



# DESIGN

## GENERAL COURSE

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Marking key for the Externally set task

Sample 2016

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# Design

## Externally set task – marking key

- 1(a) According to the Shannon and Weaver communication model, what is 'noise'? (5 marks)

Description	Marks
Noise: "In the process of transmitting a message, certain information that was not intended by the information source is unavoidably added to the signal (or message)."	1
Irrelevant answer	0
<b>Total</b>	<b>1</b>

- (b) With reference to the Shannon and Weaver communication model and one of your design projects from Unit 3, give an example to describe how noise could affect communication.

Description	Marks
Provides one example from design project to describe how noise affects communication. See notes below.	1
Irrelevant answer	0
<b>Total</b>	<b>1</b>

- (c) Look at the image below and describe how the design principle of visual hierarchy has been used.

Description	Marks
Describes in detail how the design principle of visual hierarchy has been used in the image	3
Describes how the design principle of visual hierarchy has been used in the image	2
Notes the use of the design principle of visual hierarchy in the image	1
Inappropriate response	0
<b>Total</b>	<b>3</b>

**Notes:**

Shannon and Weaver model key parts include sender, receiver, message, medium, noise and feedback. The student should demonstrate an understanding of the model. In the process of transmitting a message, certain information that was not intended by the information source is unavoidably added to the signal (or message). This "noise" can be internal (i.e., coming from the receiver's own knowledge, attitudes, or beliefs) or external (i.e., coming from other sources). Such internal or external "noise" can either strengthen the intended effect of a message (if the information confirms the message), or weaken the intended effect (if the information in the "noise" contradicts the original message). Along the way, your signal is joined by a myriad of other sounds and distractions (noises).

- 2(a) Using a visual development process, take a single idea and create three sketches with annotations in which you develop your idea. **(9 marks)**

Description	Marks
Provides three (3) sketches with annotations that develop the ideas of the prior sketches and addresses the task	3
Provides two (2) sketches with annotations that develop the idea of the prior sketch and addresses the task	2
Provides a single sketch with annotations that addresses the task OR Sketches are without annotations or do not develop the idea	1
Inappropriate response.	0
<b>Total</b>	<b>3</b>

- (b) Identify a material or production process you would use in your design, and explain its relevance to the target audience.

Description	Marks
Identifies a material or production process used in the design and provides a convincing explanation on the relevance to the target audience	4
Identifies a material or production process used in the design and provides a suitable explanation on the relevance to the target audience	3
Identifies a material or production process used in the design and provides a simplistic explanation on the relevance to the target audience	2
Identifies a material or production process used in the design, with no mention of target audience	1
No evidence of the student identifying a material or production process and explaining its relevance to the target audience	0
<b>Total</b>	<b>4</b>

- (c) Explain how you have used a relevant code or convention to assist the message in your design.

Description	Marks
Names and appropriately explains how a code or convention has been used to assist the message in the design	2
Names and makes generalised connections on how a code or convention has been used in the design	1
Makes irrelevant comments about codes and/or conventions	0
<b>Total</b>	<b>2</b>

3(a) Describe an idea generation technique you used to create design ideas that satisfied the design brief.

(12 marks)

Description	Marks
Provides a detailed description of an idea generation technique used to create design ideas relevant to the design brief	3
Provides a simplistic description of an idea generation technique used to create design ideas relevant to the design brief	2
Identifies an aspect of an idea generation technique.	1
Irrelevant response	0
<b>Total</b>	<b>3</b>

Idea generation techniques include: mood and concept boards, brainstorming, idea sketching, inspiration images, mindmaps, visual research, word lists, random words, synectics, SCAMPER technique

(b) The term 'representation' could be defined as the description or portrayal of someone or something. Explain how representation influenced the design of the project.

Description	Marks
Provides a detailed explanation of how representation influenced the design of the project	3
Provides a general explanation of how representation influenced the design of the project	2
Limited explanation and/or briefly outlines how representation is used in the design of the project	1
Irrelevant response	0
<b>Total</b>	<b>3</b>

(c) The term 'lifestyle preferences' could be defined as the way in which one chooses to live one's life; this may include such aspects as habits, attitudes, tastes, values, beliefs and level of income. Explain how the lifestyle preferences of your intended audience shaped the design of your project.

Description	Marks
Comprehensive explanation of how a range of lifestyle preferences influenced the design with clear links to the intended audience	6
Detailed explanation of how lifestyle preferences influenced the design with clear links to the intended audience	5
Competent explanation of how some lifestyle preferences of the intended audience influenced the design	4
General explanation of how the lifestyle preferences influenced the design with tenuous links to the intended audience	3
Superficial explanation of how the lifestyle preferences influenced the design with little/no reference to the intended audience	2
Comments briefly on lifestyle preferences	1
No explanation of how the lifestyle preferences of the intended audience influenced the design	0
<b>Total</b>	<b>6</b>