Client and audience research - what kind of environment are they living/working in? – Abu Dhabi, being very hot, windy and prone to sandstorms. This would have a large impact on design decisions
- Client and audience research would also involve cultural considerations - investigation of traditional Islamic geometry, pattern and appropriate design. Culturally in the United Arab Emirates, appearance and status is important. The bigger, more distinctive, the flashier the better
- Exploration of exact building location to establish direction of light and positioning of the façade to engage with the sun. Impact of surrounding buildings casting shadows on the responsive exterior
- A study of natural forms which are reactive to sunlight – flowers/plant life
- Experimentation with different forms of kinetic structures, possibly different geometric shapes or triangles/stars - prototype/CAD drawing
- Research into responsive kinetic facades and lattice shading devices to incorporate modern sustainable practices into the building's design
- Investigation of the façade materials and the technology required to operate the movement of the responsive exterior.

Note: To achieve full marks responses must refer to the specifics of the building/figure 2.

Solutions are not exhaustive and candidate's responses should be considered.

Question 2 **(5 marks)**

(a) Recommend **two** possible future trends in production processes. (2 marks)

Description		Marks
For each of **two** trends		
Appropriate recommendation of a future trend relating to production processes		1
Inappropriate/incorrect response		0
	Total	**2**
Answers could include: • Development of Digital technology/platforms – use of new technologies and apps to enhance design, 360 cameras, use of VR Design in creating immersive multi-modal experiences, increase of AI/AU/VUI technology in design production and products • Advancements in processing and production of sustainable lifecycle materials: recycling, repurposing, reusing • Innovations in wearable, printing and packaging materials – use of renewables, designed in recyclability, e-textiles, smart fabric • Increase in access to renewable power sources and development of new technologies used to increase energy efficiency in production • 3-D Printing; moving from prototypes and limited run products to larger scale production • 2020 Contemporary Design/Fashion/Lifestyle Trends in production: indoor-outdoor living, foldables, modular furniture, sustainable materials, handmade craft, motion design, bold colours, gradients, flat illustration,3D animation, bi-colour, optical illusions, retro synthwave, Bauhaus, ultra-minimalism, art nouveau, lowercase, stacked fonts.		
Solutions are not exhaustive and candidate's responses should be considered.		

(b)   Explore **one** of these recommendations and propose how it could affect sustainability in production.   (3 marks)

Description	Marks
Detailed proposal on how a future trend could affect sustainability in production	3
Adequate proposal on how a future trend could affect sustainability in production	2
Limited proposal on how a future trend could affect sustainability in production	1
Inappropriate/incorrect response	0
Total	**3**

Answers could include:
- Designs that utilise renewable/more efficient power sources/technology such as AI or AU during production process or are part of the realised end product such as Smart devices.
- Sustainable lifecycle materials – focus on waste minimisation, resource conservation and use of eco-friendly materials. Examples could include use of soy or water-based inks, no bleaching of paper or fabrics, less use of fossil fuel derivatives in production processes such as adhesives, bindings, foils, solvents, shellacs, driers. Products that are bio-based, low-carbon, biodegradable and compostable.
- Use of designs that incorporate recycled materials or new designs created for recycling, disassembly and remanufacturing.
- Innovations in building design – emphasis on use of passive design, extending lifespan of buildings through creation of flexible multi-functional and multipurpose spaces. Use of electrochromic glass, cool roof technology, green insulation, climate control systems, adaptative facades for sun protection.
- 3-D Printing: using biodegradable filaments, such as PLA improves sustainable 3-D printing.
- VR gives extensive creative possibilities for virtual design – designs that only are experienced in a virtual digital world and may never be created in a physical 'real world'.
- Image trends will continue to cycle through with sustainability as a lifestyle choice becoming more relevant and valued to consumers. Staying up to date and continuing to evolve and experiment with different styles and techniques is an important aspect of engaging and audience and remaining relevant as designer. Sustainability informing as image trend includes Pantone colour of the year 'Classic Blue' evoking marine life, concepts of Biophilia, natural/neutral textures and colourways in dimensional design, use of natural materials such as wood.
- Focus on digital design and production over the physical via the use of a variety of design apps alongside the Adobe Suite for example Photography manipulation; Snapseed, VSCO, Prisma and Visage, Graphic Design; Fontbook, Pantone Studio, Affinity, Gravit Designer.

Solutions are not exhaustive and candidate's responses should be considered.

Question 3 **(8 marks)**

(a)   Identify **two** differences in the type used in the golfing logos of Figures 3 and 4.

(4 marks)

Description	Marks
For each of **two** differences	
Accurately identifies a difference in type referring to both Figures 3 and 4	2
Identifies a difference only referencing one of the figures	1
Inappropriate/incorrect response	0
Subtotal	2
Total	4
Answers could include: • Figure 3 'Spartan Golf Club' is a sans serif typeface and Figure 4 'Driving after Dark' is a serif typeface • Figure 3 'Spartan Golf Club' has loose tracking and Figure 4 has tighter tracking • Figure 4 features embossing on 'driving' and 'dark' while Figure 3 is not embossed • Figure 3 is in capitals and Figure 4 is in sentence case. • 'After' in Figure 4 is in italics and placed on a slant, while Figure 3 is regular • Figure 3 has black type while Figure 4 has white type.	
Solutions are not exhaustive.	

(b)   Analyse how meaning has been created in the designs of Figures 3 and 4.   (4 marks)

Description	Marks
For each of **two** responses	
Adequate analysis of how meaning has been created in the logo design	2
Limited analysis of how meaning has been created in the logo design	1
Inappropriate/incorrect response	0
Subtotal	2
Total	4
Answers could include: Figure 3 – 'Spartan Golf Club': the golfing figure and swinging motion of a golf club also forms the shape of a side profile and spartan helmet, creating a link between the logo design and business name (gestalt principle: figure field). The use of a simple black and white colour scheme creates the necessary contrast to ensure that the side profile and golfer image are immediately clear. Figure 4 – 'Driving after Dark': the crescent seen in the logo has dual meaning, as it could symbolise both the moon and a golf ball in low light (gestalt principle: correspondence). The black and white colour scheme reinforces the 'after dark' theme and also creates a sense of mystery that makes the idea of playing golf after dark appealing.	
Solutions are not exhaustive.	

Question 4 **(5 marks)**

(a) Construct **two** questions that you could ask a potential client in order to establish a
detailed design brief. (2 marks)

Description	Marks
For each of **two** questions	
Constructs a client question appropriate to establishing a design brief	1
Inappropriate/incorrect response	0
Total	**2**
Answers could include: Questions for a potential client may be related the following aspects of a design brief: • timing and deadline for completion • budget and costing • material/technology preferences • sustainability and lifecycle concerns • intended audience • message or purpose • preferred communication means • previous designs or campaigns • other stakeholders • aspects of branding • client needs.	
Solutions are not exhaustive.	

(b)   Explain how the client's responses could influence your planning of costs and
constraints.   (3 marks)

Description	Marks
Detailed and considered explanation of how planning of costs and constraints could be influenced by a client's responses	3
Adequate and clear explanation of how planning of costs and constraints could be influenced by a client's responses	2
Limited explanation of how planning of costs and constraints could be influenced by a client's responses	1
Inappropriate/incorrect response	0
Total	

Answers could include:
A potential client's response could influence cost and constraints planning in the
following ways:

Constraints
Constraints are essential aspects that are needed for a design to be successful.
A client can provide aspects of the design brief which influences the planning for
constraints such as time and budget.

Costs – a client could define a budget which requires a designer to plan and obtain
quotes for possible materials and production techniques. A limited budget can also
influence a designer's planning and allocation of time to problem-solving during the
design process.

Time – a client provided deadline can influence planning to ensure delivery of a final
design solution on time. This may include a gantt chart, timeline, calendar or
schedule to ensure adequate time is allocated for design and production processes.

Constraints can also influence the form and context of the final design solution and a
designer needs to adequately plan for these. This may include research and planning
to determine the amount printed, the complexity of the design, the
materials/ technologies chosen for production, the method of communication and
context of the final design solution.

For example, digital or online advertisements can be quicker and cheaper to produce
than a printed advertisement requiring offset print production and a physical
advertising space. Complex, layered digital paintings can be more time and labour
intensive than designs that use flat colours and simple linework. Designs printed in
less colours can be cheaper to produce. A designer may choose to purchase a stock
photograph for a client if there is not adequate time or budget for a photoshoot.
Faster or cheaper construction methods/technologies can be used such as 3D
printers for rapid prototyping or pre-fabricated materials, which can influence a
design.

Solutions are not exhaustive.

Question 5 **(4 marks)**

Describe how the design shown below meets the principle 'form follows function'.

Description	Marks
Detailed and considered description of how the design meets the principle 'form follows function'	4
Clear and valid description of how the design meets the principle 'form follows function'	3
Adequate and general description of how the design meets the principle 'form follows function'	2
Limited description of how the design meets the principle 'form follows function'	1
Inappropriate/incorrect response	0
Total	**4**

Notes:
'Form follows function' is a principle associated with modernist architecture and industrial design in the 20th century. The principle is that the shape of a design should be primarily based upon its intended function or purpose. The design function has priority over aesthetic. This means that the purpose of a product should be the starting point for its design.

Answers could include:
In this design, the function is to provide a movable space to enable storage and accessibility to educational resources for children such as books. The interior also can be used as seating for reading.

The original form is adapted from what looks like recycled or repurposed materials including abandoned bicycles, car doors and leftover wood. The design has taken the shape of a beetle with the sides of the storage cart opening like wings to appeal to a younger audience. The interior shelves can be adjusted to suit whatever items require storage and also can be removed to accommodate large items. The interior form changes and alters according to the shape and size of the items. It is therefore a multipurpose and universal design.

When mobile, the wings of the portable library are closed to become streamlined and aerodynamic while travelling. The closed wings also protect the books when not in use.
The form certainly follows the function of this design.

Solutions are not exhaustive. Candidate's responses should be considered.

Section Two: Extended response 70% (54 Marks)

Question 6 **(14 marks)**

(a) Outline your design brief, solution and **two** important stakeholders. (4 marks)

Description	Marks
For each of **four** aspects	
Outline of design brief, solution and stakeholders	1
Inappropriate/incorrect response	0
Total	**4**
Answers could include: The candidate should be able to clearly outline a specific design brief they have worked on and a design solution they created. Two different stakeholders are to be outlined and may include stakeholders with power and/or interest. These may include intended audience, client, their employer, fellow employees, suppliers, government and the community. This information is also to assist the marker in answering the remainder of this question. Note: Stakeholders should be specific	
Solutions are not exhaustive and candidate's responses should be considered.	

(b) Explain how your choice of materials and/or technologies were influenced by the design brief. (4 marks)

Description	Marks
Detailed and specific explanation of how the design brief influenced the choice of materials and/or technologies	4
Clear and relevant explanation of how the design brief influence the choice of materials and/or technologies	3
Simple and general explanation of how the design brief influence the choice of materials and/or technologies	2
Limited description of design brief influence	1
Inappropriate/incorrect response	0
Total	**4**

Notes:
Explanation should reference aspects of the design brief that influenced the candidate's choice of specific materials and/or technologies.

Answers could include:
Constraints – Budget and time restrictions could impact on the quality of materials chosen and technologies used. For example a candidate may choose to employ 3D-printing or online advertising as these may be better suited to limited budgets or shorter timelines.

Context – A client's preference for a form or context can influence materials and/or technologies used in a design solution. A client may prefer their product to be advertised in a particular magazine or physical location, which can influence materials and/or technologies chosen.

Audience – An intended audience have preferences for visual codes and contexts that connect to their values and beliefs. For example a young audience may be better targeted with a digital design that uses bright colours and movement on social media. A younger audience is typically engaged with online campaigns, therefore the designer may choose to engage them with digital materials and technologies rather than printed material.

Message – A designer chooses materials and/or technologies to reinforce and communicate their client's message. For example a designer may incorporate more recycled materials if this better connects to a client's message.

Purpose – The design purpose is a critical component of a successful design solution and could influence a candidate's choice of materials and/or technologies. This may include sustainability considerations, lifecycle concerns and other aspects relevant to a client.

Relevant and accurate understanding of design terminology should be evident.

Solutions are not exhaustive.

Question 6 (continued)

(c)   Analyse how your final design solution was relevant to the cultural values, ideologies
        and belief systems of your stakeholders.   (6 marks)

Description	Marks
Comprehensive and insightful analysis of relevance of final design to stakeholders cultural values, ideologies and belief systems	6
Critical and explicit analysis of relevance of final design to stakeholders cultural values, ideologies and belief systems	5
Detailed and considered analysis of relevance of final design to stakeholders cultural values, ideologies and belief systems	4
Adequate and general analysis of relevance of final design to stakeholders cultural values, ideologies and belief systems	3
Partial and simple analysis of final design relevance to stakeholders cultural values, ideologies and belief systems	2
Limited description of final design relevance to stakeholders	1
Inappropriate/incorrect response	0
Total	**6**
Notes: Comprehensive and detailed analysis of final design and relevance to stakeholders, cultural values, ideologies and belief systems. Discussions should provide evidence from the resolved design outlining how they have connected design decisions to stakeholder values. Reference should be made to the stakeholder requirements. Relevant and accurate understanding of design terminology should be evident.	
Solutions are not exhaustive.	

Question 7 **(20 marks)**

(a) Summarise the use of semiotics, codes and conventions in Figures 6 and 7. Provide your responses by annotating around the advertisements. (6 marks)

Description	Marks
For each of **two** advertisements	
Detailed annotations of semiotics, codes and conventions	3
Adequate annotations of semiotics, codes and conventions	2
Limited annotations of semiotics, codes and conventions	1
Inappropriate/incorrect response	0
Total	**6**

Notes:

Annotations may refer to the use of **semiotics**, including:
• Sign – something that communicates meaning. The sign is the whole that results from the combination of the signifier and signified.
• Signifier – the form that the sign takes. Any material thing that signifies meaning: words on a page, a facial expression or object (code).
• Signified – the concept that the signifier communicates (convention).

The use of terms 'sign, signifier and signified' or 'icon, index, symbol, paradigm, syntagma, connotation and denotation' may be used when referring to the use of semiotics.

Annotations may refer to the use of **codes**, including symbolic, technical or written:
• Symbolic codes refer to deeper meanings within a design work, such as the choice of setting, objects/images/body language, materials, colours and other design elements and principles (including Gestalt) used.
• Technical codes refer to techniques, methods, processes and standards associated with the creation of a design. This may involve using technical drawing standards, photographic camera/lighting techniques, or a magazine cover structure/layout.
• Written codes used in a design can give a deeper insight into its purpose or meaning and will support other codes used.

Annotations may refer to the use of **conventions**, including:
• Conventions are the established and long accepted way of applying codes for specific purposes or to create meaning in design.

Relevant and accurate understanding of design terminology should be evident.

Annotations could include:

Figure 6	Figure 7
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Question 7(a) (continued)

Figure 6	Figure 7
• silhouette and low-key lighting on the family assists in constructing the figure/field relationship drawing attention to the dog shape • closure of the human figures to create a dog shape suggests a dog will complete the family • figure/field relationship: the missing component from the family – is a dog • soft lighting suggests gentleness of a new-born baby, care and love felt between family members • mid shot shows the family figures positioned around the outside of the composition, which creates a frame and centres the dog shape between • text 'WORLD FOR ALL' suggests equality between species and nurturing of dogs and people • text 'THERE'S ALWAYS ROOM FOR ONE MORE' suggests even if you have a new baby, you have room in your household to adopt a pet • use of the word 'ADOPT' connects to human adoption and suggests a dog can hold equal importance as a family member • hierarchy of figures, places dog in the middle, reinforcing the value of an animal as an important member of the family • central placement of dog shape reinforces focus on dog adoption	• puppy's paws against the cage signify a desire to escape the cage or wanting to get out, which appeals to the viewer for help • soft light, low key value or high contrast with dark shadows suggests the darkness of the situation the puppy is in • edge burn directs to viewer to focus on the puppy • muted brown tones and neutral dull colours in the cage and background signify unhappy puppy in a dirty environment • photo of the clean white fluffy puppy suggests a well-cared for animal • contrast between dirty puppy in the cage and white clean dog in image pictured • contrast of tonal values in the light white image against the darker background • Instagram image is a constructed social media representation of the puppy • contrast of puppy images highlights the false nature and danger of buying animals online. The clean representation of the puppy compared to the reality of how it is actually being treated • text 'It's easy to disguise a puppy's past. Ask the right questions before you buy one online.' Signifies that what you see online may not be the reality. Prompts buyers to question if you are purchasing from a puppy farm • RSPCA, NSW Government and Animal Welfare League logos show the advertisement is presented by well-known and legitimate organisations. • central placement of dog and social media image reinforces message of contrasting representations
Solutions are not exhaustive and candidate's responses should be considered.	

(b) Analyse the similarities and differences between the semiotics, codes and conventions used in Figure 6 and Figure 7. (6 marks)

Description	Marks
Comprehensive and insightful analysis of similarities and differences of semiotics, codes and conventions used in figures 6 and 7	6
Critical and explicit analysis of similarities and differences of semiotics, codes and conventions used in figures 6 and 7	5
Detailed and considered analysis of similarities and differences of semiotics, codes and conventions used in figures 6 and 7	4
Adequate and general analysis of similarities and differences of semiotics, codes and conventions used in figures 6 and 7	3
Simple and/or partial analysis of semiotics, codes and conventions	2
Limited analysis of semiotics, codes and conventions	1
Inappropriate/incorrect response	0
Total	**6**

Answers could include:
Similarities
• Both are photographic
• Both use a realistic image to evoke emotion
• Similar neutral colour themes
• Both feature high contrast
• Similar purpose/message
• Centred composition
• Logos at the bottom
• Both use frames
• Both include web addresses
• Both feature logos with symbols of animals
• Repetition of tone/value

Differences
• Figure 6 suggests a dog in the negative space, without actually showing a photograph and Figure 7 features two photographs of a puppy as the positive space
• Figure 6 features humans, Figure 7 places the puppy in the spotlight
• Figure 7 includes technology and aspects of social media
• Figure 6 uses flat black space to highlight the dog in the centre, Figure 7 is surrounded by texture
• Both adverts convey a message by suggesting a comparison. In Figure 6 a pet dog is compared to a baby as viewers are encouraged to adopt and make room for one more. In Figure 7 puppy farms are compared to representations on social media.

Solutions are not exhaustive and candidate's responses should be considered.

Question 7 (continued)

(c)   Evaluate how Figure 6 and Figure 7 reinforce and/or challenge representations in
        society.   (8 marks)

Description	Marks
For each of **two** responses	
Detailed and specific evaluation of how the figure reinforces and/or challenges representations in society	4
Clear and relevant evaluation of how the figure reinforces and/or challenges representations in society	3
Simple and general evaluation of how the figure reinforces and/or challenges representations in society	2
Limited evaluation of the figure	1
Inappropriate/incorrect response	0
Subtotal	**4**
Total	**8**

Answers could include:
*   Figure 6 may be considered to reinforce representations in society, as is generally accepted that pets are loved family members. It also reinforces the representations of a traditional family unit, made up of a father, mother, child and pet
*   Figure 6 could challenge alternative perspectives to what constitutes a 'family'. The representation pictured in figure 6 is very traditional. The couple pictured are heterosexual, of the same race and of a similar age. Not all families look like this.

*   Figure 7 may be considered a challenge to representations of dogs in society. Puppy farms are viewed negatively and this advertisement may challenge representations of puppies as cute and loved animals
*   Figure 7 may be considered as both reinforcing and challenging representations in society. Highlighted by the contrast between the social media post and reality of puppy farms shown behind.

Solutions are not exhaustive.

Section Two: Extended response: Context-specific

Question 8: Photography **(20 marks)**

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

Description	Marks
Comprehensive mind map exploring and developing creative ideas relevant to the design brief	6
Detailed mind map exploring and developing creative ideas relevant to the design brief	5
Clear mind map exploring creative ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Superficial mind map exploring few ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
Total	**6**

Notes:

Mind mapping is a technique to graphically represent connections among key concepts using lines, links and images. Each fact or idea is penned down and then connected to its minor or major (previous or following) fact or idea, thereby resulting in a web of relationships.

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Answers could include:

Detailed and top-quality mind maps should explore ideas in at least three levels:

- Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome
- Level 2: Divergent thinking (secondary ideas) – in this phase most ideas focus on concepts and the links between ideas. By making variations and combinations between ideas, we can generate new ideas
- Level 3: Creative ideation (tertiary ideas) – now the previous ideas become inspiration for actual solutions. The aim is to explore the more inspiring ideas through to original and new design possibilities.

Key aspects of the brief (celebration of diversity around – LGBTIQ or accessibility for the less able or multiculturalism and strategies of communication) should feature in the ideation.

Solutions are not exhaustive and candidate's responses should be considered.

Question 8 (continued)

(b)   In the space below, create a design solution for the social media campaign.

(i)   Sketch a solution to the design brief.   (5 marks)

Description	Marks
Considered and effective design that successfully addresses all aspects of the brief	5
Detailed and clear design that addresses all aspects of the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	**5**

Answers should include:
Drawings should present a resolved solution with clear visual links to themes of celebrating diversity relating to LGBTIQ or accessibility for the less able or multiculturalism, as specified in the design brief.
Strategies of communication are used by a designer in order to engage or persuade a specified audience. These are often referred to as those that create an emotional response or grab attention to enhance the communication of a design solution.
The design should incorporate at least **one** of the following strategies of communication:

- **Shock tactics**:

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- **Humour**:

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  People love things that are funny and we are naturally attracted to humour. 'Celebrate Diversity Day' has been spelt out using recognisable LGBTIQ symbols.
- **Metaphor**: relies on the combination of often-unrelated images to communicate message and meaning. Social media advertisement featuring upper body shots of three individuals – one with large headphones, the next figure wears large sunglasses and the last figure is covering their mouth – metaphor for the Japanese philosophy of the three wise monkeys - see no evil, hear no evil, speak no evil. Text over the imagery: 'SHOW your VISability' with the slogan 'feel the acceptance, embrace the celebration, experience the diversity'. Motion and audio also accompany this social media advert, so that the text is signed and spoken (Accessibility for the less able).
  Social media advertisement featuring a person's face has been constructed using a large number of flags from different countries (like pixels). Diversity Day text is featured. Communicates a metaphor of multiculturalism.
- **Emotion**: emotive imagery is used to provoke an **emotional** response in order to communicate a more powerful message. Social media content using a 'boomerang' featuring imagery of a group of young people in the air - mid jump with joyful facial expressions. The jumping figures are framed by a colourful suspended powder, shaped into a rainbow. Bold 'Diversity Day' text is positioned over the rainbow and is curved to match the shape. (LGBTIQ).

Solutions are not exhaustive and candidate's responses should be considered.

(ii) Annotate your design to help communicate your solution. (3 marks)

Description	Marks
Detailed and supportive annotations of design features	3
Clear and simple annotations of design features	2
Limited annotations of design features	1
Inappropriate/incorrect response	0
Total	**3**
Answers could include: • Annotations may refer to the use of elements, principles, codes and conventions, composition, design intentions, typography styles, or text manipulation • Comments about how the design will function/communicate or the treatment of components/materials to engage the audience • Annotation must comment on the incorporation of strategies of communication and promotion of diversity.	
Solutions are not exhaustive.	

(c) Justify how you used one or more strategies for communication to attract your intended audience. (6 marks)

Description	Marks
Comprehensive and insightful justification of how specific strategies for communication have been used to attract your intended audience	6
Detailed and thorough justification of how specific strategies for communication have been used to attract your intended audience	5
Clear and relevant justification of how specific strategies for communication have been used to attract your intended audience	4
Adequate justification of how specific strategies for communication have been used to attract your intended audience	3
Superficial discussion on general strategies for communication used in the design	2
Limited comment on general strategies for communication used in the design	1
Inappropriate/incorrect response	0
Total	**6**
Notes: Strategies of communication are shock tactics, humour, metaphor and emotion Answers could include: Clear and accurate justification of the design solution focusing on applied strategies of communication. Explanation indicates how the strategies have been researched, constructed, used to create meaning and to engage the intended audience. Clear linkage back to the design brief themes informing strategy. For example, the detailing of specific design choices used to convey the strategy and how this engages the intended audience. Inclusion of contemporary trends in Design/Fashion/Lifestyle in creating the strategy and engaging the audience is relevant. Relevant and accurate understanding of design terminology should be evident.	
Solutions are not exhaustive.	

Question 9: Graphic design **(20 marks)**

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

Description	Marks
Comprehensive mind map exploring and developing creative ideas relevant to the design brief	6
Detailed mind map exploring and developing creative ideas relevant to the design brief	5
Clear mind map exploring creative ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Superficial mind map exploring few ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
Total	**6**

Notes:

Mind mapping is a technique to graphically represent connections among key concepts using lines, links and images. Each fact or idea is penned down and then connected to its minor or major (previous or following) fact or idea, thereby resulting in a web of relationships.

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Answers could include:

Detailed and top-quality mind maps should explore ideas in at least three levels:
- Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome.
- Level 2: Divergent thinking (secondary ideas) – in this phase most ideas focus on concepts and the links between ideas. By making variations and combinations between ideas, we can generate new ideas.
- Level 3: Creative ideation (tertiary ideas) – now the previous ideas become inspiration for actual solutions. The aim is to explore the more inspiring ideas through to original and new design possibilities.

Key aspects of the brief (celebration of diversity around – LGBTIQ or accessibility for the less able or multiculturalism and strategies of communication) should feature in the ideation.

Solutions are not exhaustive and candidate's responses should be considered.

(b) In the space below, create a design solution for the wearable merchandise.

(i) Sketch a solution to the design brief. (5 marks)

Description	Marks
Considered and effective design that successfully addresses all aspects of the brief	5
Detailed and clear design that addresses all aspects of the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	**5**

Answers should include:
Drawings should present a resolved solution with clear visual links to themes of celebrating diversity relating to LGBTIQ or accessibility for the less able or multiculturalism, as specified in the design brief.

Strategies of communication are used by a designer in order to engage or persuade a specified audience. These are often referred to as those that create an emotional response or grab attention to enhance the communication of a design solution.

The design should incorporate at least **one** of the following strategies of communication:
• **Shock tactics**:

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• **Humour**:

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People love things that are funny and we are naturally attracted to humour. A hoodie featuring a wheelchair symbol and text which reads – 'Just in it for the parking'. Preferably worn by someone in a wheelchair. Also covers shock tactics. (Accessibility for the less able).
• **Metaphor**: relies on the combination of often-unrelated images to communicate message and meaning. Wristband/sweatband featuring stylized figures from different countries, joined together by holding hands around the merchandise. Metaphor for cultural diversity. (Multiculturalism)
• **Emotion**: emotive imagery is used to provoke an **emotional** response in order to communicate a more powerful message. A t-shirt design featuring a traffic light. All of three lights have been changed to green and feature symbols - figure in a wheelchair, walking with a mobility cane and an ear with hearing aid. T-shirt slogan,' 'Don't dis my ability'. (Accessibility for the less able).
Cap design with the 'dis' in disability crossed out. ABILITY featured in capitals (Accessibility for the less able).

Solutions are not exhaustive and candidate's responses should be considered.

Question 9(b) (continued)

(ii) Annotate your design to help communicate your solution. (3 marks)

Description	Marks
Detailed and supportive annotations of design features	3
Clear and simple annotations of design features	2
Limited annotations of design features	1
Inappropriate/incorrect response	0
Total	**3**

Answers could include:
- Annotations may refer to the use of elements, principles, codes and conventions, composition, design intentions, typography styles, or text manipulation
- Comments about how the design will function/communicate or the treatment of components/materials to engage the audience
- Annotation must comment on the incorporation of strategies of communication and promotion of diversity.

Solutions are not exhaustive.

(c) Justify how you used one or more strategies for communication to attract your intended audience. (6 marks)

Description	Marks
Comprehensive and insightful justification of how specific strategies for communication have been used to attract your intended audience	6
Detailed and thorough justification of how specific strategies for communication have been used to attract your intended audience	5
Clear and relevant justification of how specific strategies for communication have been used to attract your intended audience	4
Adequate justification of how specific strategies for communication have been used to attract your intended audience	3
Superficial discussion on general strategies for communication used in the design	2
Limited comment on general strategies for communication used in the design	1
Inappropriate/incorrect response	0
Total	**6**

Notes:
Strategies of communication are shock tactics, humour, metaphor and emotion.

Answers could include:
Clear and accurate justification of the design solution focusing on applied strategies of communication. Explanation indicates how the strategies have been researched, constructed, used to create meaning and to engage the intended audience

Clear linkage back to the design brief themes informing strategy. For example, the detailing of specific design choices used to convey the strategy and how this engages the intended audience. Inclusion of contemporary trends in Design/Fashion/Lifestyle in creating the strategy and engaging the audience is relevant

Relevant and accurate understanding of design terminology should be evident.

Solutions are not exhaustive.

Question 10: Dimensional design **(20 marks)**

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

Description	Marks
Comprehensive mind map exploring and developing creative ideas relevant to the design brief	6
Detailed mind map exploring and developing creative ideas relevant to the design brief	5
Clear mind map exploring creative ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Superficial mind map exploring few ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
Total	**6**

Notes:

Mind mapping is a technique to graphically represent connections among key concepts using lines, links and images. Each fact or idea is penned down and then connected to its minor or major (previous or following) fact or idea, thereby resulting in a web of relationships.

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Answers could include:

Detailed and top-quality mind maps should explore ideas in at least three levels:
•   Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome.
•   Level 2: Divergent thinking (secondary ideas) – in this phase most ideas focus on concepts and the links between ideas. By making variations and combinations between ideas, we can generate new ideas.
•   Level 3: Creative ideation (tertiary ideas) – now the previous ideas become inspiration for actual solutions. The aim is to explore the more inspiring ideas through to original and new design possibilities.

Key aspects of the brief (celebration of diversity around – LGBTIQ or accessibility for the less able or multiculturalism and strategies of communication) should feature in the ideation.

Solutions are not exhaustive and candidate's responses should be considered.

Question 10 (continued)

(b)   In the space below, create a design solution for the communal seat.

(i)   Sketch a solution to the design brief. (5 marks)

Description	Marks
Considered and effective design that successfully addresses all aspects of the brief	5
Detailed and clear design that addresses all aspects of the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	**5**

Answers should include:

Drawings should present a resolved solution with clear visual links to themes of celebrating diversity relating to LGBTIQ or accessibility for the less able or multiculturalism, as specified in the design brief.

Strategies of communication are used by a designer in order to engage or persuade a specified audience. These are often referred to as those that create an emotional response or grab attention to enhance the communication of a design solution.

The design should incorporate at least one of the following strategies of communication:
- **Shock tactics**:

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- **Humour**:

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  People love things that are funny and we are naturally attracted to humour. Inflatable throne shaped chair, covered with repeated text that reads, 'Queen Every Day'. (LGBTIQ)
- **Metaphor**: relies on the combination of often-unrelated images to communicate message and meaning. Cupped hands shaped seat. The two cupped hands are either different colours or decorated in different cultural motifs – like henna (Multiculturalism)
- **Emotion**: emotive imagery is used to provoke an **emotional** response in order to communicate a more powerful message. A white kidney shaped seat which is internally illuminated, is covered with powerful quotes and uplifting messages of love and hope written in braille. The seat is motion activated and emits sound as you approach it, enabling the visually impaired to locate it. (Accessibility for the less able).

Solutions are not exhaustive and candidate's responses should be considered.

(ii) Annotate your design to help communicate your solution. (3 marks)

Description	Marks
Detailed and supportive annotations of design features	3
Clear and simple annotations of design features	2
Limited annotations of design features	1
Inappropriate/incorrect response	0
Total	**3**

Answers could include:
- Annotations may refer to the use of elements, principles, codes and conventions, composition, design intentions, typography styles, or text manipulation
- Comments about how the design will function/communicate or the treatment of components/materials to engage the audience
- Annotation must comment on the incorporation of strategies of communication and promotion of diversity.

Solutions are not exhaustive.

(c) Justify how you used one or more strategies for communication to attract your intended audience. (6 marks)

Description	Marks
Comprehensive and insightful justification of how specific strategies for communication have been used to attract your intended audience	6
Detailed and thorough justification of how specific strategies for communication have been used to attract your intended audience	5
Clear and relevant justification of how specific strategies for communication have been used to attract your intended audience	4
Adequate justification of how specific strategies for communication have been used to attract your intended audience	3
Superficial discussion on general strategies for communication used in the design	2
Limited comment on general strategies for communication used in the design	1
Inappropriate/incorrect response	0
Total	**6**

Notes:
Strategies of communication are shock tactics, humour, metaphor and emotion

Answers could include:
Clear and accurate justification of the design solution focusing on applied strategies of communication. Explanation indicates how the strategies have been researched, constructed, used to create meaning and to engage the intended audience.

Clear linkage back to the design brief themes informing strategy. For example, the detailing of specific design choices used to convey the strategy and how this engages the intended audience. Inclusion of contemporary trends in Design/Fashion/Lifestyle in creating the strategy and engaging the audience is relevant.

Relevant and accurate understanding of design terminology should be evident.

Solutions are not exhaustive.

Question 11: Technical graphics **(20 marks)**

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

Description	Marks
Comprehensive mind map exploring and developing creative ideas relevant to the design brief	6
Detailed mind map exploring and developing creative ideas relevant to the design brief	5
Clear mind map exploring creative ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Superficial mind map exploring few ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
Total	**6**

Notes:
Mind mapping is a technique to graphically represent connections among key concepts using lines, links and images. Each fact or idea is penned down and then connected to its minor or major (previous or following) fact or idea, thereby resulting in a web of relationships.

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Answers could include:
Detailed and top-quality mind maps should explore ideas in at least three levels:
• Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome.
• Level 2: Divergent thinking (secondary ideas) – in this phase most ideas focus on concepts and the links between ideas. By making variations and combinations between ideas, we can generate new ideas.
• Level 3: Creative ideation (tertiary ideas) – now the previous ideas become inspiration for actual solutions. The aim is to explore the more inspiring ideas through to original and new design possibilities.

Key aspects of the brief (celebration of diversity around – LGBTIQ or accessibility for the less able or multiculturalism and strategies of communication) should feature in the ideation.

Solutions are not exhaustive and candidate's responses should be considered.

(b)   In the space below, create a design solution for the information tent.

    (i)   Sketch a solution to the design brief.   (5 marks)

Description	Marks
Considered and effective design that successfully addresses all aspects of the brief	5
Detailed and clear design that addresses all aspects of the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	**5**

Answers should include:
Drawings should present a resolved solution with clear visual links to themes of celebrating diversity relating to LGBTIQ or accessibility for the less able or multiculturalism, as specified in the design brief.

Strategies of communication are used by a designer in order to engage or persuade a specified audience. These are often referred to as those that create an emotional response or grab attention to enhance the communication of a design solution.

The design should incorporate at least one of the following strategies of communication:
*   **Shock tactics**:

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*   **Humour**:

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    People love things that are funny and we are naturally attracted to humour. Domed ten with exterior material featuring a printed stylised face of a celebrity (like Ru Paul). The large arched tent opening is the through the celebrity's mouth (similar to Luna Park entrance). (LGBTIQ)
*   **Metaphor**: relies on the combination of often-unrelated images to communicate message and meaning. A triangular shaped tent, with poles positioned to construct two hands in prayer position. Tent opening between the thumbs. The exterior of the tent features different decoration on the hands – henna etc. Tent structure is a metaphor for prayer or namaste blessing. (Multiculturalism)
*   **Emotion**: emotive imagery is used to provoke an **emotional** response in order to communicate a more powerful message. A heart shaped pink tent, with openings on all sides, surrounded by a ramp. Information in the tent is presented at different heights and in different forms. Braille, interactive screens and audio triggers assist those with different abilities in locating information. (Accessibility for the less able).

Solutions are not exhaustive and candidate's responses should be considered.

Question 11(b) (continued)

(ii)   Annotate your design to help communicate your solution.   (3 marks)

Description	Marks
Detailed and supportive annotations of design features	3
Clear and simple annotations of design features	2
Limited annotations of design features	1
Inappropriate/incorrect response	0
Total	**3**

Answers could include:
- Annotations may refer to the use of elements, principles, codes and conventions, composition, design intentions, typography styles, or text manipulation
- Comments about how the design will function/communicate or the treatment of components/materials to engage the audience
- Annotation must comment on the incorporation of strategies of communication and promotion of diversity.

Solutions are not exhaustive.

(c)   Justify how you used one or more strategies for communication to attract your intended audience.   (6 marks)

Description	Marks
Comprehensive and insightful justification of how specific strategies for communication have been used to attract your intended audience	6
Detailed and thorough justification of how specific strategies for communication have been used to attract your intended audience	5
Clear and relevant justification of how specific strategies for communication have been used to attract your intended audience	4
Adequate justification of how specific strategies for communication have been used to attract your intended audience	3
Superficial discussion on general strategies for communication used in the design	2
Limited comment on general strategies for communication used in the design	1
Inappropriate/incorrect response	0
Total	**6**

Notes:
Strategies of communication are shock tactics, humour, metaphor and emotion
Answers could include:

Clear and accurate justification of the design solution focusing on applied strategies of communication. Explanation indicates how the strategies have been researched, constructed, used to create meaning and to engage the intended audience.

Clear linkage back to the design brief themes informing strategy. For example, the detailing of specific design choices used to convey the strategy and how this engages the intended audience. Inclusion of contemporary trends in Design/Fashion/Lifestyle in creating the strategy and engaging the audience is relevant.

Relevant and accurate understanding of design terminology should be evident.

Solutions are not exhaustive.