



## ATAR course examination, 2017

### Question/Answer booklet

# DESIGN

Please place your student identification label in this box

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: non-programmable calculators approved for use in this 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	36	30
Section Two Extended response	6	3	120	45	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 2017*. Sitting this examination implies that you agree to abide by these rules.
- Write your answers in this Question/Answer booklet.
- 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 the use of planning/continuing your answer to a question have been provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

**Section One: Short response****30% (36 Marks)**

This section has **five (5)** questions. Answer **all** questions. Write your answers in the spaces provided.

Supplementary pages for the use of planning/continuing your answer to a question have been 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: 30 minutes.

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## Question 1

(8 marks)

Consider the following **four** different characters and typefaces.

Select a typeface that is relevant to the theme and content of the character.

Justify each selection using relevant terminology related to type as an element of design.

## Character

<p>For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at <a href="https://www.shutterstock.com/image-photo/retro-robot-toy-9977107?src=QDWvCKKHBUlhH8fAiPQwGg-1-69">https://www.shutterstock.com/image-photo/retro-robot-toy-9977107?src=QDWvCKKHBUlhH8fAiPQwGg-1-69</a></p>	<p>For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at <a href="http://www.denverlibrary.org/sites/dplorg/files/wiz%205.jpg">www.denverlibrary.org/sites/dplorg/files/wiz%205.jpg</a></p>
<p>Character 1</p>	<p>Character 2</p>
<p>For copyright reasons this image cannot be reproduced in the online version of this document.</p>	<p>For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at <a href="http://www.creativeuncut.com/gallery-26/sm3dw-mario-running.html">http://www.creativeuncut.com/gallery-26/sm3dw-mario-running.html</a></p>
<p>Character 3</p>	<p>Character 4</p>

## Typeface

<p>For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at <a href="http://www.dafont.com/crazy-sixties.font">www.dafont.com/crazy-sixties.font</a></p>	<p>For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at <a href="http://www.dafont.com/typography-times.font">www.dafont.com/typography-times.font</a></p>
<p>Typeface 1</p>	<p>Typeface 2</p>
<p>For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at <a href="http://www.dafont.com/tutano-cc.font">http://www.dafont.com/tutano-cc.font</a></p>	<p><b>Character</b></p>
<p>Typeface 3</p>	<p>Typeface 4</p>

See next page



(a) Character 1 (2 marks)

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(b) Character 2 (2 marks)

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(c) Character 3 (2 marks)

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(d) Character 4 (2 marks)

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Question 2

(8 marks)

Examine Tourism Australia's print advertising campaign in Figures 1 to 4.



Figure 2: Australian tourism poster – New South Wales

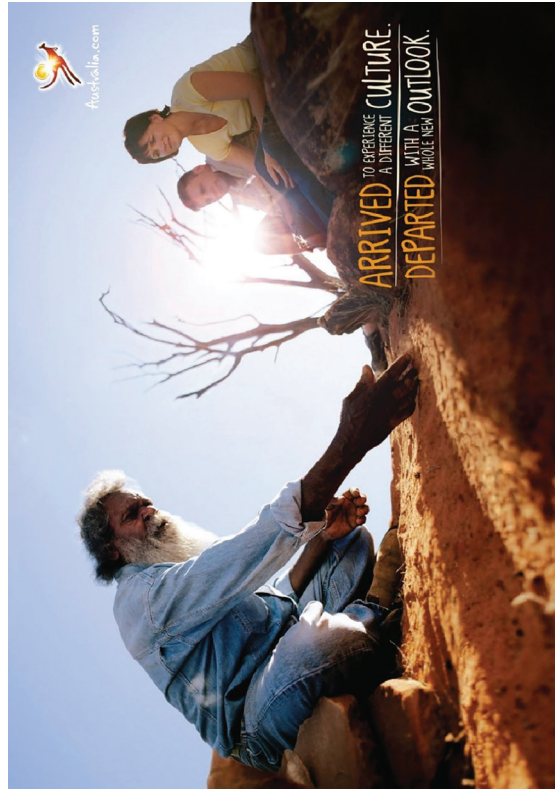


Figure 4: Australian tourism poster – Northern Territory



Figure 1: Australian tourism poster – Queensland



Figure 3: Australian tourism poster – South Australia

- (a) Match the print advertisements depicted in Figures 1 to 4 with the audience each is targeting. Place the corresponding figure number below the most appropriate intended audience description in the table. (4 marks)

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

- (b) Discuss how the designer has engaged the cultural values and belief systems of the intended audience in **one** of the posters from Tourism Australia's print advertising campaign on the previous page. (4 marks)

Figure: \_\_\_\_\_

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**Question 4****(10 marks)**

You have been given a design brief that asks you to design a logo/symbol for multipurpose use included on an app and as part of various merchandise. The app will enable the user to monitor the amount of household waste they produce. It also promotes sustainable living by providing tips on how to produce less rubbish, recycle and reduce your carbon footprint.

- (a) Describe **one** part of this design brief that you identify as requiring investigation during your design process. (2 marks)

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- (b) Explain the processes you might use to investigate the part you have identified from the design brief in part (a). (4 marks)

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- (c) Predict how your investigation into this topic might provide more than one message or meaning to this design brief by outlining **two** possible solutions. (4 marks)

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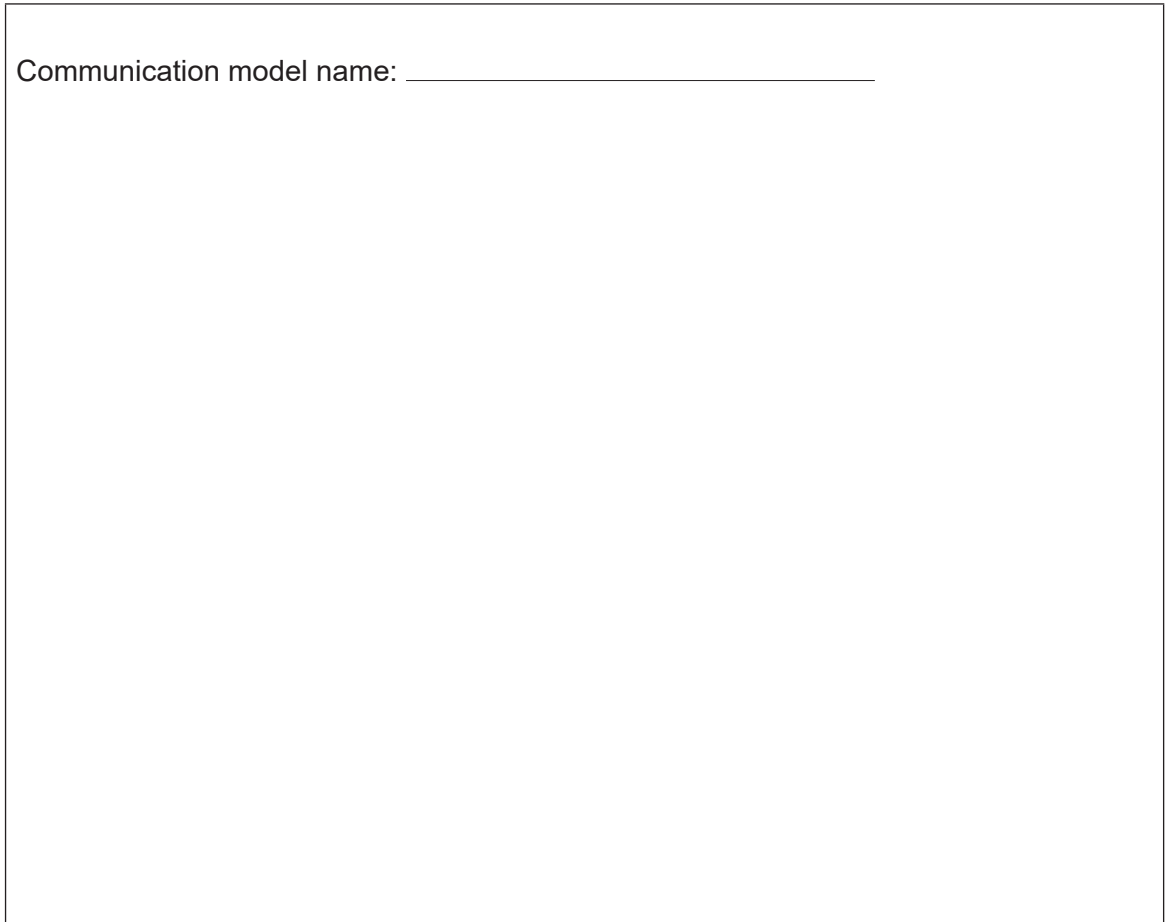
**See next page**

**Question 5**

**(7 marks)**

- (a) In the space provided below, draw and label the components of a communication model that you have studied this year. (3 marks)

Communication model name: \_\_\_\_\_



- (b) Analyse the benefits of applying the communication model drawn in part (a) to a design brief. (4 marks)

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**End of Section One**

**See next page**

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**Section Two: Extended response****70% (45 Marks)**

This section contains **six (6)** questions.

You **must** answer Question 6, which is common to all contexts **and** Question 7, which relates to a given stimulus.

Then answer **one (1)** context specific question from Questions 8 to 11.

Write your answers in the spaces provided.

Supplementary pages for the use of planning/continuing your answer to a question have been 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.

**Question 6****(11 marks)**

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

- (a) Outline the design brief and the solution you created. (2 marks)

Design brief: \_\_\_\_\_

\_\_\_\_\_

Design solution: \_\_\_\_\_

\_\_\_\_\_

- (b) Outline **three** of the most important stakeholders that you have identified in your design brief. (3 marks)

One: \_\_\_\_\_

\_\_\_\_\_

Two: \_\_\_\_\_

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Three: \_\_\_\_\_

\_\_\_\_\_



- (c) Describe how your design choices have been influenced by **two** of these stakeholders. (6 marks)

One: \_\_\_\_\_

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Two: \_\_\_\_\_

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## Question 7

(20 marks)

Use the following design brief to answer all parts of this question.

**Design brief**

You have been approached by a new start-up company to develop its key promotional concept. This client has given you the concept of flight.

Using a design process, you are to create a representation of flight in your choice of media and design context (Graphic, Photography, Technical or Dimensional).

- (a) Select **four** steps of a design process and propose a range of activities that would be relevant in addressing the design brief above. (8 marks)

Step of design process	Activities relevant to the design brief to be completed at each step
	<hr/> <hr/> <hr/> <hr/>
	<hr/> <hr/> <hr/> <hr/>
	<hr/> <hr/> <hr/> <hr/>
	<hr/> <hr/> <hr/> <hr/>

See next page

- (b) Justify the use of **two** materials or technologies that might be relevant to the design brief's concept of flight. (8 marks)

One: \_\_\_\_\_

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Two: \_\_\_\_\_

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**Section Two: Extended response: Context-specific**

Answer **one (1)** question from Questions 8 to 11 in relation to your chosen context. Write your answers in the spaces provided.

Examine the stimulus provided to answer the questions.

**Question 8: Photography context**

**(14 marks)**

Examine the two photographs to answer all parts of this question.



Figure 6: Beauty and the Beast movie poster

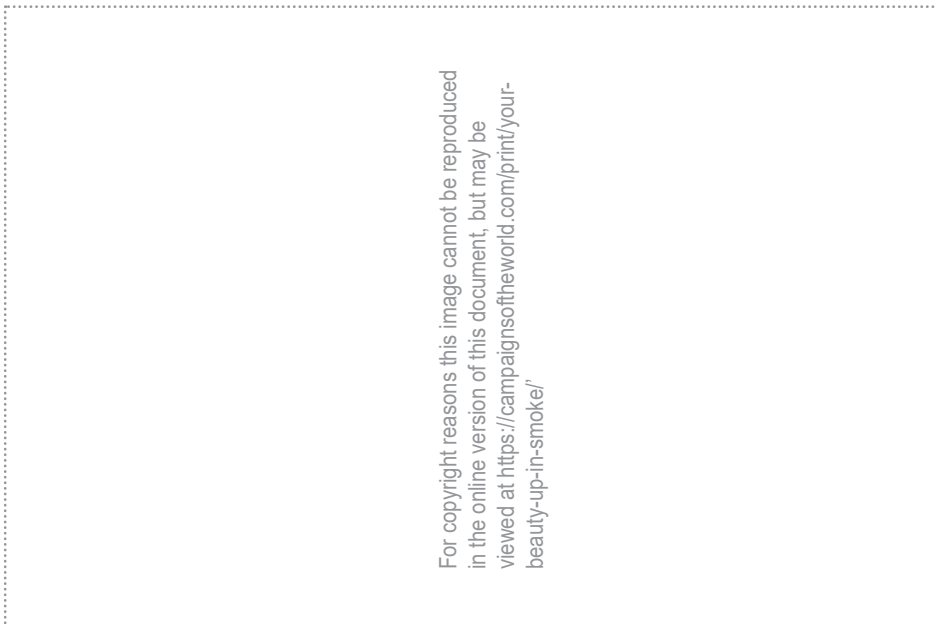


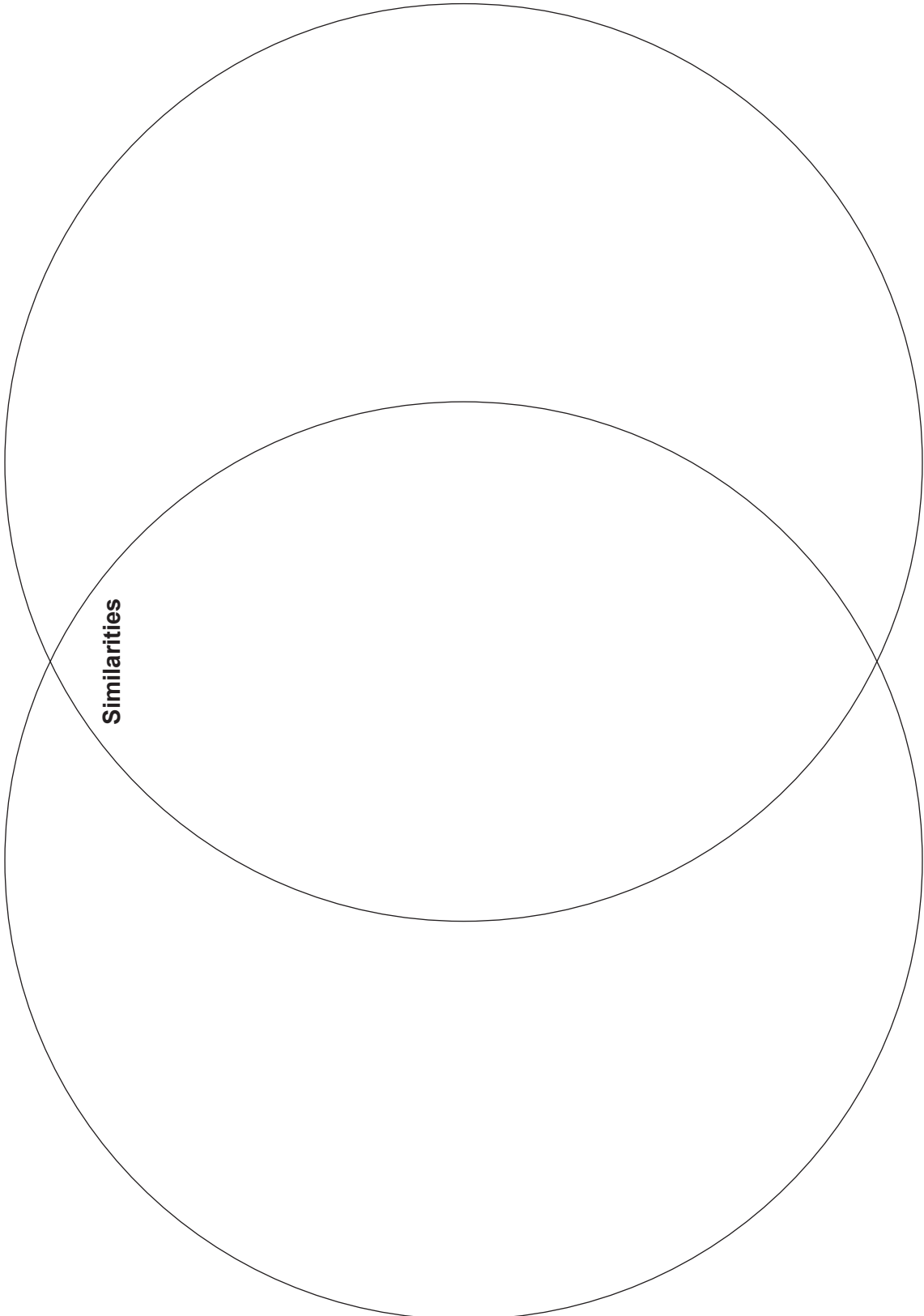
Figure 5: World No Tobacco Day poster

Text reads: Tobacco will destroy your face cell by cell, from the inside out. That's the ugly truth.

- (a) Using the diagram provided, make a comprehensive list of the similarities and variations between the visual codes in the photographs, referring to at least **two** of the following design concepts:
- elements and principles
  - visual devices used (shock tactics, humour, metaphor and emotion)
  - semiotics, codes and conventions.
- (4 marks)

Figure 6: Beauty and the Beast movie poster

Figure 5: World No Tobacco Day poster



See next page





- (c) Identify and describe techniques and skills the photographer may have used during the production of Figure 5 **or** Figure 6. (4 marks)

Figure: \_\_\_\_\_

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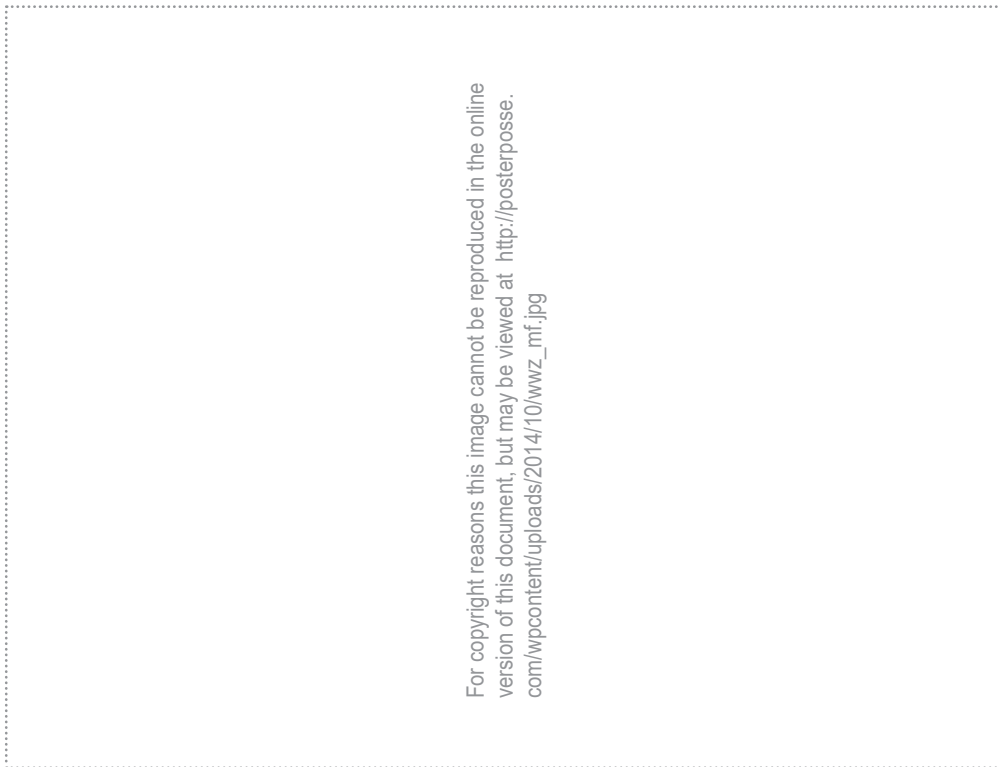
Question 9: Graphics context

(14 marks)

Examine the two graphic posters to answer all parts of this question.



Figure 8: Obey: Rise Above poster



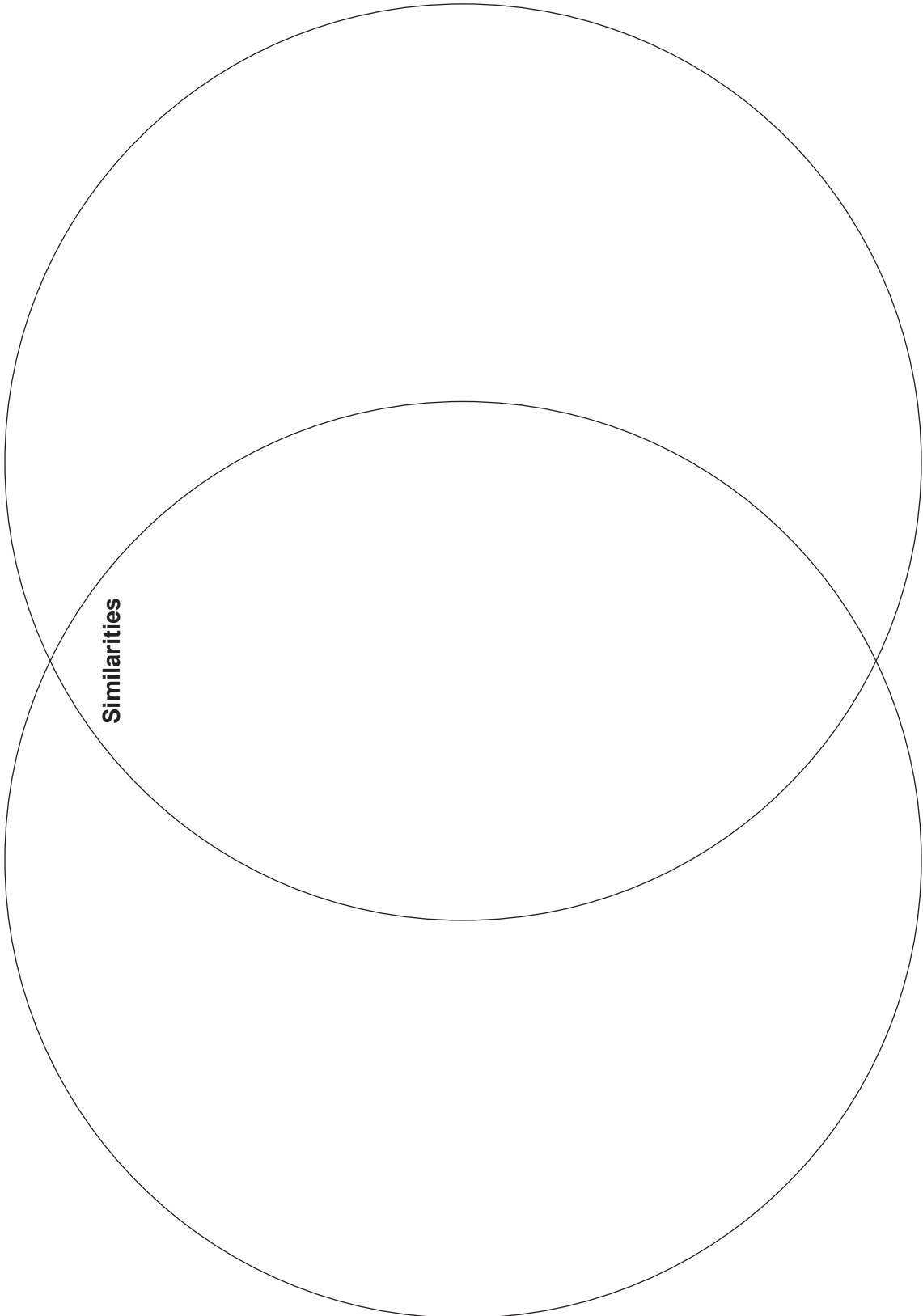
For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at [http://posterposse.com/wpcontent/uploads/2014/10/wwz\\_mf.jpg](http://posterposse.com/wpcontent/uploads/2014/10/wwz_mf.jpg)

Figure 7: World War Z poster

- (a) Using the diagram provided, make a comprehensive list of the similarities and variations between the visual codes in the graphic posters, referring to at least **two** of the following design concepts:
- elements and principles
  - visual devices used (shock tactics, humour, metaphor and emotion)
  - semiotics, codes and conventions.
- (4 marks)

Figure 8: Obey: Rise Above poster

Figure 7: World War Z poster



See next page



- (c) Identify and describe techniques and skills the graphic designer may have used during the production of Figure 7 **or** Figure 8. (4 marks)

Figure: \_\_\_\_\_

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Question 10: Technical graphics context

(14 marks)

Examine the two buildings to answer all parts of this question.



Figure 10: The Royal Ontario Museum in Canada, which merges the old original building with a new modern structure.

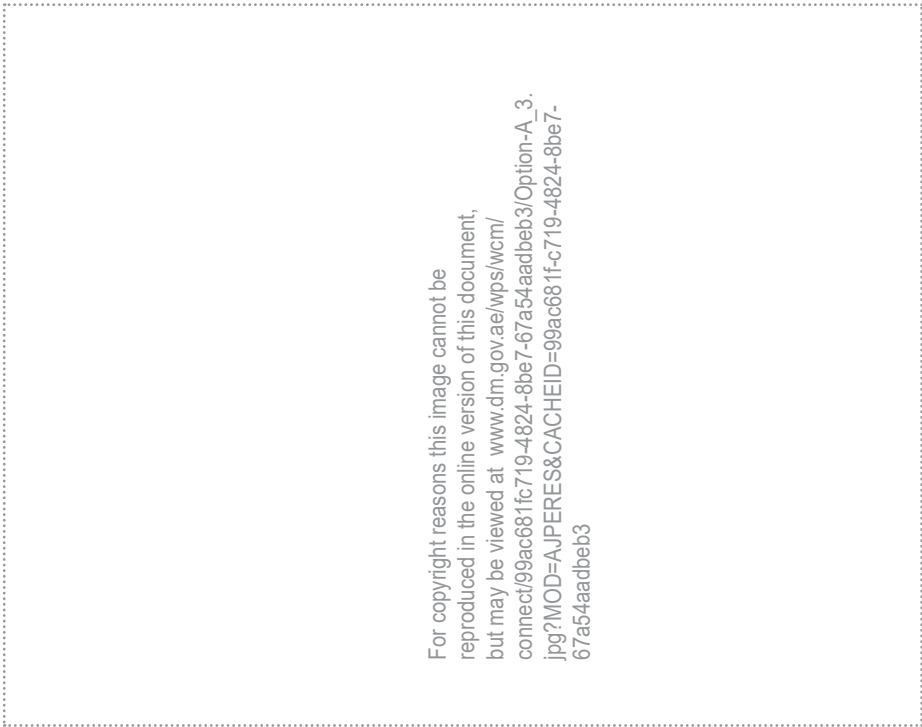
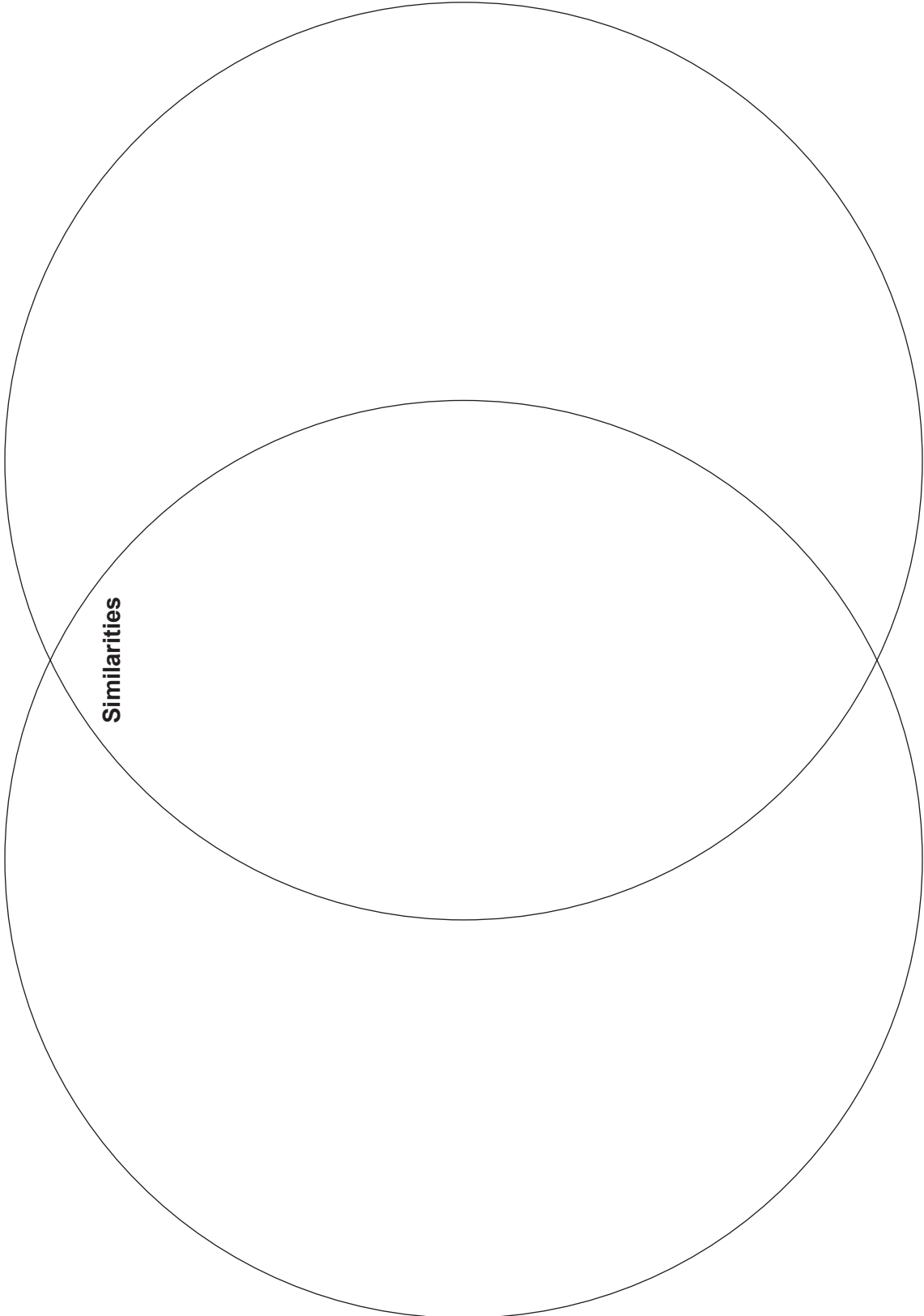


Figure 9: The Dubai Frame. This building has a gallery, museum and platform that provides views of the old and new of Dubai. It also allows tourists to frame themselves from various locations in the city.

- (a) Using the diagram provided, make a comprehensive list of the similarities and variations between the visual codes in the buildings, referring to at least **two** of the following design concepts:
- elements and principles
  - visual devices used (shock tactics, humour, metaphor and emotion)
  - semiotics, codes and conventions.
- (4 marks)

Figure 10: The Royal Ontario Museum

Figure 9: The Dubai Frame









Question 11: Dimensional design context

(14 marks)

Examine the two lights to answer all parts of this question.

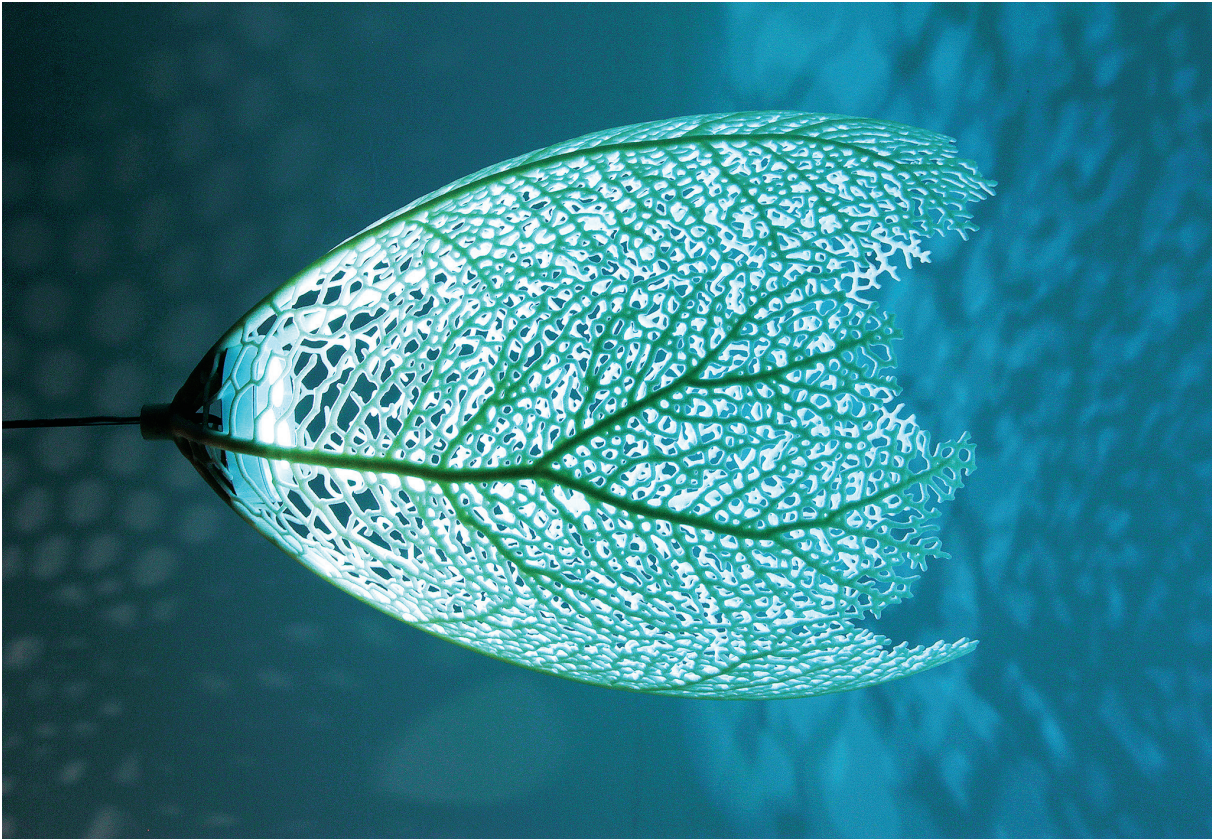


Figure 12: 3D printed hyphae pendant light



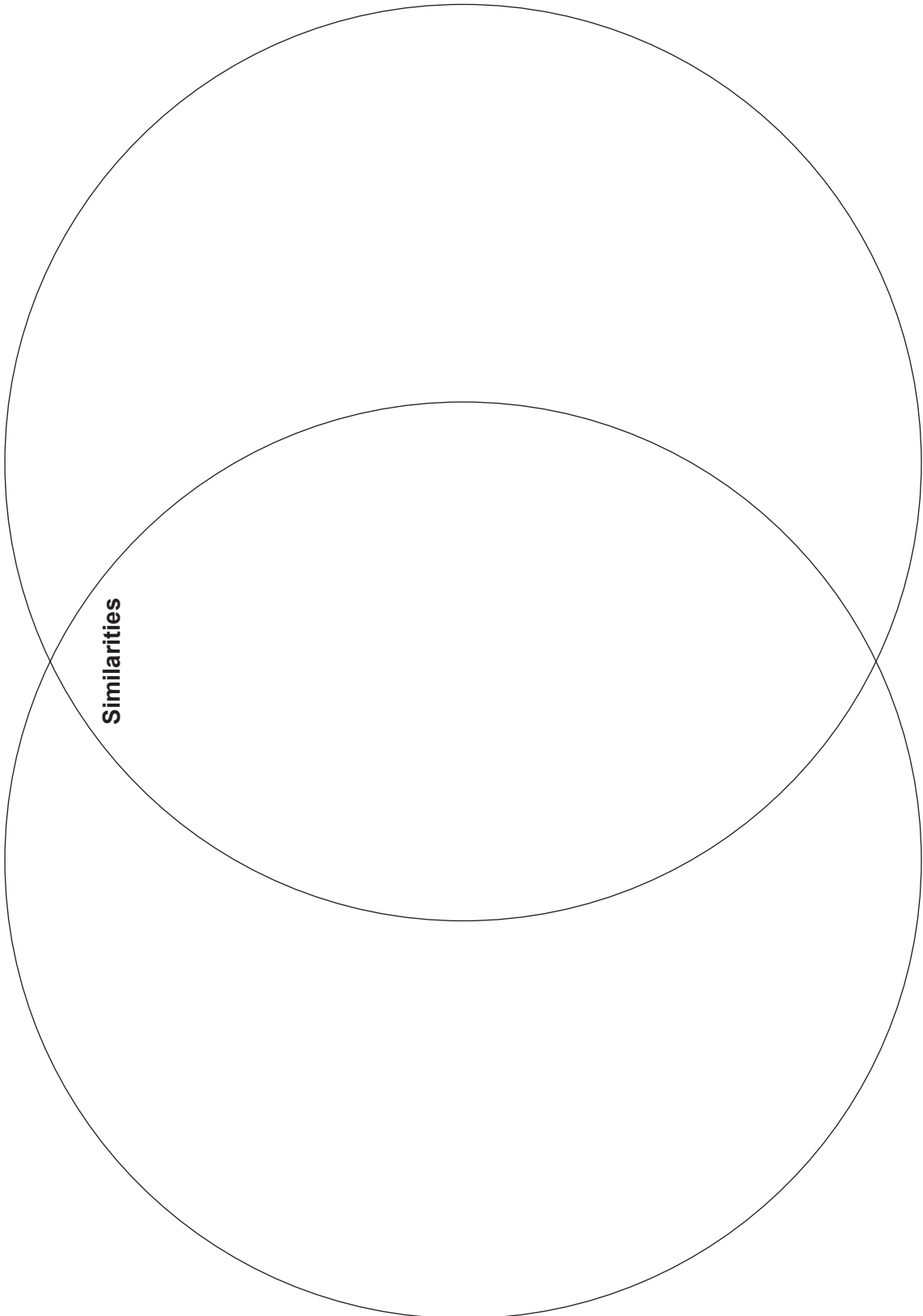
Figure 11: Metal urchin pendant light

See next page

- (a) Using the diagram provided, make a comprehensive list of the similarities and variations between the visual codes in the lights, referring to at least **two** of the following design concepts:
- elements and principles
  - visual devices used (shock tactics, humour, metaphor and emotion)
  - semiotics, codes and conventions.
- (4 marks)

Figure 12: 3D printed hyphae pendant light

Figure 11: Metal urchin pendant light



See next page



- (c) Identify and describe techniques and skills the product designer may have used during the production of Figure 11 **or** Figure 12. (4 marks)

Figure: \_\_\_\_\_

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**End of questions**













## ACKNOWLEDGEMENTS

## Question 1

**Character 1**

Taylor, C. (n.d.). *Tin robot*. Retrieved February 6, 2017, from [www.itpro.co.uk/607071/boffins-near-to-perfecting-humanrobot-communication](http://www.itpro.co.uk/607071/boffins-near-to-perfecting-humanrobot-communication)

**Character 2**

LeRoy, M. (Producer). (1939). *The wicked witch of the West* [Still image]. In *The wizard of oz*. Retrieved February 6, 2017, from [www.denverlibrary.org/sites/dplorg/files/wiz%205.jpg](http://www.denverlibrary.org/sites/dplorg/files/wiz%205.jpg)

**Character 3**

Mojang. (n.d.). *Minecraft character* [Image]. Retrieved February 6, 2017, from <https://minecraft.net/en-us/realms/?ref=m>

**Character 4**

Nintendo. (n.d.). *Nintendo character Super Mario* [Image]. Retrieved February 6, 2017, from <http://supermario3dworld.nintendo.com/#characters>

**Typeface 1**

Imagex. (2016). *Crazy sixties* (font) [Image]. Retrieved February 19, 2017, from [www.dafont.com/crazy-sixties.font](http://www.dafont.com/crazy-sixties.font)

**Typeface 2**

Typeface Florence. (2013). *Typography times* (font) [Image]. Retrieved February 6, 2017, from [www.dafont.com/typography-times.font](http://www.dafont.com/typography-times.font)

**Typeface 3**

Tutano.cc. (2012). *Tutano* (font) [Image]. Retrieved February 18, 2017, from <http://www.dafont.com/tutano-cc.font>

**Typeface 4**

Schoepf, B. (2012). *Galaxy monkey* (font) [Image]. Retrieved February 6, 2017, from [www.dafont.com/galaxy-monkey.font](http://www.dafont.com/galaxy-monkey.font)

## Question 2

**Figure 1**

Tourism Australia. (2008). *'Walkabout' Queensland* [Image]. Retrieved January, 2017, from [http://theinspirationroom.com/daily/print/2008/10/tourism\\_australia\\_beach.jpg](http://theinspirationroom.com/daily/print/2008/10/tourism_australia_beach.jpg)

**Figure 2**

Tourism Australia. (2008). *'Walkabout' NSW* [Image]. Retrieved January, 2017, from [http://theinspirationroom.com/daily/print/2008/10/tourism\\_australia\\_sydney.jpg](http://theinspirationroom.com/daily/print/2008/10/tourism_australia_sydney.jpg)

**Figure 3**

Tourism Australia. (2008). *'Walkabout' SA* [Image]. Retrieved January, 2017, from [http://theinspirationroom.com/daily/print/2008/10/tourism\\_australia\\_rainbow.jpg](http://theinspirationroom.com/daily/print/2008/10/tourism_australia_rainbow.jpg)

**Figure 4**

Tourism Australia. (2008). *'Walkabout' Outback* [Image]. Retrieved January, 2017, from [http://theinspirationroom.com/daily/print/2008/10/tourism\\_australia\\_outback.jpg](http://theinspirationroom.com/daily/print/2008/10/tourism_australia_outback.jpg)

**Question 3****Image one**

3D printer superstore. (n.d.). *CreatBot 3D printer* [Image]. Retrieved February 5, 2017, from <https://3dprintersuperstore.com.au/collections/frontpage/products/creatbot-dx-3d-printer>

**Image two**

Oculus VR. (n.d.). *Virtual reality Rift headset* [Image]. Retrieved February 5, 2017, from <https://c3metrics.com/reality-check-38-billion-dollars-2026/>

**Image three**

Autel Robotics USA. (n.d.). *X-Star premium drone* [Image]. Retrieved February 5, 2017, from [www.autelrobotics.com/x-star-premium/](http://www.autelrobotics.com/x-star-premium/)

**Question 8****Figure 5**

McCann Healthcare Worldwide. (n.d.). *Your beauty, up in smoke* [Campaign Poster]. Retrieved February 6, 2017, from [https://i0.wp.com/campaignsoftheworld.com/wp-content/uploads/2015/03/your\\_beauty\\_up\\_in\\_smoke\\_cotw.jpg](https://i0.wp.com/campaignsoftheworld.com/wp-content/uploads/2015/03/your_beauty_up_in_smoke_cotw.jpg)

**Figure 6**

Walt Disney Pictures. (2017). *Beauty and the beast* [Theatrical poster]. Retrieved February 21, 2017, from [www.impawards.com/2017/posters/beauty\\_and\\_the\\_beast\\_ver21.jpg](http://www.impawards.com/2017/posters/beauty_and_the_beast_ver21.jpg)

**Question 9****Figure 7**

Paramount Pictures. (2013). *World war Z* [Promotional poster]. Retrieved February 21, 2017, from [http://posterposse.com/wp-content/uploads/2014/10/wwz\\_mf.jpg](http://posterposse.com/wp-content/uploads/2014/10/wwz_mf.jpg)

**Figure 8**

Fairey, S. (2006). *Rise above fist HPM* [Image]. Retrieved February 21, 2017, from <https://s-media-cache-ak0.pinimg.com/originals/4f/99/fc/4f99fc280338dfb1d1dd8dfca25ec2ea.jpg>

**Question 10****Figure 9**

Donis, F. (Architect). (n.d.). *The Dubai frame* [Image]. Retrieved February, 2017, from [www.dm.gov.ae/wps/wcm/connect/99ac681f-c719-4824-8be7-67a54aadbeb3/Option-A\\_3.jpg?MOD=AJPERES&CACHEID=99ac681f-c719-4824-8be7-67a54aadbeb3](http://www.dm.gov.ae/wps/wcm/connect/99ac681f-c719-4824-8be7-67a54aadbeb3/Option-A_3.jpg?MOD=AJPERES&CACHEID=99ac681f-c719-4824-8be7-67a54aadbeb3)

**Figure 10**

The City of Toronto. (2008, October 6). *Toronto: Royal Ontario Museum* [Image]. Retrieved January, 2017, from [http://structurespace.net.s3.amazonaws.com/wp-content/uploads/2015/06/10083317/9841371393\\_bcf2156867\\_o.jpg](http://structurespace.net.s3.amazonaws.com/wp-content/uploads/2015/06/10083317/9841371393_bcf2156867_o.jpg)  
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**Question 11****Figure 11**

Image of metal urchin pendant light by courtesy of the examining panel.

**Figure 12**

Nervous System. (n.d.). *Hyphae pendant lamp* [Image]. Retrieved March 14, 2017, from <http://n-e-r-v-o-u-s.com/blog/wp-content/uploads/2013/10/hyphaePendants2.jpg>

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