



DESIGN

ATAR course examination 2022

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% (32 Marks)

Question 1

(8 marks)

Famous modernist designer Saul Bass has been quoted as saying, 'symbolise and summarise'.

- (a) Analyse how his application of type and colour is relevant to the theme and content of Figure 1. (4 marks)

Description	Marks
Detailed and specific analysis of how type and colour is relevant to the theme and content.	4
Clear and valid analysis of how type and colour is relevant to the theme and content.	3
Adequate and general analysis of how type and/or colour is relevant to the theme and content.	2
Limited analysis of how type and/or colour is relevant to the theme and content.	1
Inappropriate/incorrect response.	0
Total	4
Answers could include: <ul style="list-style-type: none"> • Capital letters, hand-drawn, textured, uneven baseline and cap height = rejected the curves and serifs of traditional typefaces to create tension and associations of psychological thriller. • Solid orange background reflects disorientation and confusion, heightened energy, caution, and wariness. 	
Accept other relevant answers.	

- (b) Describe how semiotics, codes or conventions have been used to construct meaning in Figure 1. Your response must exclude colour and type. (4 marks)

Description	Marks
Detailed and specific description of how semiotics, codes or conventions have been used to construct meaning in Figure 1.	4
Clear and valid description of how semiotics, codes or conventions have been used to construct meaning in Figure 1.	3
Adequate and general description of how semiotics, codes or conventions have been used to construct meaning in Figure 1.	2
Limited description of how semiotics, codes or conventions have been used to construct meaning in Figure 1.	1
Inappropriate/incorrect response.	0
Total	4
Answers could include: <ul style="list-style-type: none"> • Signifier: Spiralling lines – a geometric pattern which spirals around the focal point, communicate confusion and dizziness, spiralling out of control • Signifier: Silhouetted black figure with coat and hat signifier and outlined female figure in a dress: contrast of the two characters in the middle. The silhouetted one dancing with the light one suggests deception and a battle between good and evil • Signifier: Word 'vertigo' – a sickness that makes a person feel like the room is spinning. 	
Accept other relevant answers.	
Note: responses should feature semiotic language (sign, signifier, signified, icons, symbols, indexes, denotation, connotation.) Responses should exclude type and colour – if evident this would be a limited response.	

Question 2

(10 marks)

- (a) Consider how the designer's selection of specific materials and/or technologies impacted lifecycle costings in Figure 2. (4 marks)

Description	Marks
Detailed and specific consideration of how the selection of specific materials and/or technologies impacted lifecycle costings.	4
Clear and valid explanation of how the selection of specific materials and/or technologies impacted lifecycle costings.	3
Adequate and general explanation of how the selection of specific materials and/or technologies impacted lifecycle costings.	2
Limited explanation of how the selection of specific materials and/or technologies impacted lifecycle costings.	1
Inappropriate/incorrect response.	0
Total	4
<p>Answers could include:</p> <ul style="list-style-type: none"> • <div style="border: 1px dashed gray; padding: 10px; display: inline-block; width: 80%; margin: 5px 0;">For copyright reasons this text cannot be reproduced in the online version of this document.</div> • Adopting a life cycle perspective helps reduce costs, design better products, improve relationships with key stakeholders and support risk management. 	
Accept other relevant answers	
Note: responses should give examples of the specific materials and/or technologies and links made to impact on lifecycle costings.	

Question 2 (continued)

- (b) Propose **three** advanced design processes the designer could have used in the development of the shoe design. (6 marks)

Description	Marks
For each process (3 x 2 marks)	
Appropriate and relevant example of advanced design processes or methods.	2
Partial example of advanced design processes or methods.	1
Inappropriate example of advanced design processes or methods.	0
Total	6
<p>Answers could include:</p> <ul style="list-style-type: none"> • research an intended audience investigating their values, attitudes, lifestyle choices/preferences and make design decisions accordingly. Part of interpreting the design brief stage • analysis and evaluation of competitor products/designs or use of materials and technologies such as specific research into sustainability and life cycle costing. Part of the research/investigation stage • creation of concept mind maps or mood boards displaying visual references to design ideas, materials and/or technologies. These will inform design decisions • part of the research/investigation stage surveys/questioning/feedback from intended audience/client/focus groups conducted throughout different stages of the design process so the effectiveness of the design and the message to be communicated is clear • part of feedback used to make design decisions which may be undertaken at all stages (could also be applied when supporting the final critical reflection/evaluation stage). 	
Accept other relevant answers.	
Note: advanced design processes and methods include research, investigation, questioning, interviewing of client groups and surveys of opinions.	

Question 3

(4 marks)

Assess how occupational safety and health concepts have impacted the design of the *Papilio* streetlight.

Description	Marks
Detailed and specific assessment of pertinent occupational safety and health concepts that impact the design.	4
Clear and valid assessment of relevant occupational safety and health concepts that impact the design.	3
Adequate and general assessment of associated occupational safety and health concept/s that impact the design.	2
Superficial and limited assessment of health and occupational safety and health that marginally impact the design.	1
Inappropriate/incorrect response.	0
Total	4
<p>Answers could include:</p> <ul style="list-style-type: none"> • Types of hazards – electrical, hazardous substances, manual tasks, mechanical equipment, noise, personal safety, slips, trips and falls, WHS signage • Use of hierarchy of controls (Elimination, Substitution, Engineering Controls, Admin controls, PPE) as a basis for how issues were dealt with. • Example could include: <ul style="list-style-type: none"> ◦ weight of material to be supported – cause fatigue on support, injury if falls ◦ curved blades cause less injury if fall to ground ◦ height of light so cannot be interfered with easily ◦ brightness of light for clear vision at night – low light is a safety concern ◦ direction of lamp to ensure effective and safe distribution of light ◦ sensor range and angle to activate light ◦ construction materials – weather resistant and lifecycle considerations. <p>Accept other relevant answers.</p>	

Question 4

(4 marks)

Evaluate a possible source of inspiration for the design of this original architectural concept.

(4 marks)

Description	Marks
Detailed and specific evaluation of a relevant source of inspiration.	4
Clear and valid evaluation of a relevant source of inspiration.	3
Adequate description of a relevant source of inspiration.	2
Limited reference to a possible source of inspiration.	1
Inappropriate/incorrect response.	0
Total	4
<ul style="list-style-type: none"> Answers should describe a source of inspiration that is visually applicable to the imagery presented and not an abstract concept that bears no visual connection. Responses may cite natural or manmade products – coral, wormholes – book worm reference, anthills, or animal burrows, Jarlsberg cheese or bird hollows, etc. 	
Accept other relevant answers.	

Question 5

(6 marks)

(a) Outline a possible intended audience engaged by Figure 5.

(2 marks)

Description	Marks
Appropriate outline of an intended audience.	2
Basic outline of an intended audience.	1
Inappropriate/incorrect response.	0
Total	2
<p>Answers could include:</p> <p>High achieving family:</p> <ul style="list-style-type: none"> Married couple with teenage children, 40–50, have a high income, motivated by achievement and like to show off their success. These parents love to attain additional status through the achievements of their children. They are successful work-oriented people who get their satisfaction from their jobs and families. Their over-committed children are always on the go, trying make it to their next co-curricular activity. Busy balancing their own careers with being 'the taxi', these parents have little time to separate delicates from their other clothes. <p>Young professional athletes:</p> <ul style="list-style-type: none"> Who value diverse roles and value new high-tech appliances that signal wealth. Working professionals that have diverse interests, hobbies and a strong focus on careers. Believe in working hard and playing hard. Look for external activities that thrill – extreme sports and adventure style holidays. Avid consumers and purchases reflect their value of trending objects and technology. Have little free time and value the efficiency that the LG Twin wash provides. <p>Psychographic groups: 'Achievers' or 'Strivers'.</p>	
Accept other relevant answers.	
Note: responses may refer to age, gender, sexual orientation, ethnicity (demographics), subculture or stereotypes.	

Question 5 (continued)

- (b) Examine how Figure 5 was designed to **either** reinforce **or** challenge representations and values of the audience. (4 marks)

Description	Marks
Detailed and specific examination of how Figure 5 was designed to reinforce or challenge representations and values of the audience.	4
Clear and valid examination of how Figure 5 was designed to reinforce or challenge representations and values of the audience.	3
Adequate and general examination of how Figure 5 was designed to reinforce or challenge representations and values of the audience.	2
Limited examination of how Figure 5 was designed to reinforce or challenge representations and values of the audience.	1
Inappropriate/incorrect response.	0
Total	4
<p>Answers could include:</p> <p>The representation may reinforce the audience values due to:</p> <ul style="list-style-type: none"> • their belief that children should be centre stage and the star of the team • their belief that children should be valued as individuals and permitted to express themselves through their appearance • achieving and being at the top of their game is essential • time saving capabilities of the combined wash • the value they place in modern ideas of non-gender specific roles • work hard to buy nice things and value new technologies. <p>Audience may find the representation challenging due to:</p> <ul style="list-style-type: none"> • they find the use of a stereotype that presents distinct gender roles challenging. • children are expected to be high achievers in order to be valuable • the contradiction of a grid iron player wearing a ballet outfit • traditional gender roles of delicate, emotional females and ballet on the stage, being superimposed on tough grid iron player who is star on the field • the contrasting different needs of rough and delicate garments • the unclear gender roles and representation • visual hierarchy seen in the positioning of the male at the top of the frame and female at the bottom could portray dominance of power and strength in a male figure representation. 	
Accept other relevant answers.	
<p>Note: Responses must link representations to values of the audience as identified in part (a).</p> <p>The combination a delicate ballet garments with tough football uniforms show the advantages of the LG Twin Wash via a metaphor. This representation clearly ties to the machines ability to wash tough and delicate clothing together. Nothing about this advert suggests sexual orientation or preference. The gender of the individual depicted is in fact unclear, however candidates may make assumptions.</p>	

Section Two: Extended response

70% (69 Marks)

Question 6

(23 marks)

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

- (a) Outline your design brief and its proposed design solution, including the intended message. (3 marks)

Description	Marks
Clear and valid outline of a design brief and its proposed solution, including the message intended to be communicated.	3
Adequate and general outline of a design brief and/or its proposed solution, and/or the message intended to be communicated.	2
Limited outline of a design brief and/or its proposed solution, and/or the message intended to be communicated.	1
Inappropriate/incorrect response.	0
Total	3
The candidate should be able to clearly outline a specific design brief they have worked on including the solution designed and the message that was intended to be communicated. The remaining answers to Question 6 should relate back to this information and should be referred to when marking parts (b) and (d).	
Accept other relevant answers.	

- (b) Describe the inquiry processes you utilised to develop meaning when selecting materials and/or technologies in your design. (4 marks)

Description	Marks
Detailed and specific description of inquiry processes utilised to develop meaning through the selection of materials and/or technologies.	4
Clear and valid description of inquiry processes utilised to develop meaning through the selection of materials and/or technologies.	3
Adequate and general description of inquiry processes utilised to select materials and/or technologies, with some reference to meaning.	2
Limited description of inquiry processes and/or selection of materials and/or technologies.	1
Inappropriate/incorrect response.	0
Total	4
Answers could include:	
<ul style="list-style-type: none"> • use of mind maps, brainstorming and other ideation techniques to source inspiration and relevancy of potential materials and/or technologies related to the messaging of the brief in areas such as sustainability, economic, technological, political, social, cultural, aesthetic trends, etc. • specific questions related to the messaging and materials and/or technologies • exploration, testing, experimenting with materials and/or technologies • client and audience research (surveys, questions, interviews) on attitudes, values, lifestyles, opinions that may affect selection of materials and/or technologies. 	
Accept other relevant answers.	
Note: Inquiry processes are where 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. For this question, meaning through the choice of materials and/or technologies and how it affects the intended messaging in the design solution described in part 6(a) should be explored.	

Question 6 (continued)

- (c) (i) Draw labelled diagrams of **two** communication models that you investigated this year. (6 marks)

Description	Marks
For each communication model (2 x 3 marks)	
Clear and valid diagram of a communication model with labelled parts.	3
Adequate and general diagram of a communication model with some labelled parts.	2
Limited or partly accurate diagram of a communication model with few/limited labelled parts.	1
Inappropriate/incorrect response.	0
Total	6

Answers could include:

- Shannon and Weaver

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<https://www.communicationtheory.org/shannon-and-weaver-model-of-communication/>

- Berlo

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For copyright reasons this diagram cannot be reproduced in the online version of this document, but may be viewed at the following link
<https://www.managementstudyguide.com/berlo-model-of-communication.htm>

- Early Schramm

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<https://www.communicationtheory.org/osgood-schramm-model-of-communication/>

- Interactive Comparative Experience Model

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https://www.researchgate.net/figure/The-interactive-model-of-communication-presented-by-Schramm-14_fig1_311739283.

Accept other relevant answers.

Question 6 (continued)

- (ii) Compare the constraints of the **two** communication models drawn in part (c)(i).
(5 marks)

Description	Marks
Detailed and specific comparison of relevant constraints of two communication models.	5
Clear and valid comparison of relevant constraints of two communication models.	4
Adequate and general comparison of relevant constraints of two communication models.	3
Superficial comparison of some constraints of one or two communication models.	2
Limited description of constraints of a model.	1
Inappropriate/incorrect response.	0
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • linear or feedback • message is sender/client driven verses audience driven • no consideration of the who the receiver is or how they may misinterpret the message. • noise can be termed as physical, semantic, or psychological noise or interference is considered from a wider range of considerations such as emotional resistance, experiences, semiotic misunderstandings, language nuances, cultural meanings etc. • consideration of influences on the source of the message and receiver of message • consideration of the message itself and codes, content etc. • consideration of the channel or method used and the influences affecting the message. <p>Accept other relevant answers.</p>	

- (d) Justify how the benefits of **one** communication model from part (c)(i), assisted in the development of the message outlined in your design brief. (5 marks)

Description	Marks
Detailed and specific justification of communication model selection through discussion of its benefits.	5
Clear and valid justification of communication model selection through discussion of its benefits.	4
Adequate and general justification of communication model selection through discussion of its benefits.	3
Superficial justification of communication model selection.	2
Limited justification of communication model selection.	1
Inappropriate/incorrect response.	0
Total	5
<p>Discussion should extrapolate from the type of notes in part 6(c)(ii) justifying these features against the candidates' design brief.</p> <p>Solutions are not exhaustive, and candidate's responses should be considered.</p> <p>Note: Responses must reference their design brief's message.</p>	

Question 7

(12 marks)

- (a) Correlate how the advantages of precision parking technology have been communicated using design principles in Figure 6. (6 marks)

Description	Marks
Comprehensive and thorough correlation between the use of design principles and the benefits of precision parking technology.	6
Detailed and specific correlation between the use of design principles and the benefits of precision parking technology.	5
Clear and valid correlation between the use of design principles and the benefits of precision parking technology.	4
Adequate and general correlation between the use of design principles and the benefits of precision parking technology.	3
Superficial description of the use of design principle/s with some reference to precision parking technology.	2
Limited description of design principle/s with some reference to Figure 6.	1
Inappropriate/incorrect response.	0
Total	6
<p>Answers could include:</p> <p>Repetition, continuation and proximity – the spiky porcupine in close proximity to the repeated goldfish in water filled plastic bags creates continuity. The use of repetition, and proximity create a metaphor for the benefits of the precision parking technology preventing accidents in tight parking spaces.</p> <p>Contrast and emphasis – the contrast in shapes and textures (smooth water filled bags) produces emphasis on the porcupine. This communicates the benefits of the Volkswagen precision parking technology as it reveals to the audience the dangers of not being able to see potential hazards.</p> <p>Accept other relevant answers.</p> <p>Note: responses must link the advantages of park assist (being able to park in tight spaces) with the use of design principles.</p>	

Question 7 (continued)

- (b) Evaluate how strategies for communication have been used to affect the intended audience. (6 marks)

Description	Marks
Comprehensive and thorough evaluation of how strategies for communication have been used to affect the audience.	6
Detailed and specific evaluation of how strategies for communication have been used to affect the audience.	5
Clear and valid evaluation of how strategies for communication have been used to affect the audience.	4
Adequate and general evaluation of how strategies for communication have been used to affect the audience.	3
Superficial description of how strategies for communication have been used.	2
Limited reference to how strategies for communication have been used.	1
Inappropriate/incorrect response.	0
Total	6
<p>Answers could include:</p> <p>Shock tactics: The imagery in Figure 2 of a spiky porcupine in proximity to goldfish in water filled plastic bags producers concern and alarm in the viewer, as a small movement could puncture the bags and cause the death of the fish. Affect: This use of shock tactics intentionally to attract attention and trigger a strong reaction, making the advertisement memorable.</p> <p>Humour: The imagery in Figure 2 of a spiky porcupine in proximity to goldfish in water filled plastic bags to may produce a humorous reaction in the viewer. Affect: This is an effective use of a strategy for communication to engage the audience as it is proven that 'humour' sells, because attention, association, and memory recall is improved.</p> <p>Metaphor: The comparison between two things that are not alike, which are used to explain a concept – the benefits of the precision assist parking technology. Affect: The impact of this metaphor is to gain customer attention, provoke comparison, and explain complex technical aspects of a product to influence customer beliefs and attitudes.</p> <p>Accept other relevant answers.</p> <p>Note: responses must comment on the how intended audience has been affected by the strategy, not just that the strategies have impact.</p>	

Section Two: Extended response: Context-specific

70% (69 Marks)

Question 8: Photography

(34 marks)

- (a) (i) Deconstruct postmodern themes by identifying **six** visual codes, design elements and principles present in Figure 7. (6 marks)

Description	Marks
For each visual code, design element or design principle (6 x 1 mark)	
Relevant identification of visual codes, design elements and principles present in Figure 7.	1
Inappropriate/incorrect response.	0
Total	6
Answers could include:	
<ul style="list-style-type: none"> • identification of proportion and scale • bright saturated colours • diagonal, or jagged lines • 3D form, contrasting shapes • recognisable icons • contrast, juxtaposition and emphasis. 	
Accept other relevant answers.	
Note: responses must reflect codes found in the stimulus material.	

- (ii) Combine the postmodern themes identified in part (a)(i) with features of the resort's environment by drawing **six** thumbnail sketches. (6 marks)

Description	Marks
For each of the six sketches (6 x 1 mark)	
Relevant sketch combining postmodern themes with features of the resort environment.	1
Inappropriate/incorrect response.	0
Total	6
Answers could include:	
<ul style="list-style-type: none"> • application of proportion and scale to a person swimming with a whale shark • bright saturated colours featured in a repeated pattern of a manta ray • diagonal or jagged lines overlaid of with imagery of a beach • contrasting shapes of manta rays combined with wildflowers • recognisable icons of coral repeated and overlaid to create pattern • the contrast of enlarged whale shark markings • juxtapositions of unlikely subject matter combinations such as a surfing kangaroo. 	
Accept other relevant answers.	
Note: responses must combine postmodern characteristics found in the stimulus material with the features of the resort's environment.	

Question 8: (continued)

- (b) Respond to the brief by sketching **two** concepts showing the development of your fabric design. (6 marks)

Description	Marks
For each (2 x 3 marks)	
Comprehensive and valid concept sketch showing the visual development of innovative ideas relevant to the design brief.	3
Clear concept sketch showing visual development of innovative ideas relevant to the design brief.	2
Limited concept sketch making simple connections to the design brief.	1
Inappropriate/incorrect response.	0
Total	6
Key aspects of the brief include:	
<ul style="list-style-type: none"> • be innovative and unique • reflect themes of postmodern design • highlight features of the resort's environment • engage and attract the intended audience to the new eco-resort. 	
Accept other relevant answers.	
Note: Key aspects of the brief should be incorporated in the sketches to link the proposed designs to the brief. Reference should be made to the candidate's postmodern visual codes.	

- (c) Draw **one** refined and annotated proposed solution that reflects the requirements of the brief. (8 marks)

Description	Marks
Detailed and refined solution that successfully communicates all aspects of the brief.	5
Detailed solution with some refinement that successfully communicates all aspects of the brief.	4
Clear solution with some refinement that communicates some aspects of the brief.	3
Adequate solution that communicates some aspects of the brief.	2
Limited solution that communicates few aspects of the brief.	1
Inappropriate/incorrect response.	0
Subtotal	5
Annotations	
Detailed annotations.	3
General annotations.	2
Limited annotations.	1
No annotations	0
Subtotal	3
Total	8
Answers could include:	
<ul style="list-style-type: none"> • proposed solution must feature postmodern themes, while addressing the deliverables (local environment influence) in the context-specific brief • 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. 	
Accept other relevant answers.	

- (d) Critically evaluate how your proposed solution incorporates postmodern themes to engage the values of the intended audience. (8 marks)

Description	Marks
Comprehensive and insightful evaluation on how the proposed solution engages the values of the intended audience.	8
Detailed and thorough evaluation on how the proposed solution engages the values, of the intended audience.	7
Relevant evaluation with some detail on how the proposed solution engages the values of the intended audience.	6
Clear and valid evaluation on how the proposed solution engages the values of the intended audience.	5
Adequate and general evaluation of the proposed solution with some reference to the values of the intended audience.	4
Partial evaluation of the proposed solution with some reference to the values of the intended audience.	3
Superficial evaluation on proposed solution.	2
Limited comment on the proposed solution.	1
Inappropriate/incorrect response.	0
Total	8
<p>Answers could include:</p> <ul style="list-style-type: none"> • use of design elements • principles • application of postmodern visual codes and conventions • strategies for communication (shock tactics, metaphor or humour) • adaptation of inspiration drawn from the resort location or incorporation of trends or developments in technologies and production processes. <p>Answers must include reference to audience values and engagement through postmodernist themes.</p> <p>Accept other relevant answers.</p> <p>Note: Critical evaluation of how the proposed solutions engage the values of the intended audience. Detail on who the intended audience is, identification of values and how the proposed solutions used postmodern themes to engage with the audience and their values.</p>	

Question 9: Graphic design**(34 marks)**

- (a) (i) Deconstruct postmodern themes by identifying **six** visual codes, design elements and principles present in Figure 7. (6 marks)

Description	Marks
For each visual code, design element or design principle (6 x 1 mark)	
Relevant identification of visual codes, design elements and principles present in Figure 7.	1
Inappropriate/incorrect response.	0
Total	6
Answers could include:	
<ul style="list-style-type: none"> • identification of proportion and scale • bright saturated colours • diagonal, or jagged lines • 3D form, contrasting shapes • recognisable icons • contrast, juxtaposition and emphasis. 	
Accept other relevant answers.	
Note: responses must reflect codes found in the stimulus material.	

- (ii) Combine the postmodern themes identified in part (a)(i) with features of the resort's environment by drawing **six** thumbnail sketches. (6 marks)

Description	Marks
For each of the six sketches (6 x 1 mark)	
Relevant sketch combining postmodern themes with features of the resort environment.	1
Inappropriate/incorrect response.	0
Total	6
Answers could include:	
<ul style="list-style-type: none"> • application of proportion and scale to a person swimming with a whale shark • bright saturated colours featured in a repeated pattern of a manta ray • diagonal or jagged lines overlaid of with imagery of a beach • contrasting shapes of manta rays combined with wildflowers • recognisable icons of coral repeated and overlaid to create pattern • the contrast of enlarged whale shark markings • juxtapositions of unlikely subject matter combinations such as a surfing kangaroo. 	
Accept other relevant answers.	
Note: responses must combine postmodern characteristics found in the stimulus material with the features of the resort's environment.	

- (b) Respond to the brief by sketching **two** concepts showing the development of your resort entrance signage design. (6 marks)

Description	Marks
For each (2 x 3 marks)	
Comprehensive and valid concept sketch showing the visual development of innovative ideas relevant to the design brief.	3
Clear concept sketch showing visual development of innovative ideas relevant to the design brief.	2
Limited concept sketch making simple connections to the design brief.	1
Inappropriate/incorrect response.	0
Total	6
Key aspects of the brief include:	
<ul style="list-style-type: none"> • be innovative and unique • reflect themes of postmodern design • highlight features of the resort’s environment • engage and attract the intended audience to the new eco-resort. 	
Accept other relevant answers.	
Note: Key aspects of the brief should be incorporated in the sketches to link the proposed designs to the brief. Reference should be made to the candidate’s postmodern visual codes.	

- (c) Draw **one** refined and annotated proposed solution that reflects the requirements of the brief. (8 marks)

Description	Marks
Detailed and refined solution that successfully communicates all aspects of the brief.	5
Detailed solution with some refinement that successfully communicates all aspects of the brief.	4
Clear solution with some refinement that communicates some aspects of the brief.	3
Adequate solution that communicates some aspects of the brief.	2
Limited solution that communicates few aspects of the brief.	1
Inappropriate/incorrect response.	0
Subtotal	5
Annotations	
Detailed annotations.	3
General annotations.	2
Limited annotations.	1
No annotations	0
Subtotal	3
Total	8
Answers could include:	
<ul style="list-style-type: none"> • proposed solution must feature postmodern themes, while addressing the deliverables (local environment influence) in the context-specific brief • 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. 	
Accept other relevant answers.	

Question 9: (continued)

- (d) Critically evaluate how your proposed solution incorporates postmodern themes to engage the values of the intended audience. (8 marks)

Description	Marks
Comprehensive and insightful evaluation on how the proposed solution engages the values of the intended audience.	8
Detailed and thorough evaluation on how the proposed solution engages the values, of the intended audience.	7
Relevant evaluation with some detail on how the proposed solution engages the values of the intended audience.	6
Clear and valid evaluation on how the proposed solution engages the values of the intended audience.	5
Adequate and general evaluation of the proposed solution with some reference to the values of the intended audience.	4
Partial evaluation of the proposed solution with some reference to the values of the intended audience.	3
Superficial evaluation on proposed solution.	2
Limited comment on the proposed solution.	1
Inappropriate/incorrect response.	0
Total	8
<p>Answers could include:</p> <ul style="list-style-type: none"> • use of design elements • principles • application of postmodern visual codes and conventions • strategies for communication (shock tactics, metaphor or humour) • adaptation of inspiration drawn from the resort location or incorporation of trends or developments in technologies and production processes. <p>Answers must include reference to audience values and engagement through postmodernist themes.</p> <p>Accept other relevant answers.</p> <p>Note: Critical evaluation of how the proposed solutions engage the values of the intended audience. Detail on who the intended audience is, identification of values and how the proposed solutions used postmodern themes to engage with the audience and their values.</p>	

Question 10: Dimensional design**(34 marks)**

- (a) (i) Deconstruct postmodern themes by identifying **six** visual codes, design elements and principles present in Figure 7. (6 marks)

Description	Marks
For each visual code, design element or design principle (6 x 1 mark)	
Relevant identification of visual codes, design elements and principles present in Figure 7.	1
Inappropriate/incorrect response.	0
Total	6
Answers could include:	
<ul style="list-style-type: none"> • identification of proportion and scale • bright saturated colours • diagonal, or jagged lines • 3D form, contrasting shapes • recognisable icons • contrast • juxtaposition emphasis. 	
Accept other relevant answers.	
Note: responses must reflect codes found in the stimulus material.	

- (ii) Combine the postmodern themes identified in part (a)(i) with features of the resort's environment by drawing **six** thumbnail sketches. (6 marks)

Description	Marks
For each of the six sketches (6 x 1 mark)	
Relevant sketch combining postmodern themes with features of the resort environment.	1
Inappropriate/incorrect response.	0
Total	6
Answers could include:	
<ul style="list-style-type: none"> • application of proportion and scale to a person swimming with a whale shark • bright saturated colours featured in a repeated pattern of a manta ray • diagonal or jagged lines overlaid of with imagery of a beach • contrasting shapes of manta rays combined with wildflowers • recognisable icons of coral repeated and overlaid to create pattern • the contrast of enlarged whale shark markings • juxtapositions of unlikely subject matter combinations such as a surfing kangaroo. 	
Accept other relevant answers.	
Note: responses must combine postmodern characteristics found in the stimulus material with the features of the resort's environment.	

Question 10: (continued)

- (b) Respond to the brief by sketching **two** concepts showing the development of your statement lighting designs. (6 marks)

Description	Marks
For each (2 x 3 marks)	
Comprehensive and valid concept sketch showing the visual development of innovative ideas relevant to the design brief.	3
Clear concept sketch showing visual development of innovative ideas relevant to the design brief.	2
Limited concept sketch making simple connections to the design brief.	1
Inappropriate/incorrect response.	0
Total	6
Key aspects of the brief include:	
<ul style="list-style-type: none"> • be innovative and unique • reflect themes of postmodern design • highlight features of the resort's environment • engage and attract the intended audience to the new eco-resort. 	
Accept other relevant answers.	
Note: Key aspects of the brief should be incorporated in the sketches to link the proposed designs to the brief. Reference should be made to the candidate's postmodern visual codes.	

- (c) Draw **one** refined and annotated proposed solution that reflects the requirements of the brief. (8 marks)

Description	Marks
Detailed and refined solution that successfully communicates all aspects of the brief.	5
Detailed solution with some refinement that successfully communicates all aspects of the brief.	4
Clear solution with some refinement that communicates some aspects of the brief.	3
Adequate solution that communicates some aspects of the brief.	2
Limited solution that communicates few aspects of the brief.	1
Inappropriate/incorrect response.	0
Subtotal	5
Annotations	
Detailed annotations.	3
General annotations.	2
Limited annotations.	1
No annotations	0
Subtotal	3
Total	8
Answers could include:	
<ul style="list-style-type: none"> • proposed solution must feature postmodern themes, while addressing the deliverables (local environment influence) in the context-specific brief • 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. 	
Accept other relevant answers.	

- (d) Critically evaluate how your proposed solution incorporates postmodern themes to engage the values of the intended audience. (8 marks)

Description	Marks
Comprehensive and insightful evaluation on how the proposed solution engages the values of the intended audience.	8
Detailed and thorough evaluation on how the proposed solution engages the values, of the intended audience.	7
Relevant evaluation with some detail on how the proposed solution engages the values of the intended audience.	6
Clear and valid evaluation on how the proposed solution engages the values of the intended audience.	5
Adequate and general evaluation of the proposed solution with some reference to the values of the intended audience.	4
Partial evaluation of the proposed solution with some reference to the values of the intended audience.	3
Superficial evaluation on proposed solution.	2
Limited comment on the proposed solution.	1
Inappropriate/incorrect response.	0
Total	8
<p>Answers could include:</p> <ul style="list-style-type: none"> • use of design elements • principles • application of postmodern visual codes and conventions • strategies for communication (shock tactics, metaphor or humour) • adaptation of inspiration drawn from the resort location or incorporation of trends or developments in technologies and production processes. <p>Answers must include reference to audience values and engagement through postmodernist themes.</p> <p>Accept other relevant answers.</p> <p>Note: Critical evaluation of how the proposed solutions engage the values of the intended audience. Detail on who the intended audience is, identification of values and how the proposed solutions used postmodern themes to engage with the audience and their values.</p>	

Question 11: Technical graphics**(34 marks)**

- (a) (i) Deconstruct postmodern themes by identifying **six** visual codes, design elements and principles present in Figure 7. (6 marks)

Description	Marks
For each visual codes, design elements or design principles (6 x 1 mark)	
Relevant identification of visual codes, design elements and principles present in Figure 7.	1
Inappropriate/incorrect response.	0
Total	6
Answers could include:	
<ul style="list-style-type: none"> • identification of proportion and scale • bright saturated colours • diagonal, or jagged lines • 3D form, contrasting shapes • recognisable icons • contrast • juxtaposition emphasis. 	
Accept other relevant answers.	
Note: responses must reflect codes found in the stimulus material.	

- (ii) Combine the postmodern themes identified in part (a)(i) with features of the resort's environment by drawing **six** thumbnail sketches. (6 marks)

Description	Marks
For each of the six sketches (6 x 1 mark)	
Relevant sketch combining postmodern themes with features of the resort environment.	1
Inappropriate/incorrect response.	0
Total	6
Answers could include:	
<ul style="list-style-type: none"> • application of proportion and scale to a person swimming with a whale shark • bright saturated colours featured in a repeated pattern of a manta ray • diagonal or jagged lines overlaid of with imagery of a beach • contrasting shapes of manta rays combined with wildflowers • recognisable icons of coral repeated and overlaid to create pattern • the contrast of enlarged whale shark markings • juxtapositions of unlikely subject matter combinations such as a surfing kangaroo. 	
Accept other relevant answers.	
Note: responses must combine postmodern characteristics found in the stimulus material with the features of the resort's environment.	

- (b) Respond to the brief by sketching **two** concepts showing the development of your shade canopy designs. (6 marks)

Description	Marks
For each (2 x 3 marks)	
Comprehensive and valid concept sketch showing the visual development of innovative ideas relevant to the design brief.	3
Clear concept sketch showing visual development of innovative ideas relevant to the design brief.	2
Limited concept sketch making simple connections to the design brief.	1
Inappropriate/incorrect response.	0
Total	6
Key aspects of the brief include:	
<ul style="list-style-type: none"> • be innovative and unique • reflect themes of postmodern design • highlight features of the resort’s environment • engage and attract the intended audience to the new eco-resort. 	
Accept other relevant answers.	
Note: Key aspects of the brief should be incorporated in the sketches to link the proposed designs to the brief. Reference should be made to the candidate’s postmodern visual codes.	

- (c) Draw **one** refined and annotated proposed solution that reflects the requirements of the brief. (8 marks)

Description	Marks
Detailed and refined solution that successfully communicates all aspects of the brief.	5
Detailed solution with some refinement that successfully communicates all aspects of the brief.	4
Clear solution with some refinement that communicates some aspects of the brief.	3
Adequate solution that communicates some aspects of the brief.	2
Limited solution that communicates few aspects of the brief.	1
Inappropriate/incorrect response.	0
Subtotal	5
Annotations	
Detailed annotations.	3
General annotations.	2
Limited annotations.	1
No annotations	0
Subtotal	3
Total	8
Answers could include:	
<ul style="list-style-type: none"> • proposed solution must feature postmodern themes, while addressing the deliverables (local environment influence) in the context-specific brief • 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. 	
Accept other relevant answers.	

Question 11 (continued)

- (d) Critically evaluate how your proposed solution incorporates postmodern themes to engage the values of the intended audience. (8 marks)

Description	Marks
Comprehensive and insightful evaluation on how the proposed solution engages the values of the intended audience.	8
Detailed and thorough evaluation on how the proposed solution engages the values, of the intended audience.	7
Relevant evaluation with some detail on how the proposed solution engages the values of the intended audience.	6
Clear and valid evaluation on how the proposed solution engages the values of the intended audience.	5
Adequate and general evaluation of the proposed solution with some reference to the values of the intended audience.	4
Partial evaluation of the proposed solution with some reference to the values of the intended audience.	3
Superficial evaluation on proposed solution.	2
Limited comment on the proposed solution.	1
Inappropriate/incorrect response.	0
Total	8
<p>Answers could include:</p> <ul style="list-style-type: none"> • use of design elements • principles • application of postmodern visual codes and conventions • strategies for communication (shock tactics, metaphor or humour) • adaptation of inspiration drawn from the resort location or incorporation of trends or developments in technologies and production processes. <p>Answers must include reference to audience values and engagement through postmodernist themes.</p> <p>Accept other relevant answers.</p> <p>Note: Critical evaluation of how the proposed solutions engage the values of the intended audience. Detail on who the intended audience is, identification of values and how the proposed solutions used postmodern themes to engage with the audience and their values.</p>	

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- Question 1(a)** Dot point 1 ('rejected' to 'typefaces') from: Rennie, P. (2008). Vertigo: Disorientation in Orange. *The Guardian*. Retrieved October, 2022, from <https://www.theguardian.com/film/2008/sep/26/poster.vertigo>
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- Question 3** Dot point 2 ('Use' to 'PPE') Adapted from: The National Institute for Occupational Safety and Health (NIOSH). (2022). *Hierarchy of Controls*. Retrieved October, 2022, from <https://www.cdc.gov/niosh/topics/hierarchy/default.html>
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- Question (6)(c)(i)** Dot point 1 (diagram) from: Communication Theory. (n.d.). *Shannon and Weaver Method of Communication*. Retrieved October, 2022, from <https://www.communicationtheory.org/shannon-and-weaver-model-of-communication/>
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Dot point 3 (diagram) from: Communication Theory. (n.d.). *Osgood-Schramm Model of Communication*. Retrieved October, 2022, from <https://www.communicationtheory.org/osgood-schramm-model-of-communication/>
Dot point 4 (diagram) from: Saleh, S., Sahu, M., Zafar, Z., et.al. (2015, September). Figure 1: The Interactive Model of Communication Presented by Schramm. *A Multimodal Nonverbal Human-Robot Communication System* (p. 3). Retrieved October, 2022, from https://www.researchgate.net/figure/The-interactive-model-of-communication-presented-by-Schramm-14_fig1_311739283

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