



## ATAR course examination, 2023

### Question/Answer booklet

# DESIGN

Please place your student identification label in this box

WA student number: In figures

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In words

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### 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

Special items: up to three calculators, which do not have the capacity to create or store programmes or text, are permitted in this ATAR course examination, approved drawing instruments consisting of a drawing compass, set square, dividers, protractor, templates

### 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 response	5	5	30	30	30
Section Two Extended response	6	3	120	58	70
<b>Total</b>					100

## Instructions to candidates

- 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.
- Write your answers in this Question/Answer booklet preferably using a blue/black pen. Do not use erasable or gel pens.
- 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.
- 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.
- 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.



Question 2

(12 marks)

- (a) Describe how **four** design methods are used when generating solutions within a design process. (8 marks)

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- (b) Explain which stage of the design process you think is most important in the development of design themes. (4 marks)

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## Question 3

(4 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://masquespacio.com/projects/the-student-hotel-barcelona-marina>

Figure 1: A communal gaming space in The Student Hotel; a student-only residence project in Barcelona, Spain

Explain how type and colour are relevant to the design of this communal space in The Student Hotel.

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Question 4

(5 marks)

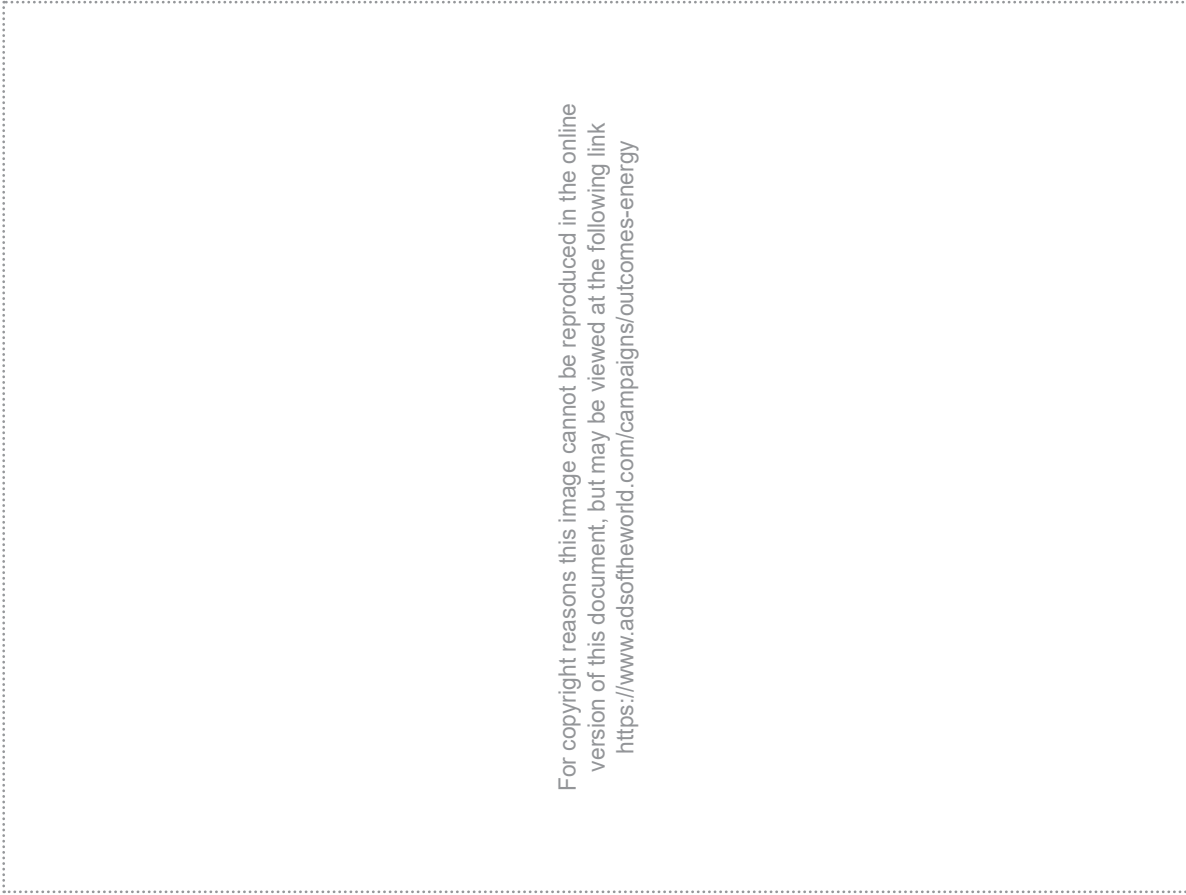


Figure 3: IBM Smarter Planet print campaign

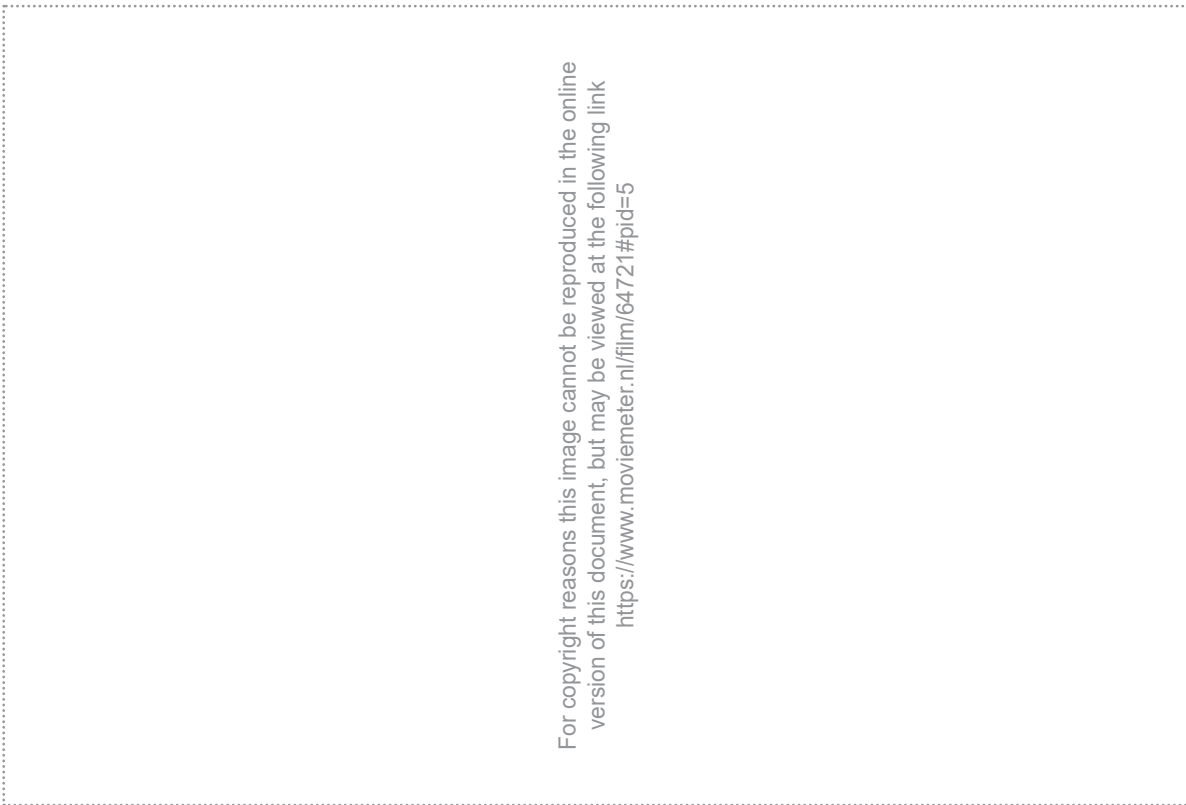


Figure 2: You Will Meet a Tall Dark Stranger movie poster



Question 5

(4 marks)

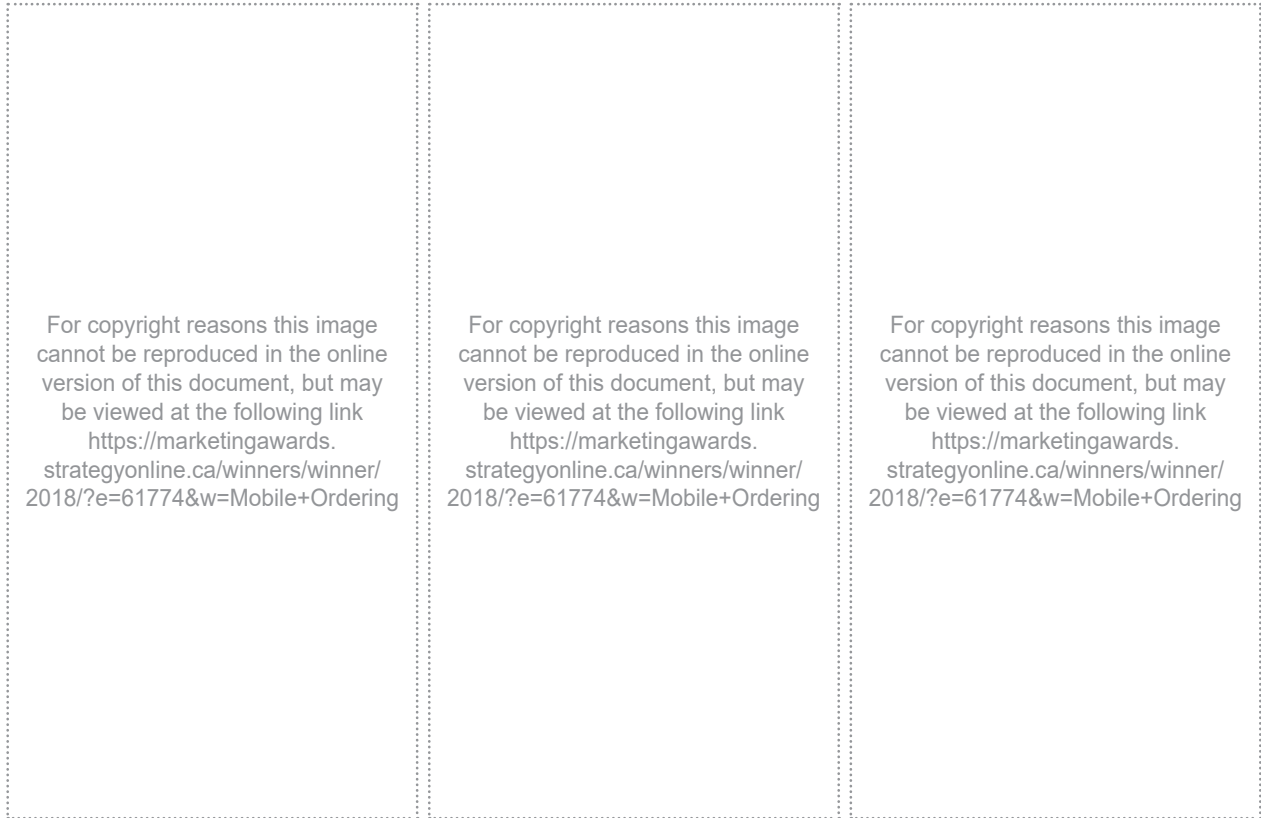


Figure 4: McDonald’s Mobile Ordering Poster Campaign

Explain how a strategy for communication has been used to engage a teenage audience.

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End of Section One

See next page

**Section Two: Extended response****70% (58 Marks)**

This section contains **six** 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 to 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.

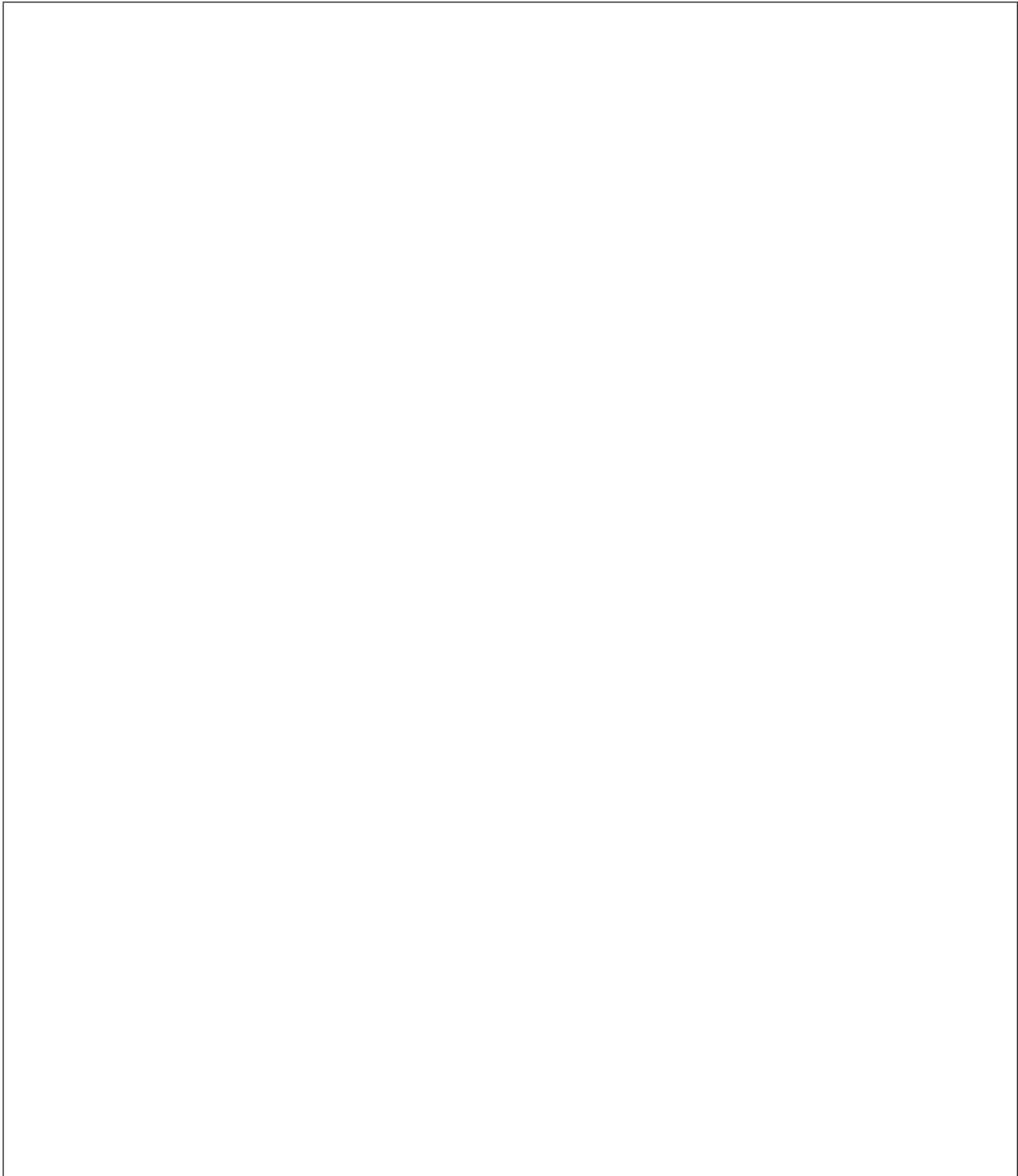
Suggested working time: 120 minutes.

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**Question 6****(17 marks)**

Refer to **one** design task that you have undertaken this year. Use this task to answer all parts of this question.

- (a) (i) Sketch clearly a design solution you created for **one** design problem. (3 marks)
- (ii) Explain your solution through annotations of the following information:
- the intended audience
  - the message or purpose of the solution
  - design choices. (4 marks)



**See next page**







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## Question 7

(18 marks)

These habitat pods were designed as temporary shelters for native, ground-dwelling animals following a loss of habitat due to bushfires. They come in an easy-to-assemble flat pack made of biodegradable cardboard.



Figure 5: Installing the habitat pods



Figure 6: Interior structure of a habitat pod

**See next page**

Refer to Figures 5 and 6 on page 16 to answer all parts of this question.

- (a) Evaluate the application of 'form follows function' in the design of the habitat pods. (5 marks)

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**Question 7** (continued)

- (b) Consider how the designer may have used interviews and surveys during the development of the habitat pods. (5 marks)

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- (c) Explain **two** considerations the designer may have taken into account when applying a commercial design process to the habitat pods. (8 marks)

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**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	<input type="checkbox"/>	Promotional image	8	22–27
Graphic design	<input type="checkbox"/>	Logo	9	28–33
Dimensional design	<input type="checkbox"/>	Money belt	10	34–39
Technical graphics	<input type="checkbox"/>	Carry-on luggage	11	40–45

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

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**Design brief**

‘Wanna feel 20 again?’ is the Greek National Tourism Organization’s (GNTO) winter 2022–23 marketing campaign to attract retirees (over 55s) to Greece. In addition to the promotional image and logo, their current marketing campaign consists of a selection of merchandise for their clients. These include carry-on luggage and a money belt as displayed on page 21.



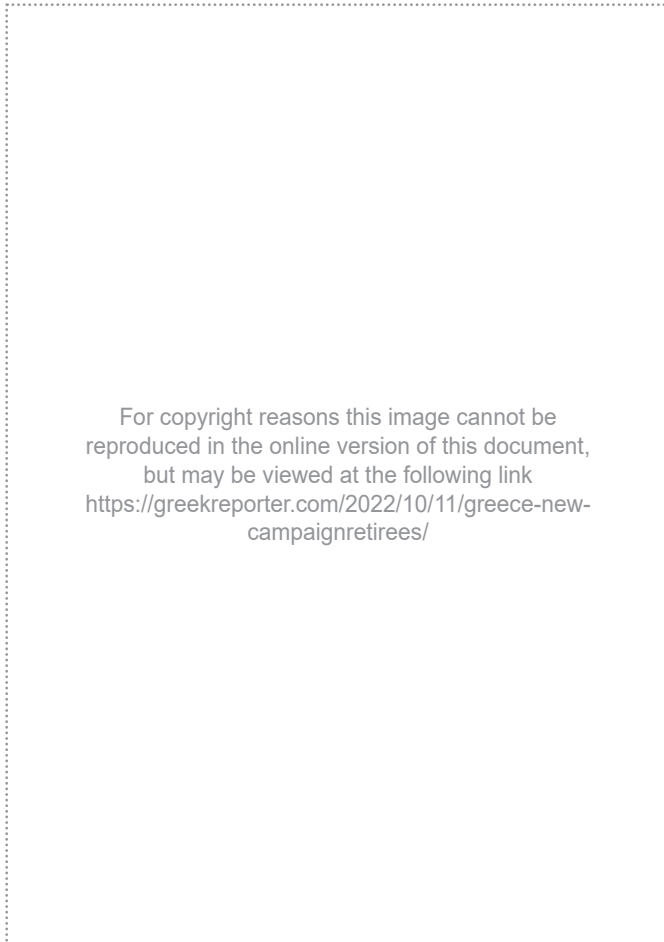


Figure 7: Photography  
GNTO promotional image

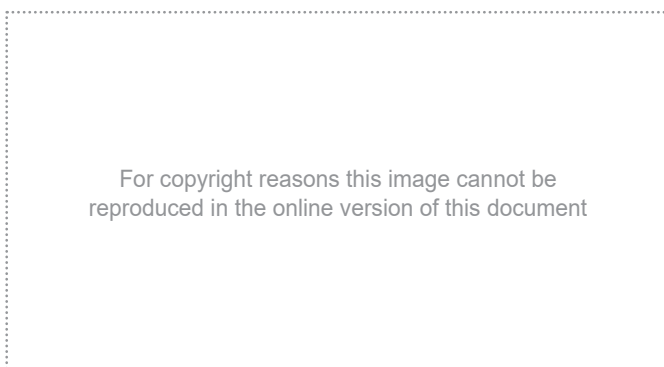


Figure 9: Dimensional design  
money belt for GNTO clients

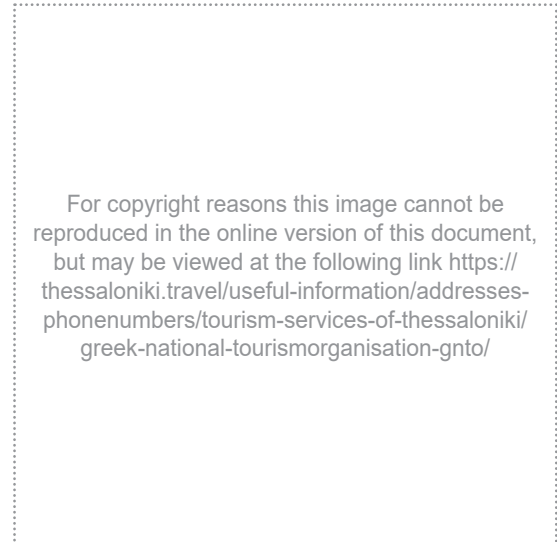


Figure 8: Graphic design  
GNTO logo



Figure 10: Technical graphics  
carry-on luggage for GNTO clients

Question 8: Photography

(23 marks)

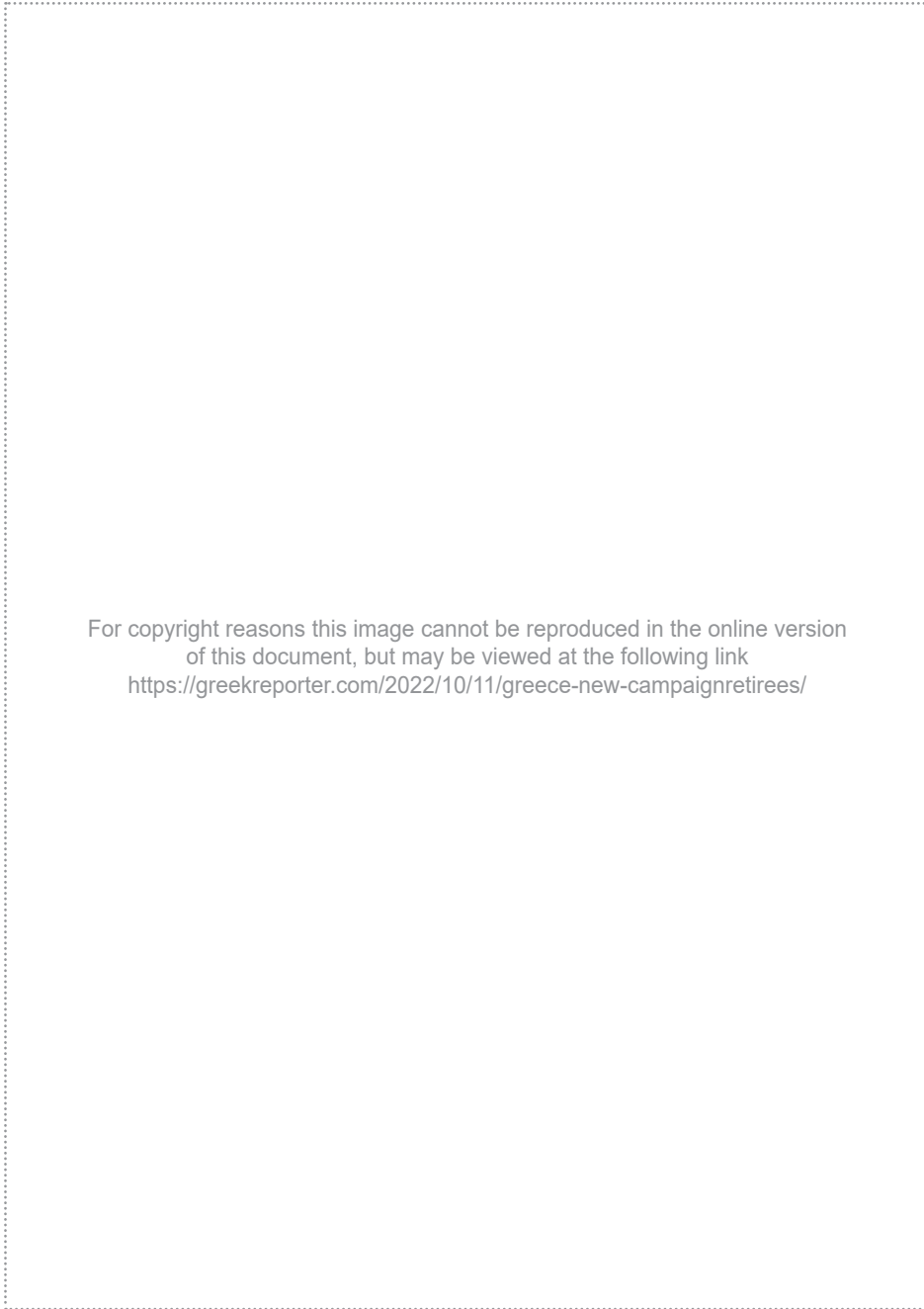


Figure 7: Photography  
GNTO promotional image

See next page



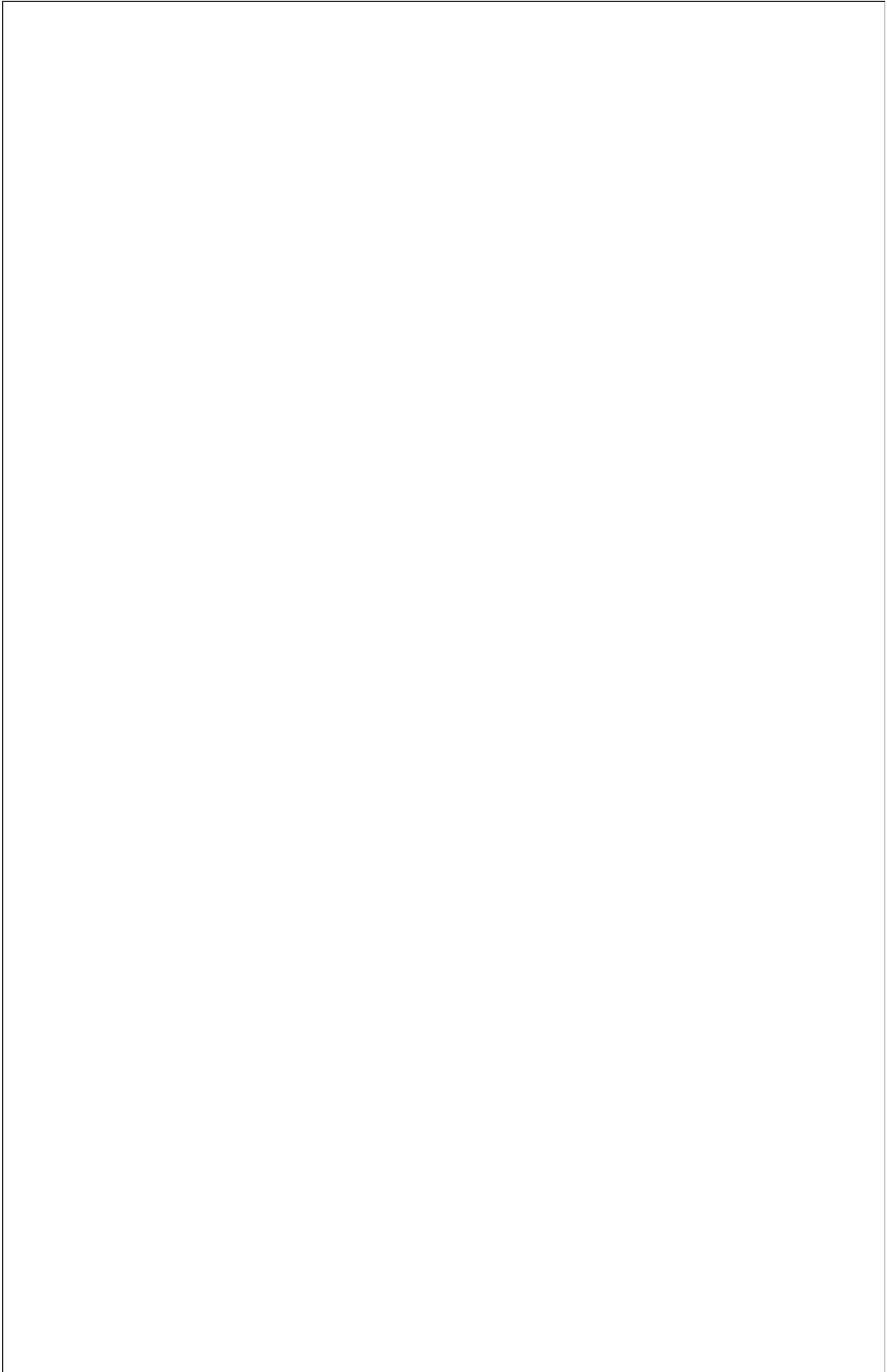
**Question 8** (continued)

Use the information below, the design brief and the stimulus materials on pages 20 and 21 to answer parts (b) to (d) of this question.

As part of the GNTO's (Greek National Tourist Organization) design team, you have been tasked to produce a new photographic promotional image for its next campaign targeting young adults. The GNTO marketing team have provided the following audience profile for you to inform your new design concept.

<b>New intended audience characteristics</b>
Demographics:  16 to 25-year-old individuals, with disposable income
Product: Photographic promotional image
Values and beliefs:  <div style="border: 1px dashed gray; padding: 10px; text-align: center; margin: 10px 0;">For copyright reasons this text cannot be reproduced in the online version of this document</div> <ul style="list-style-type: none"><li>• motivated by self-expression, they have a lot of energy which they pour into physical exercise and social activities</li><li>• they are avid consumers, spending heavily on clothing, fast-food, music and other youthful favourites, with a particular emphasis on new products and services.</li></ul>

- (b) In the space provided below, create a detailed drawing of your new design concept for the new intended audience of young adults. (5 marks)



**See next page**





## Question 9: Graphic design

(23 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://thessaloniki.travel/useful-information/addresses-phonenumbers/tourism-services-of-thessaloniki/greek-national-tourismorganisation-gnto/>

Figure 8: Graphic design  
GNTO logo

See next page



- (a) Consider how the visual codes evident in the existing logo design in Figure 8 appeal to an audience of retirees. (5 marks)

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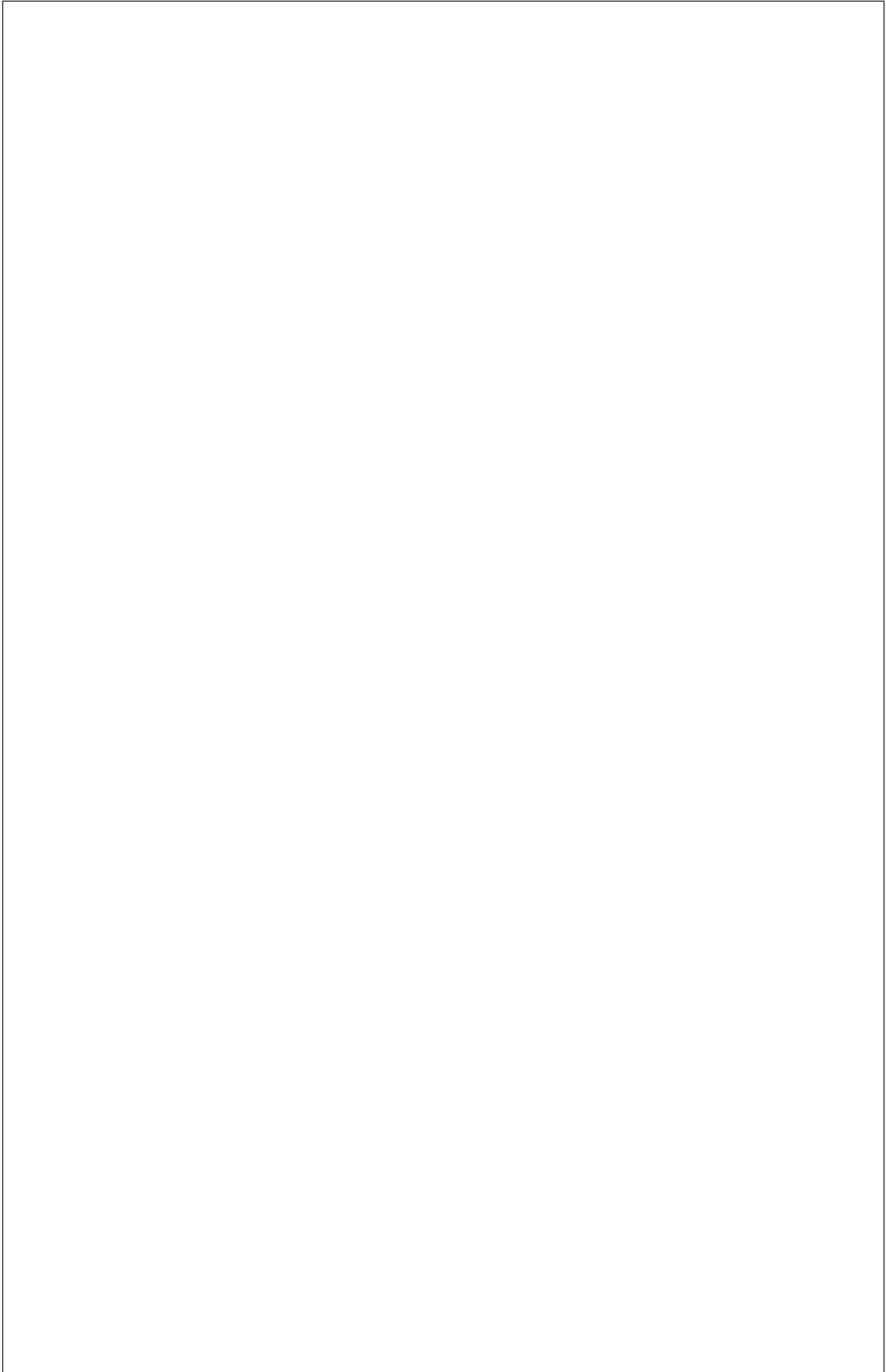
**Question 9** (continued)

Use the information below, the design brief and the stimulus materials on pages 20 and 21 to answer parts (b) to (d) of this question.

As part of the GNTO's (Greek National Tourist Organization) design team, you have been tasked to produce a new logo for its next campaign targeting young adults. The GNTO marketing team have provided the following audience profile for you to inform your new design concept.

<b>New intended audience characteristics</b>
Demographics:  16 to 25-year-old individuals, with disposable income
Product: Logo
Values and beliefs:  <div style="border: 1px dashed gray; padding: 10px; text-align: center; margin: 10px 0;">For copyright reasons this text cannot be reproduced in the online version of this document</div> <ul style="list-style-type: none"><li>• motivated by self-expression, they have a lot of energy which they pour into physical exercise and social activities</li><li>• they are avid consumers, spending heavily on clothing, fast-food, music and other youthful favourites, with a particular emphasis on new products and services.</li></ul>

- (b) In the space provided below, create a detailed drawing of your new design concept for the new intended audience of young adults. (5 marks)



See next page





Question 10: Dimensional design

(23 marks)

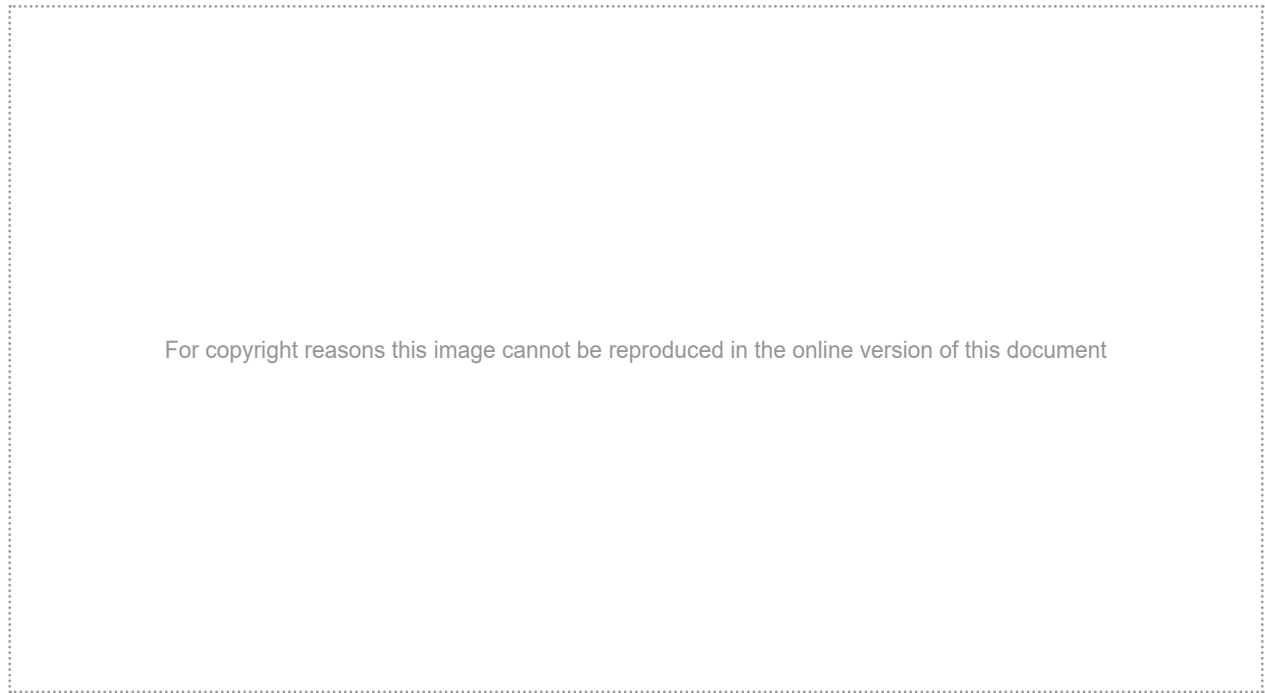


Figure 9: Dimensional design  
money belt for GNT0 clients



**Question 10** (continued)

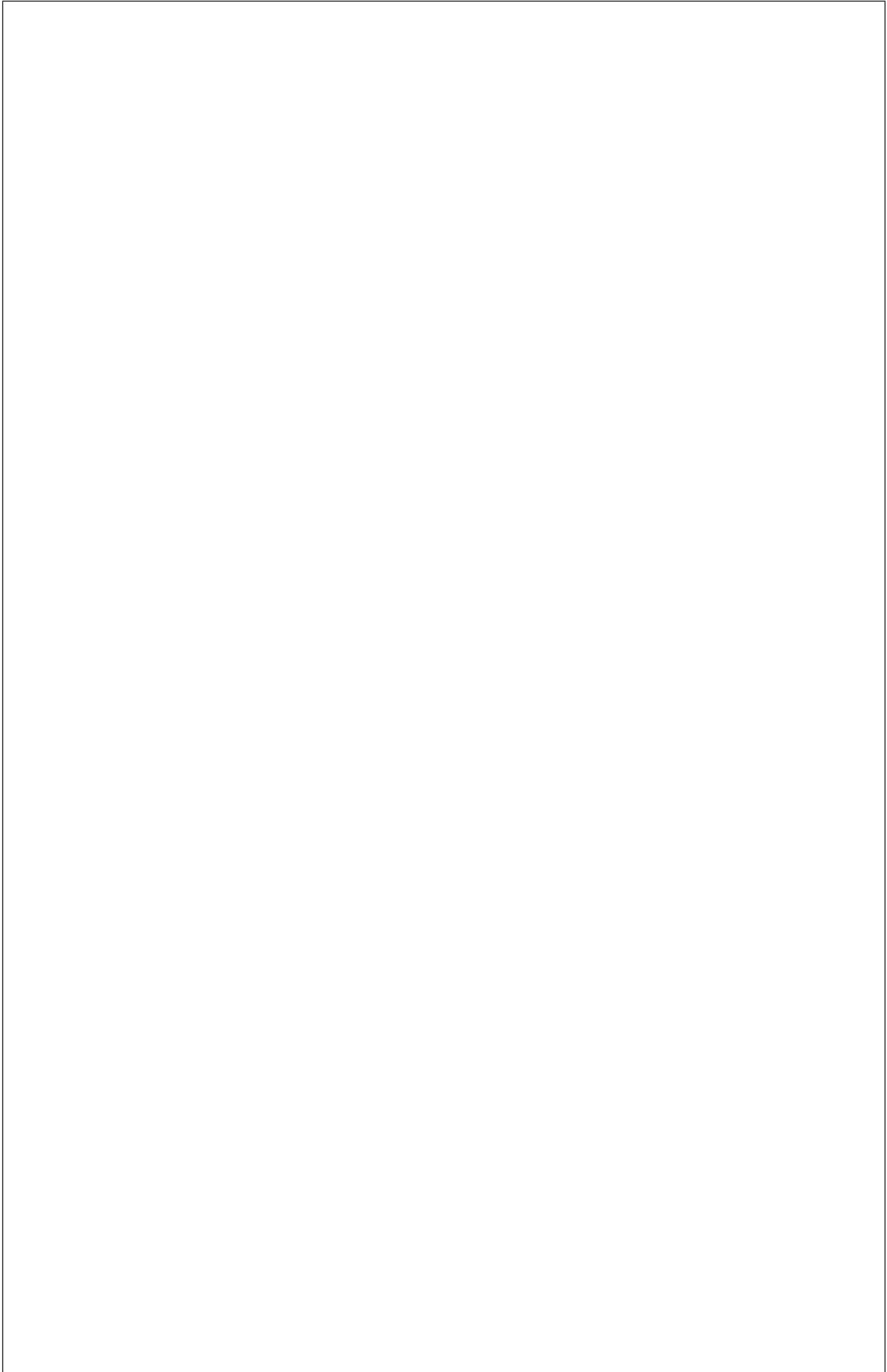
Use the information below, the design brief and the stimulus materials on pages 20 and 21 to answer parts (b) to (d) of this question.

As part of the GNTO's (Greek National Tourist Organization) design team, you have been tasked to produce a new money belt for its next campaign targeting young adults. The GNTO marketing team have provided the following audience profile for you to inform your new design concept.

<b>New intended audience characteristics</b>
Demographics:  16 to 25-year-old individuals, with disposable income
Product: Money belt
Values and beliefs:  <div style="border: 1px dashed gray; padding: 10px; text-align: center; margin: 10px 0;">For copyright reasons this text cannot be reproduced in the online version of this document</div> <ul style="list-style-type: none"><li>• motivated by self-expression, they have a lot of energy which they pour into physical exercise and social activities</li><li>• they are avid consumers, spending heavily on clothing, fast-food, music and other youthful favourites, with a particular emphasis on new products and services.</li></ul>



- (b) In the space provided below, create a detailed drawing of your new design concept for the new intended audience of young adults. (5 marks)



See next page







Figure 10: Technical graphics  
carry-on luggage for GNT0 clients



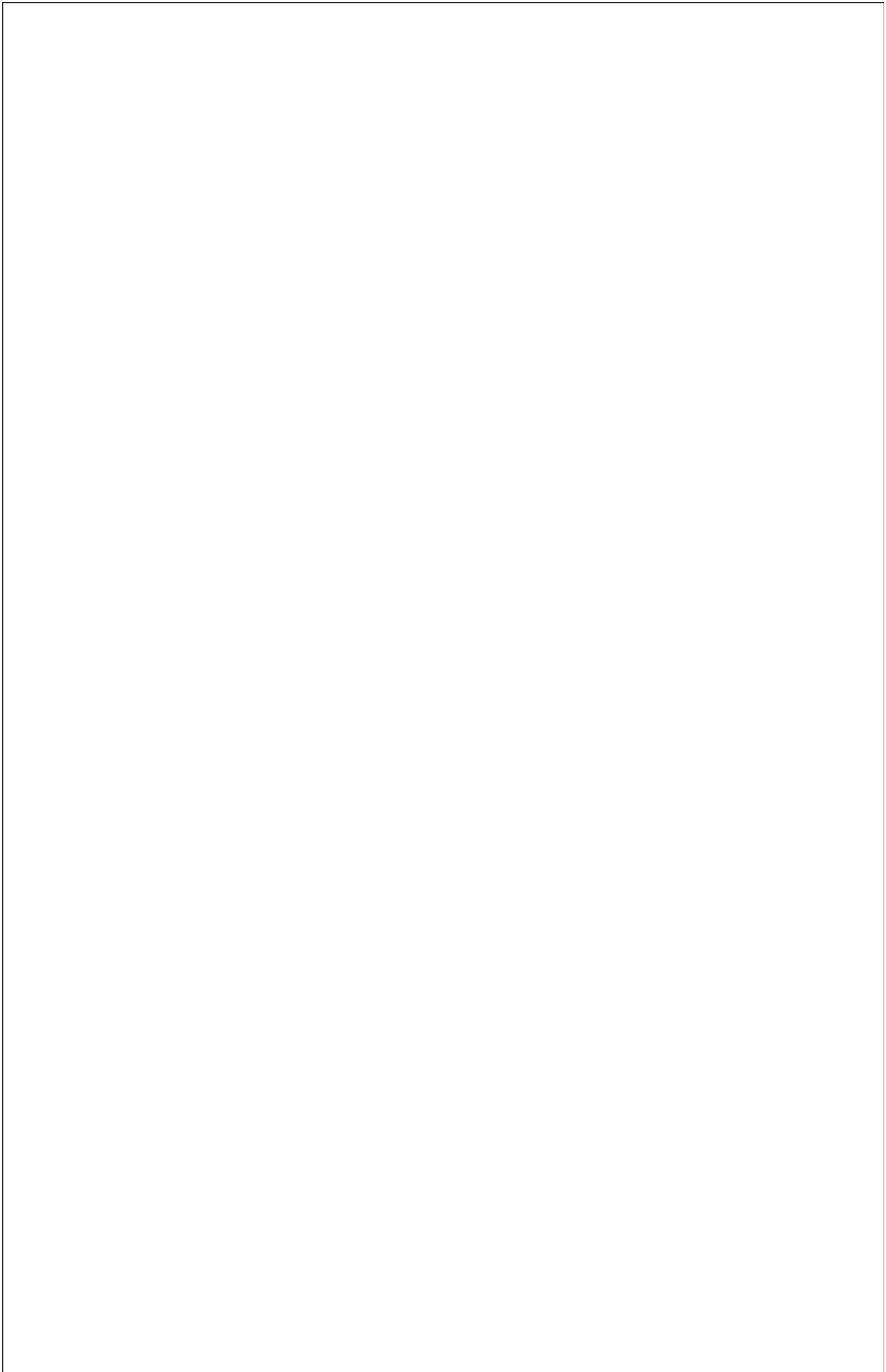
**Question 11** (continued)

Use the information below, the design brief and the stimulus materials on pages 20 and 21 to answer parts (b) to (d) of this question.

As part of the GNTO's (Greek National Tourist Organization) design team, you have been tasked to produce a new carry-on luggage piece for its next campaign targeting young adults. The GNTO marketing team have provided the following audience profile for you to inform your new design concept.

<b>New intended audience characteristics</b>
Demographics:  16 to 25-year-old individuals, with disposable income
Product: Carry-on luggage
Values and beliefs:  <div style="border: 1px dashed gray; padding: 10px; text-align: center; margin: 10px 0;">For copyright reasons this text cannot be reproduced in the online version of this document</div> <ul style="list-style-type: none"><li>• motivated by self-expression, they have a lot of energy which they pour into physical exercise and social activities</li><li>• they are avid consumers, spending heavily on clothing, fast-food, music and other youthful favourites, with a particular emphasis on new products and services.</li></ul>

- (b) In the space provided below, create a detailed drawing of your new design concept for the new intended audience of young adults. (5 marks)



**See next page**

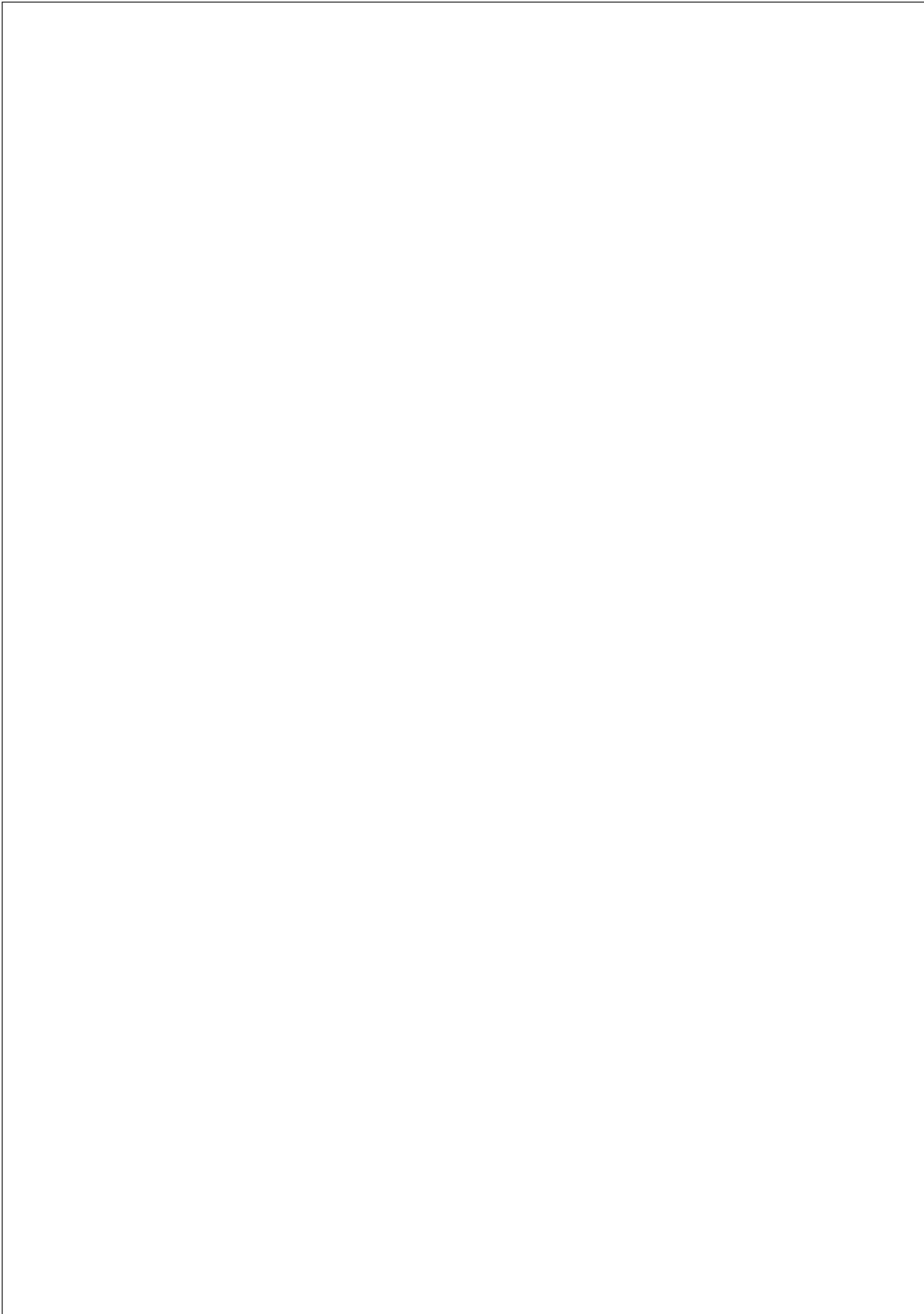






Supplementary page

Question number: \_\_\_\_\_



Supplementary page

Question number: \_\_\_\_\_

















## ACKNOWLEDGEMENTS

- Question 3** Figure 1: Beltran, L. (2018). [...]. Retrieved May, 2023, from <https://masquespacio.com/projects/the-student-hotel-barcelona-marina>
- Question 4** Figure 2: Sony Pictures Classics. (2010). *You Will Meet a Tall Dark Stranger* [Promotional poster]. Retrieved May, 2023, from <https://www.moviemeter.nl/film/64721#pid=5>  
Figure 3: Ogilvy. (2011). [IBM 'Now data helps pinpoint more oil' advertising campaign]. Retrieved May, 2023, from <https://www.adsoftheworld.com/campaigns/>[...]
- Question 5** Figure 4 left: Moore, G. (2019). [...]. Retrieved May, 2023, from <https://marketingawards.strategyonline.ca/winners/winner/2018/?e=61774&w=Mobile+Ordering>  
Figure 4 centre: Moore, G. (2019). [...]. Retrieved May, 2023, from <https://marketingawards.strategyonline.ca/winners/winner/2018/?e=61774&w=Mobile+Ordering>  
Figure 4 right: Moore, G. (2019). [...]. Retrieved May, 2023, from <https://marketingawards.strategyonline.ca/winners/winner/2018/?e=61774&w=Mobile+Ordering>
- Question 7** Figure 5: Clark, J. (2021). [Photograph of person in background placing habitat pod with additional pod in foreground]. Retrieved May, 2023, from <https://www.australiangeographic.com.au/news/2021/12/these-new-flat-pack-homes-are-made-to-protect-wildlife-from-bushfires/>  
Figure 6: WWF-Australia. (2021). [Photograph of Dr Alexandra Carthey demonstrating the interior design of the habitat pod]. Retrieved May, 2023, from <https://lighthouse.mq.edu.au/article/december-2021/Flat-pack-pods-give-wildlife-a-post-bushfire-fighting-chance>
- Questions 8–11** Figure 7: Greek National Tourism Organization (GNTO). (2022). *Wanna Feel 20 Again?* [Promotional poster]. Retrieved May, 2023, from <https://greekreporter.com/2022/10/11/greece-new-campaign-retirees/>  
Figure 8: Greek National Tourism Organization (GNTO). (2012). [GNTO's Greece all time classic logo]. Retrieved May, 2023, from <https://thessaloniki.travel/useful-information/addresses-phone-numbers/tourism-services-of-thessaloniki/greek-national-tourism-organisation-gnto/>

## Questions 8–11

Figure 9 adapted from: Eagle Creek. (2022). *Eagle Creek Undercover Money Belt DLX* [Photograph]. Retrieved May, 2023, from <https://www.amazon.com.au/Eagle-Creek-Undercover-Money-Belt/dp/B00DHTY1RE>

Figure 10 adapted from: it luggage. (n.d.). *it luggage World's Lightest Tritex 4 Wheel Spinner Carry-on (Red Clay, One Size)* [Photograph]. Retrieved May, 2023, from <https://www.walmart.com/ip/it-luggage-World-s-Lightest-Tritex-4-Wheel-Spinner-Carry-On-Red-Clay-One-Size/706342303>

Dot points 1–7 adapted from: Vaidyanathan, R. (1996). *VALS-2 Segment Characteristics*. Retrieved May, 2023, from <https://www.d.umn.edu/~rvaidyan/mktg4731/vals2tbl.htm>

Dot points 8–9 adapted from: Mostafa, I. E. (2014, October 12). *V.A.L.S. Model (Values and Lifestyles) the Most Intelligent Tool for Understanding of Customers Values and Lifestyles*. Retrieved May, 2023, from <https://www.linkedin.com/pulse/20141011232233-99993053-v-a-l-s-model-values-and-lifestyles-the-most-intelligent-tool-for-understanding-of-customersvalues-and-lifestyles/>

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