



DESIGN

ATAR course examination 2023

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% (30 Marks)

Question 1

(5 marks)

Discuss an impact of sustainable design practices on production planning.

Description	Marks
Discusses an impact of sustainable design practices on production planning	5
Explains an impact of sustainable design practices on production planning	4
Describes an impact of sustainable design practices on production planning	3
Makes a general comment on an impact of sustainable design practices	2
Outlines an impact of sustainable design practices	1
Total	5
<p>Answers could include:</p> <p>Positive impacts:</p> <ul style="list-style-type: none"> • reduction in waste and amount going to landfill • reduce pollution • reduce the harmful effects on the environment when using sustainably sourced materials, green design principles • a reused product/material can be more cost effective • product may appeal to a wider audience because of the trends in eco-designs • some customers may pay more for the product to get a 'feel good' factor in doing something for the benefit of the environment • efficiency with materials • durability of design and ease of replacement of parts. <p>Negative impacts:</p> <ul style="list-style-type: none"> • lifespan of a product may be reduced • quality of recycled products might be compromised • higher cost of using sustainable/recycled materials or processes making the product more expensive • initial costs, production costs of sourcing or processing sustainable materials • lower quality of materials used because of processing • availability of materials. 	
Accept other relevant answers.	

Question 2

(12 marks)

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

Description	Marks
For each design method (4 x 2 marks)	
Describes a design method used within a design process when generating solutions	2
Outlines a design method used within a design process	1
Total	8
<p>Answers could include:</p> <p>Methods to generate solutions to design problems.</p> <p>Visual research:</p> <ul style="list-style-type: none"> inspirational images, photos of existing design work, artwork, natural elements, built environment, collated into mood boards. Images may/may not be directly related to the design problem. <p>Idea generation techniques:</p> <ul style="list-style-type: none"> synectics mind maps brainstorming sketching. <p>Accept other relevant answers.</p>	

Question 2 (continued)

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

Description	Marks
Explains a stage of the design process which develops design themes	4
Describes a stage of the design process which develops design themes	3
Makes a general comment on a stage of the design process which develops design themes	2
Outlines a stage of the design process which develops design themes	1
Total	4
<p>Answers could include:</p> <p>Defining the problem: Having a thorough understanding of the problem, through defining all of the terms, linked issues, causes and impacts and audience profile allows for more effective design themes to be created.</p> <p>Research and investigation: Developing a thorough understanding of the problem, through research and investigation of past design objects, materials, audience and clients is beneficial in creating a more informed and clearer message theme.</p> <p>Brainstorming and idea generation: Exploring solutions through brainstorming and idea generation is beneficial in developing a diverse range of messages that relate to a theme.</p> <p>Design concepts/prototype visualisation: Exploring multiple concepts and prototype visualisation allow the designer to develop the design's theme or message in many different ways. This provides a greater amount of choice, giving them a variety of concepts to evaluate in moving forward on the most effective iteration.</p> <p>Prototype testing, audience testing, gathering feedback: Creating and testing prototypes allow the designer to see if the design's theme or message is being clearly communicated.</p> <p>Refining and clarifying problems with solution: Reflecting on the prototypes and modifying the final solution ensures the most effective design is presented, with the design's theme or message clearly communicated and understood by stakeholders.</p> <p>Accept other relevant answers.</p>	

Question 3

(4 marks)

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

Description	Marks
Explains how type and colour are relevant to the design of the communal space in The Student Hotel	4
Describes how type and colour are relevant to the design of the communal space in The Student Hotel	3
Makes a general comment on how type and/or colour are used in the design of the communal space in The Student Hotel	2
Outlines how type or colour are used in the design of the communal space in The Student Hotel	1
Total	4
<p>Answers could include:</p> <ul style="list-style-type: none"> • colour contrast of blue wall and white text, contrast of tone with fluorescent/neon lighting to wall colour, contrast of blue text colour with the multi-colour TV test screen pattern and red chair furniture • fluorescent lighting text is highlighted and draws attention – youth-orientated, messages excitement of nightlife – related to the excitement of moving away from home to a student residence • modern sans-serif display font in retro-fluorescent font synonymous with old style shop signage • colour elements connect to create an Instagram-worthy iconic space appealing to younger audiences. Could feature social media, such as TikTok • renovated warehouse style connects with current design trends of New York City style apartments and cheap accommodation • the use of the natural green plants softens the overly bright and colourful, but sterile looking space, creating a more homely and welcoming environment • contrasting red of the chairs against the blue wall creates a feature and draws out the red colours in the retro-television screens that are an artwork/sculpture on the wall • contrast of red and blue (almost complimentary colours) creates a sense of vibrancy and energy that matches the energy and aliveness of youth (and appealing to young people). 	
Accept other relevant answers.	

Question 4

(5 marks)

Analyse how **one** design principle in both Figure 2 and Figure 3 has been used to communicate different messages.

Description	Marks
Analyses how the design principle in both Figures 2 and 3 has been used to communicate different messages	5
Explains how the design principle in both Figures 2 and 3 has been used to communicate different messages	4
Describes how the design principle in both Figures 2 and 3 has been used to communicate different messages	3
Makes a general comment on how the design principle in Figures 2 and 3 has been used	2
Outlines how the design principle in Figures 2 and/or 3 has been used	1
Total	5
<p>Answers could include:</p> <p>Contrast:</p> <ul style="list-style-type: none"> • saturated red colour with black and white creates a high contrast colour scheme which produces maximum visual impact in both figures • Figure 2 uses contrast to depict two different figures – one black silhouette, which is used to create figure ground for the second figure appearing white. Dark handsome connotations with black figure. Red contrasting colour of fingernails creates meaning of dressing up/sex appeal – linking to red text which is highlighted/contrasted amongst the text, communicating romantic themes in the movie poster advertisement for ‘You Will Meet a Tall Dark Stranger’ • Figure 3: haptic black used for oil image, contrasting against form of white hands directing viewer to red oil rig, which points to the contrasted red text, which emphasises the meaning of the advert (communicating the advantages of using technology to pinpointing resources). <p>Emphasis:</p> <ul style="list-style-type: none"> • use of red colour in image to link to red highlighted text. Figure 2 links to romance and seduction of red nails to ‘tall dark stranger’ text. Figure 3 uses red to highlight important points – pinpointing location, oil rig and IBM logo, balancing these with arm image • the positioning of hands creates the shape of a large drop of oil, which creates emphasis in the image and in doing so communicates the main theme of oil production within the poster. <p>Figure ground:</p> <ul style="list-style-type: none"> • Figure 2 uses figure ground to depict two different figures: one black silhouette, which is used to create figure ground for the second figure appearing white. Dark handsome connotations with black figure • Figure 3: haptic black used for oil image contrasting against form of white hands directing viewer to red oil rig, which points to the contrasted red text, emphasising the meaning of the advert. 	
Accept other relevant answers.	

Question 5

(4 marks)

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

Description	Marks
Explains how a strategy for communication engages a teenage audience	4
Describes how a strategy for communication engages a teenage audience	3
Makes a general comment on how a strategy for communication engages an audience	2
Outlines how a strategy for communication engages an audience	1
Total	4
<p>Answers could include:</p> <p>Communication strategy: metaphor</p> <ul style="list-style-type: none"> metaphor the comparison between two things that are not alike, which are used to explain a concept. This metaphor creates correspondence between McDonald's food and the use of mobile phone technology when ordering food. By stacking different coloured phones, a burger, fries, and a breakfast McMuffin have been created. <p>Engagement:</p> <ul style="list-style-type: none"> teenagers are known for their heavy use of mobile phone technologies and the application of apps that offer convenience. The use of phones to create a metaphor communicates effectively with this audience that they can now order food via an app. <p>Communication strategy: humour</p> <ul style="list-style-type: none"> humour – the metaphor of making phones look like food. <p>Engagement:</p> <ul style="list-style-type: none"> may encourage teenagers to stack phones and try and make them look like the same products – interactivity, possibly social media, such as Instagram/TikTok video creation. <p>Accept other relevant answers.</p>	

Section Two: Extended response

70% (58 Marks)

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)

Description	Marks
Clear sketch that communicates a design solution	3
Basic sketch that communicates some aspects of a design solution	2
Limited sketch that communicates few aspects of a design solution	1
Total	3
Answers could include:	
Candidate's design solution must be clearly communicated in the sketch	
Accept other relevant answers.	

- (ii) Explain your solution through annotations of the following information:
- the intended audience
 - the message or purpose of the solution
 - design choices.
- (4 marks)

Description	Marks
Explain the design solution through annotations	4
Describe the design solution through annotations	3
Make general comments on the design solution through annotations	2
Outline the design solution through annotations	1
Total	4
Answers could include:	
Annotations may refer to:	
<ul style="list-style-type: none"> • clearly defined audience – possible mention of demographics and psychographics • the intended message or purpose for the user/audience • how design elements and design principles have been used to construct or reinforce meaning • choice of materials or the treatment of components/materials relevant to the message or audience. 	
Accept other relevant answers.	

- (b) Evaluate how your design choices guided the intended audience to interpret your solution to the design problem. (6 marks)

Description	Marks
Evaluates how design choices guided the intended audience to interpret a solution to the design problem	6
Discusses how design choices guided the intended audience to interpret a solution to the design problem	5
Explains how design choices guided the intended audience to interpret a solution to the design problem	4
Describes how design choice/s guided the intended audience to interpret a solution to the design problem	3
Makes a general comment on how design choice/s guided an audience to interpret a solution to the design problem	2
Outlines how design choice/s guided an audience to interpret a solution to the design problem	1
Total	6
<p>Answers could include:</p> <p>How their choices constructed meaning within the design, which communicated a message/meaning to the intended audience.</p> <p>Design choices could include:</p> <ul style="list-style-type: none"> • the use of specific materials or treatment of components • choices relating to sustainability • decisions influenced by the design environment (context) • the use of particular techniques or technologies • placement of objects within the design • design functionality • the use of design elements and principles • influence of design movements/eras/trends • strategies of communication • use of language appropriate for the audience (if relevant). 	
Accept other relevant answers.	

Question 6 (continued)

- (c) Explain a scenario in which you used relevant occupational safety and health (OSH) concepts to maintain a safe work environment. (4 marks)

Description	Marks
Explains how relevant OSH concepts were used in a scenario	4
Describes how relevant OSH concepts were used in a scenario	3
Makes a general comment on OSH concepts	2
Outlines OSH concepts	1
Total	4
<p>Answers could include:</p> <p>Photography: Lighting, cords, equipment, carrying equipment, location requirements. Manage with safe handling, taping cords or removing trip hazards, site visits and adequate planning.</p> <p>Graphics: Ergonomic issues working at computer, cords, printers, managing safe working environment, desk/chair/screen height, adequate lighting and storing materials safely.</p> <p>Dimensional: Materials, cutting tools, managing use of personal protective equipment (PPE), safe handling and training, adequate signage, maintaining a clean workspace and storing materials safely.</p> <p>Technical: Materials, site specific issues, ergonomic computer issues, managing use of protective gear (PPE), safe handling and training, adequate signage, maintaining a clean workspace and storing materials safely.</p> <p>Accept other relevant answers.</p>	

Question 7

(18 marks)

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

Description	Marks
Evaluates the application of 'form follows function' in the design of the habitat pods design	5
Explains the application of 'form follows function' in the design of the habitat pods design	4
Describes the application of 'form follows function' in the design of the habitat pods design	3
Makes a general comment on the application of 'form follows function' in the design of the habitat pods design	2
Outlines how the application of 'form follows function' is used in the habitat pods design	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • the design of the flat pack pods aims to provide a home for small animals after a loss of habitat due to bushfires • the pod features numerous small entrances to allow the small animals to enter and exit, while preventing larger predators from entering. The internal compartment features divisions which provide further hiding places and structural support • the simple design of the pod contains no unnecessary decoration, such as prints or added colour to be more attractive to a human target audience. It is purely about the design form fulfilling a function • the colour of the cardboard pod is a natural brown colour which blends effectively with the natural environment • the triangular teepee shape assembles easily while providing height variation to cater for different animal sizes • the many very small holes in the top of the pods provide ventilation, releasing any trapped heat in summer • the pods are made from biodegradable materials – cardboard. They don't have to be removed from the environment as they will decompose naturally • the cardboard will remain cooler compared to metal or plastic • the pods are secured to the ground using natural materials – sticks and rocks. No additional artificial materials, such as metal tent pegs are introduced. 	
Accept other relevant answers.	

Question 7 (continued)

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

Description	Marks
Considers how interviews and surveys may have been used during the development of the habitat pod	5
Explains how interviews and surveys may have been used during the development of the habitat pod	4
Describes how interviews and surveys may have been used during the development of the habitat pod	3
Makes a general comment on how interviews and surveys may have been used during the development of the habitat pod	2
Outlines the use of interviews and surveys during the development of the habitat pod	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> interviewing those involved in wildlife rescue and recovery organisations or expert biologists could provide an insight into the key issues facing animals post-bushfire. This may provide information about the type and size of ground dwelling animals that require shelter. These details would directly impact on the size, shape and features of the pod design interviews or discussions with manufacturers: what materials are available, cost, sustainability of materials, non-toxic materials to ensure animal safety, timeline on biodegradability, are materials strong enough to be structurally sound for a period of time interviews with staff/rangers on the durability of the materials used when testing prototypes at wildlife sanctuaries and rehabilitation centres: was the cardboard too lightweight and blew over, if they were used by the animals, if the shelters became too hot or any other issues with the design all feedback provided could be used to modify and further develop the effectiveness of the pod design. 	
Accept other relevant answers.	

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

Description	Marks
For each stakeholder (2 x 4 marks)	
Explains a consideration when applying a commercial design process	4
Describes a consideration when applying a commercial design process	3
Makes a general comment on a consideration when applying a commercial design process	2
Outlines a consideration when applying a commercial design process	1
Total	8
<p>Answers could include:</p> <p>Manufacturing considerations (printers, packaging company, etc.):</p> <ul style="list-style-type: none"> • most effective size, number, and placement of the flat pack pod templates on the cardboard sheet – sustainability • production materials – brand and availability of materials needed • register of design patent • design proofs are checked prior to manufacturing and be in appropriate format (pdf, CMYK, resolutions, sizes) ready to be transferred to manufacturers and marketing organisations • habitat pod installation instructions – for ease of useability when constructed by third parties and how to include with or on the product. <p>Marketing considerations (advertising/design company, market research, media planner, retail outlets etc.):</p> <ul style="list-style-type: none"> • advertising and promotion of the design through government departments, such as DBCA – Department of Biodiversity, Conservation and Attractions and private organisations for implementation across states when affected by bushfires • timeline of advertising campaigns launch so are simultaneous • marketing strategies, e.g. launch party, celebrity, or influencer endorsement. <p>Distribution considerations (retail partners, direct marketing, etc):</p> <ul style="list-style-type: none"> • packaging types, numbers, distribution methods • decisions made about appropriate social media, web, and advertising platforms to launch concept appropriately to engage the intended audience. <p>Accept other relevant answers.</p>	

Section Two: Extended response: Context-specific

70% (58 Marks)

Question 8: Photography

(23 marks)

- (a) Consider how the visual codes evident in the existing promotional image design in Figure 7 appeal to an audience of retirees. (5 marks)

Description	Marks
Considers how visual codes are used to appeal to an audience of retirees	5
Explains how visual codes are used to appeal to an audience of retirees	4
Describes how visual codes are used to appeal to an audience of retirees	3
Makes a general comment on how visual codes are used to appeal to an audience of retirees	2
Outlines how visual codes are used to appeal to an audience	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • lounging, relaxed body language indicating slow pace of retirement • subdued, gentle lighting and colouring • use of older, plus-size models identifies with audience • relaxed fashion without caring about looks or dressing up, blue and white linen clothing communicates a relaxed sophistication • one feeding the other a romantic/intimate moment indicating length of relationship • older, traditional style of boat with timber decking • older style camera indicating older technology from the 'good ol' days' • celebrating with champagne (luxury item/traditional) • located on a boat, string lights add to the celebratory mood indicating special treat/special occasion • text 'wanna feel 20 again?' poses a question to engage the audience. The use of slang 'wanna' keeps it casual and reinforces the concept of being 20 again. <p>Accept other relevant answers.</p>	

- (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)

Description	Marks
Detailed drawing of a new design concept targeting a younger audience	5
Clear drawing of a new design concept targeting a younger audience	4
Simple drawing of a new design concept targeting a younger audience	3
Basic drawing of a new design concept targeting a younger audience	2
Limited drawing of a design concept targeting an audience	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • younger models fitting current trend – athletic, tanned, fashion-conscious • influencer or celebrity vlogger • celebratory activities – festivals, concerts and dancing • romantic pose or friendship group • use of more modern technology cameras, phones, jet skis, modern jet boats other risk-taking adventure activities/sports • on-trend fashion and accessories • brighter lighting or colours • active energetic poses, e.g. jumping • use of elements/principles • trending typefaces • more appropriate language in the slogan. 	
Accept other relevant answers.	
<p>Note: sketch must be a new concept of a photography-based advertising/promotional poster not a reiteration with a younger model. The same concept of a couple lounging on a boat does not meet the requirements of a new concept. The promotional product does not need to be limited to a promotional poster.</p>	

- (c) Explore the possible production materials and/or technologies you would use to create your new design concept. (5 marks)

Description	Marks
Exploration of possible production materials and/or technologies	5
Explanation of possible production materials and/or technologies	4
Description of possible production materials and/or technologies	3
Makes a general comment on possible production material/s and/or technology/technologies	2
Outlines possible production materials and/or technologies	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • digital or print/interactive • published on social media platforms – reels/story/TikTok • billboard, poster, bus wraparounds, merchandise • photoshop effects incorporated • use of drones for unusual angles or panoramas • use of QR codes for information • holographic, animated • use of photography trends, such as retro, vintage, selfie looks. 	
Accept other relevant answers, including other media forms.	

Question 8 (continued)

- (d) Evaluate critically the design choices you have made to ensure your new design concept reflects the cultural values and beliefs of the younger audience. (8 marks)

Description	Marks
Critically evaluates design choices to reflect the cultural values and beliefs of the younger audience	8
Evaluates design choices to reflect the cultural values and beliefs of the younger audience	7
Discusses in detail, design choices to reflect the cultural values and beliefs of the younger audience	6
Discusses design choices to reflect the cultural values and beliefs of the younger audience	5
Explains design choices to reflect the cultural values and beliefs of the younger audience	4
Describes design choices to reflect the younger audience	3
Makes a general comment on design choices to reflect the younger audience	2
Outlines the design choices and/or the cultural values and/or beliefs of an audience	1
Total	8
<p>Answers could include:</p> <ul style="list-style-type: none"> • younger models fitting current trend – athletic, tanned, fashion-conscious • influencer of celebrity vlogger • celebratory activities – festivals, concerts, and dancing • romantic pose or friendship group • use of more modern technology cameras, phones, jet skis, modern jet boats other risk-taking adventure activities/sports • on-trend fashion and accessories • brighter lighting or colours • active energetic poses, e.g. jumping etc. • materials and technologies, such as digital media forms etc. from answers in part (c). 	
Accept other relevant answers.	

Question 9: Graphic design**(23 marks)**

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

Description	Marks
Considers how visual codes are used to appeal to an audience of retirees	5
Explains how visual codes are used to appeal to an audience of retirees	4
Describes how visual codes are used to appeal to an audience of retirees	3
Makes a general comment on how visual codes are used to appeal to an audience of retirees	2
Outlines how visual codes are used to appeal to an audience	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • light blue: links to ocean and blue roof tops of Santorini and the Greek flag • light blue colour associations include peaceful, calming, trustworthiness, reliability and conservativeness linking to older age of audience. Tinted blue is a gentler, less energetic colour • the serif typeface is classical, traditional and associated with trustworthiness due to its historic association with newspapers and print media. A conservative, safe style of type links with audience age • square shape of logo is very stable, trustworthy and traditional, linking to the characteristics of the older audience. 	
Accept other relevant answers.	

Question 9 (continued)

- (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)

Description	Marks
Detailed drawing of a new design concept targeting a younger audience	5
Clear drawing of a new design concept targeting a younger audience	4
Simple drawing of a new design concept targeting a younger audience	3
Basic drawing of a new design concept targeting a younger audience	2
Limited drawing of a design concept targeting an audience	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • use of a less traditional and informal typeface – a decorative typeface that exudes energy and excitement, or a handwritten communicating carefree, young • use of all lowercase lettering • graphic trends such as gradients, e.g. light aqua transition to deep cyan with white text to create contrast and a fresh, slightly nautical feel against the blue • use of informal or natural shape instead of geometric square • alternate or no border • use of left or right justification or diagonally placed text • absence of symmetry. <p>Annotations could include:</p> <ul style="list-style-type: none"> • explanations of how design choices target the younger audience • use of elements/principles • strategies for communication • trending typefaces. <p>Accept other relevant answers.</p> <p>Note: the sketch should be a new concept of a logo for GNT0, not a simple reiteration or refresh.</p>	

- (c) Explore the possible production materials and/or technologies you would use to create your new design concept. (5 marks)

Description	Marks
Exploration of possible production materials and/or technologies	5
Explanation of possible production materials and/or technologies	4
Description of possible production materials and/or technologies	3
Makes a general comment on possible production material/s and/or technology/technologies	2
Outlines possible production materials and/or technologies	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • graphic design trends, such as vintage minimalism, real textures, gothic aesthetic, experimental fonts or a custom designed display typeface, handmade illustrations, maximalism, blurs, colour channel splitting and gradients • iPad/ Procreate to create hand-drawn style • appropriate for an app icon. <p>Accept other relevant answers, including other media forms.</p>	

- (d) Evaluate critically the design choices you have made to ensure your new design concept reflects the cultural values and beliefs of the younger audience. (8 marks)

Description	Marks
Critically evaluates design choices to reflect the cultural values and beliefs of the younger audience	8
Evaluates design choices to reflect the cultural values and beliefs of the younger audience	7
Discusses in detail, choices to reflect the cultural values and beliefs of the younger audience	6
Discusses design choices to reflect the cultural values and beliefs of the younger audience	5
Explains design choices to reflect the cultural values and beliefs of the younger audience	4
Describes design choices to reflect the cultural values and/or beliefs of the younger audience	3
Makes a general comment on design choices to reflect the cultural values and/or beliefs of the younger audience	2
Outlines the design choices and/or the cultural values and/or beliefs of an audience	1
Total	8
<p>Answers could include:</p> <ul style="list-style-type: none"> • use of a less traditional and informal typeface – a decorative typeface that exudes energy and excitement, or handwritten communicating carefree, young • use of all lowercase lettering • graphic trends such as gradients, e.g. light aqua transition to deep cyan with white text to create contrast and a fresh, slightly nautical feel against the blue • use of informal or natural shape instead of geometric square • alternate or no border • use of left or right justification or diagonally placed text • absence of symmetry • materials and technologies considered in part (c). 	
Accept other relevant answers.	

Question 10: Dimensional design**(23 marks)**

- (a) Consider how the visual codes evident in the existing money belt design in Figure 9 appeal to an audience of retirees. (5 marks)

Description	Marks
Considers how visual codes are used to appeal to an audience of retirees	5
Explains how visual codes are used to appeal to an audience of retirees	4
Describes how visual codes are used to appeal to an audience of retirees	3
Makes a general comment on how visual codes are used to appeal to an audience of retirees	2
Outlines how visual codes are used to appeal to an audience	1
Total	5
Answers could include: <ul style="list-style-type: none"> • beige – neutral/skin tones – easily hidden under clothes, practical, not attracting attention • functional over decorative – not a statement piece <ul style="list-style-type: none"> ▪ front buckle for easy fastening – not having to reach around your back ▪ zippered pocket to ensure money is secure, easy access ▪ flat design to ensure it can be hidden against the body for the safety conscious ▪ elastic strap for larger waistlines, more comfortable. Accept other relevant answers.	

- (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)

Description	Marks
Detailed drawing of a new design concept targeting the younger audience	5
Clear drawing of a new design concept targeting the younger audience	4
Simple drawing of a new design concept targeting the younger audience	3
Basic drawing of a new design concept targeting the younger audience	2
Limited drawing of a design concept targeting an audience	1
Subtotal	5
Answers could include: <ul style="list-style-type: none"> • worn as a statement, fashion piece over clothes instead of under • resembling a bump bag/fanny pack style which has more volume and holds more belongings • bright colours and patterns reminiscent of 90s revival styling • features multiple zips in contrasting colours to the fabric • different fastening instead of buckle, near the front to prevent someone else unclipping it from behind • longer strap to allow it to be worn across the body as well as around the waist • trending typeface to write the GNT0 branding. Accept other relevant answers. <p>Note: the sketch should be a new concept for a money belt with GNT0 branding, not a simple reiteration.</p>	

- (c) Explore the possible production materials and/or technologies you would use to create your new design concept. (5 marks)

Description	Marks
Exploration of possible production materials and/or technologies	5
Explanation of possible production materials and/or technologies	4
Description of possible production materials and/or technologies	3
Makes a general comment on possible production material/s and/or technology/technologies	2
Outlines possible production materials and/or technologies	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • recycled fashion fabrics – focus on natural linens and cottons, felted wool etc. • waterproof, lightweight fabrics • plastics • innovative technical fabrics • recycled plastics • heat sealed seams for smooth, aerodynamic design • laser marking effects • traceability of materials • use of SMART textiles (textiles that can sense and react to environmental conditions or stimuli). 	
Accept other relevant answers, including other media forms.	

Question 10 (continued)

- (d) Evaluate critically the design choices you have made to ensure your new design concept reflects the cultural values and beliefs of the younger audience. (8 marks)

Description	Marks
Critically evaluates design choices to reflect the cultural values and beliefs of the younger audience	8
Evaluates design choices to reflect the cultural values and beliefs of the younger audience	7
Discusses in detail, choices to reflect the cultural values and beliefs of the younger audience	6
Discusses design choices to reflect the cultural values and beliefs of the younger audience	5
Explains design choices to reflect the cultural values and beliefs of the younger audience	4
Describes design choices to reflect the cultural values and/or beliefs of the younger audience	3
Makes a general comment on design choices to reflect the cultural values and/or beliefs of the younger audience	2
Outlines the design choices and/or the cultural values and/or beliefs of an audience	1
Total	8
<p>Answers could include:</p> <ul style="list-style-type: none"> • worn as statement, fashion piece over clothes instead of under • resembling a bum bag/fanny pack style which has more volume and holds more belongings • bright colours and patterns reminiscent of 90s revival styling • features multiple zips in contrasting colours to the fabric • different fastening instead of buckle, near the front to prevent someone else unclipping it from behind • longer strap to allow it to be worn across the body as well as around the waist • materials and technologies considered in part (c). 	
Accept other relevant answers.	

Question 11: Technical graphics

(23 marks)

- (a) Consider how the visual codes evident in the existing carry-on luggage design in Figure 10 appeal to an audience of retirees. (5 marks)

Description	Marks
Considers how visual codes are used to appeal to an audience of retirees	5
Explains how visual codes are used to appeal to an audience of retirees	4
Describes how visual codes are used to appeal to an audience of retirees	3
Makes a general comment on how visual codes are used to appeal to an audience of retirees	2
Outlines how visual codes are used to appeal to an audience	1
Total	5
Answers could include: <ul style="list-style-type: none"> • practical and functional – four wheels for stability, extra-wide telescopic handle makes wheeling the case easier and can be gripped with two hands, two wide grip, padded carry strap on the top and side = easily lifted with multiple grip points, double zips allow pockets to be locked together and easy external access to items • use of fabric to stretch when full • large rectangular shape for maximum volume and ease of packing • one colour – blue – neutral and conservative travel colour. Accept other relevant answers.	

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

Description	Marks
Detailed drawing of a new design concept targeting the younger audience	5
Clear drawing of a new design concept targeting the younger audience	4
Simple drawing of a new design concept targeting the younger audience	3
Basic drawing of a new design concept targeting the younger audience	2
Limited drawing of a design concept targeting an audience	1
Total	5
Answers could include: <ul style="list-style-type: none"> • different carry options – backpack, straps, handles • streamlined or ergonomic shapes, recessed handles, wheels, collapsible • angled handles – telescopic, recessed • alternate methods of opening – zipper, drawstring • use of hard-shell materials to create different shapes • bright colour/s, patterns, textural decorative elements • stash pockets for digital devices and charging of devices • expandable options that bring in another decorative element • wheel variations or combinations – large for various terrains/recessed/more than four, less than four • trending typeface to write the GNTO branding. Accept other relevant answers.	
Note: the sketch should be a new concept for carry-on luggage with GNTO branding, not a simple reiteration.	

Question 11 (continued)

- (c) Explore the possible production materials and/or technologies you would use to create your new design concept. (5 marks)

Description	Marks
Explores the possible production materials and/or technologies	5
Explains the possible production materials and/or technologies	4
Describes the possible production materials and/or technologies	3
Makes a general comment on possible production material/s and/or technology/technologies	2
Outlines possible production materials and/or technologies	1
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • waterproof • lightweight • rigid or flexible • cost – affordable/high-end • hard-shell ABS plastic • polycarbonate • aluminium • polypropylene fibres – ‘Curv’ fabric. 	
Accept other relevant answers, including other media forms.	

- (d) Evaluate critically the design choices you have made to ensure your new design concept reflects the cultural values and beliefs of the younger audience. (8 marks)

Description	Marks
Critically evaluates design choices to reflect the cultural values and beliefs of the younger audience	8
Evaluates design choices to reflect the cultural values and beliefs of the younger audience	7
Discusses in detail, choices to reflect the cultural values and beliefs of the younger audience	6
Discusses design choices to reflect the cultural values and beliefs of the younger audience	5
Explains design choices to reflect the cultural values and beliefs of the younger audience	4
Describes design choices to reflect the cultural values and/or beliefs of the younger audience	3
Makes a general comment on design choices to reflect the cultural values and/or beliefs of the younger audience	2
Outlines the design choices and/or the cultural values and/or beliefs of an audience	1
Total	8
<p>Answers could include:</p> <ul style="list-style-type: none"> • slick, modern, stylish design • hidden, streamlined or no wheels • backpack style • smaller size • in-built tech features for charging devices • padded internal sleeves for devices. No additional external pockets these are all internal • materials may feature hard-shell polycarbonate sections • alternate shape – ergonomic • materials and technologies considered in part (c). 	
Accept other relevant answers.	

Copyright

© School Curriculum and Standards Authority, 2023

This document – apart from any third party copyright material contained in it – may be freely copied, or communicated on an intranet, for non-commercial purposes in educational institutions, provided that it is not changed and that the School Curriculum and Standards Authority (the Authority) is acknowledged as the copyright owner, and that the Authority's moral rights are not infringed.

Copying or communication for any other purpose can be done only within the terms of the *Copyright Act 1968* or with prior written permission of the Authority. Copying or communication of any third party copyright material can be done only within the terms of the *Copyright Act 1968* or with permission of the copyright owners.

Any content in this document that has been derived from the Australian Curriculum may be used under the terms of the Creative Commons [Attribution 4.0 International \(CC BY\)](https://creativecommons.org/licenses/by/4.0/) licence.

An *Acknowledgements variation* document is available on the Authority website.

*Published by the School Curriculum and Standards Authority of Western Australia
303 Sevenoaks Street
CANNINGTON WA 6107*