



# **DESIGN**

## **ATAR course examination 2016**

### **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% (26 Marks)

## Question 1

(4 marks)

Occupational Safety and Health (OSH) concepts aim to protect the safety, health and welfare of people engaged in work or employment.

Identify and explain **two** actions that you could incorporate into your own work practice as a designer to ensure a safe workplace for yourself and others.

Description	Marks
Maximum 2 marks per explanation of each OSH action. <b>2 actions x 2 marks each</b>	
Identifies with an explanation of an OSH action applied by a designer to ensure a safe workplace	2
Identifies with limited explanation of an OSH action applied by a designer to ensure a safe workplace	1
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <ul style="list-style-type: none"> <li>• Action: stretch, take regular breaks, adjust seating while at computer, or screen height Explanation: to relieve injury and strain through the understanding of ergonomics while at computer</li> <li>• Action: ensure clear pathways for access; move equipment, tie objects out of way; tape down/secure loose power cords/light cables in the way Explanation: to reduce trip hazards in the work place</li> <li>• Action: wear appropriate personal protective equipment such as aprons, safety goggles, appropriate covered footwear, gloves, ear muffs, high-visibility or safety attire, hard hats, gloves, etc. Explanation: to protect self from injuries specific to tasks and processes being carried out</li> <li>• Action: tie back hair, secure clothing Explanation: to prevent injury from being caught in machinery</li> <li>• Action: follow correct lifting technique or seek assistance Explanation: to prevent harm from heavy lifting</li> <li>• Action: ensure adequate storage and correct handling of chemicals Explanation: to prevent harm from chemicals or dangerous materials through handling, ingestion or inhalation</li> <li>• Action: report visible hazards to supervisor or OSH representative Explanation: to take responsibility and action for hazards personally to ensure everyone is aware of hazard and that steps have been made to reduce or remove the hazard</li> <li>• Action: conduct regular maintenance checks Explanation: to regularly check for faulty and hazardous equipment.</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	

## Question 2

(8 marks)

- (a) Describe how the design in Figure 1 challenges representations and values in society. (4 marks)

Description	Marks
Comprehensive and clear description of how the image challenges representations and values in society	4
Detailed description of how the image challenges representations and values in society	3
Adequate description of how the image challenges representations and values in society.	2
Limited description of the image	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <p>The design reinforces:</p> <ul style="list-style-type: none"> <li>sex sells concept – a beautiful woman dressed as a tiger gets peoples' attention</li> <li>reinforces the idea of the celebrity to influence our thinking and behaviour. PETA tends to use celebrities in their campaigns, to connect with a younger audience and capitalise on contemporary society's obsession with 'celebrity'. In this case, the woman is a Bollywood actress which may connect with a certain target audience or culture.</li> </ul> <p>The design challenges our ethics:</p> <ul style="list-style-type: none"> <li>by putting a beautiful woman in place of where an animal might be held in the circus, PETA is asking us to put ourselves in the animals place and stand up against cruelty to animals and 'boycott the circus'. Communication strategy of metaphor.</li> </ul> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

- (b) Discuss the use of semiotics, codes and conventions that the designer has selected to visually reinforce the message to the audience. (4 marks)

Description	Marks
Comprehensive and clear discussion of how the use of semiotics, codes and conventions have been used to visually reinforce the message to the audience	4
Detailed discussion of how the use of semiotics, codes and conventions have been used to visually reinforce the message to the audience	3
Adequate discussion of how the use of semiotics, codes and conventions have been used to visually reinforce the message to the audience	2
Limited discussion of the use of semiotics, codes and conventions	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <p><b>Semiotics</b></p> <ul style="list-style-type: none"> <li>Relevant discussion of symbols, signs and images and how they are used to create meaning. The use of terms 'sign, signifier and signified' may be used when referring to the use of semiotics.</li> </ul> <p><b>Codes and conventions</b></p> <p>Codes</p> <ul style="list-style-type: none"> <li>refer to systems of signs and can be divided into symbolic, written, aural and technical. Conventions describe the generally accepted way of applying these across different media and contexts.</li> </ul>	

## Question 2(b) (continued)

Symbolic codes- body language, facial expression, objects used, setting, colour, etc.

- The image of a beautiful young woman in a sexy tiger suit or body paint, posing provocatively engages the viewer using the 'sex sells' strategy. The fact she is trapped in a cage, clinging to the bars, looking out at the viewer engages a personal connection to the viewer.
- By putting a beautiful woman in place of where an animal might be held in the circus, PETA is asking us to put ourselves in the animal's shoes and stand up against cruelty to animals and 'boycott the circus'. Communication strategy of metaphor.
- PETA tends to use celebrities in their campaigns, to connect with a younger audience and capitalize on contemporary society's obsession with 'celebrity'. In this case, the woman is a Bollywood actress which may connect with a certain target audience or culture.

Written codes – typeface, type style, type colour and meaning communicated in text, emotive/persuasive language used, etc.

- The type has had a rough texture applied, which reinforces the message of being beaten and abused. The red and black colour of this texture also adds to the feeling of abuse, representing blood or bruising. A second, smaller message draws attention with the light yellow/ orange colour behind it.
- The darker areas help to emphasise negative mood and make the white type stand out conveying the message 'beaten and abused'

Technical codes - camera angles, shot size, lighting, colours, composition, digital editing etc.

- Strong lighting is used to cast shadow behind the woman and create a focal point on her face and figure. The overall red and orange colour contrasting with the black tones give the image a sinister and moody feel. The red and orange being warm, advancing colours aids this focal area.

Answers should focus more on the visual techniques used, rather than the content of the poster, such as the words.

Solutions are not exhaustive and candidate's responses should be considered.

## Question 3

(4 marks)

Describe how the product shown adheres to the design principle that 'form follows function'.

Description	Marks
Comprehensive and clear description on how the product adheres to the design principle that 'form follows function'	4
Detailed description on how the product adheres to the design provide that 'form follows function'	3
Adequate description on how the product adheres to the design provide that 'form follows function'	2
Limited description on how the product adheres to the design provide that 'form follows function'	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <ul style="list-style-type: none"> <li>'form follows function' is a principle associated with modernist architecture and industrial design in the 20th century. The principle is that the shape of a design should be primarily based upon its intended function or purpose</li> <li>this means that the purpose of a product should be the starting point for its design</li> <li>in this case, the function is to provide a place to shelve books or personal items. The original form is just a stack of flexible plywood timber shelves mounted on a wall. The shelves can be adjusted to suit whatever items require storage; therefore the form changes and alters according to the shape and size of the items</li> <li>the form certainly follows the function of this design.</li> </ul> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

## Question 4

(4 marks)

Choose either Figure 3 or Figure 4 to answer this question.

Describe the communication strategy or strategies the designer has used in your chosen image to communicate a message to the intended audience. Communication strategies include shock tactics, humour, metaphor and emotion.

Description	Marks
Comprehensive and clear description of how the designer has used a specific strategy or strategies to communicate to an intended audience	4
Detailed description of how the designer has used a specific strategy or strategies to communicate to an intended audience	3
Adequate description of how the designer has used a specific strategy or strategies to communicate to an intended audience	2
Limited description of how the designer has used a specific strategy or strategies to communicate to an intended audience	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <p>Communication strategies can be used in design to engage the attention or persuade the intended audience into buying a product or change their way of thinking.</p> <p><b>Figure 3</b></p> <ul style="list-style-type: none"> <li>• shock tactics: used in this image to engage attention of the intended audience (dog owners in the area). The reaction to seeing the young boy covered in dog poo may be off-putting and get a strong response from the viewer. Some viewers of this image may find this disgusting and repulsive and be upset by it. They are more likely to read the text to find out what is going on. This ensures the image is remembered and hopefully the message is communicated</li> <li>• humour: used in this image to engage attention of the intended audience (dog owners in the area). The idea of a young child smearing dog poo all over his face may be considered funny to some viewers. The expression on the boys face is dramatic and he is engaging the audience by looking straight at the camera, wide eyed in shock. Viewers are more likely to read the text to find out what is going on. This ensures the image is remembered and hopefully the message is communicated</li> <li>• emotion: emotive imagery is used to provoke an emotional response in order to communicate a more powerful message</li> <li>• metaphor: relies on the combination of often-unrelated images to communicate message and meaning; often seen in the juxtaposition of images such as a car and a cheetah to imply the meaning of speed.</li> </ul> <p><b>Figure 4</b></p> <ul style="list-style-type: none"> <li>• shock tactics: Used in this image to engage attention of the intended audience (students, the public). The contrast of the green abstract shapes used for the entrance and its surrounds (traditional/historic style of building) ensures the building is seen and remembered and hopefully the message/purpose is communicated</li> <li>• humour: Possibly used in this image to attract attention of the intended audience (students, the public) because of its unusual quirky design. Viewers are more likely to notice the building and be inspired to find out what it is. This ensures the building is remembered and hopefully the message and/or purpose is communicated</li> <li>• emotion: emotive imagery is used to provoke an emotional response in order to communicate a more powerful message</li> <li>• metaphor: relies on the combination of often-unrelated images to communicate message and meaning; often seen in the juxtaposition of images such as a car and a cheetah to imply the meaning of speed. This building's entrance can be interpreted as a metaphor for creative thinking, the natural 'green' environment as opposed to the more regular geometric building shapes either side of it.</li> </ul> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

## Question 5

(6 marks)

Identify and explain **one** benefit and **one** constraint of producing products that use sustainable materials.

(a) Benefit (3 marks)

Description	Marks
Detailed explanation of one benefit of producing products that use sustainable materials	3
Adequate explanation of one benefit of producing products that use sustainable materials	2
Limited explanation of one benefit of producing products that use sustainable materials	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers could include explanations of the following: <ul style="list-style-type: none"> <li>• product lifespan is extended</li> <li>• reduction in waste and amount going to landfill</li> <li>• reduces the harmful effects on the environment</li> <li>• product may be cheaper to produce</li> <li>• product may appeal to a wider audience because of environment trends</li> <li>• some customers may pay more for the product in order to get a 'feel good' factor in doing something for the benefit of the environment</li> <li>• product can be unique or original if using found objects.</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	

(b) Constraint (3 marks)

Description	Marks
Detailed explanation of one constraint of producing products that use sustainable materials	3
Adequate explanation of one constraint of producing products that use sustainable materials	2
Limited explanation of one constraint of producing products that use sustainable materials	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers could include explanations of the following: <ul style="list-style-type: none"> <li>• products overall look may be compromised such as colour quality or finish</li> <li>• quality of product may be compromised</li> <li>• some customers may not like the idea of something being 'used'</li> <li>• product may be more expensive to produce.</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	

## Section Two: Extended response

70% (50 Marks)

## Question 6

(16 marks)

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

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

Description	Marks
Clear indication of a design brief and solution	2
Limited indication of a design brief and solution	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>2</b>
Answers could include: The candidate should be able to clearly outline a design brief they have worked on. This information is also to assist the marker in answering the remainder of this question. Solutions are not exhaustive and candidate's responses should be considered.	

- (b) Explain how you experimented with **three** design elements in the development of your solution. (6 marks)

Description	Marks
Maximum 2 marks per explanation of each design element <b>2 marks x 3 elements</b>	
Adequate explanation of how the design element was experimented with in the candidates solution	2
Limited explanation of how the design element was experimented with in the candidates solution	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>6</b>
Answers could include: Candidate should be describing how they purposefully considered and experimented with the use of three design elements.  Design elements as per the Year 12 ATAR syllabus are: <ul style="list-style-type: none"> <li>• line</li> <li>• shape</li> <li>• value</li> <li>• 3D form</li> <li>• space</li> <li>• colour</li> <li>• type</li> <li>• texture.</li> </ul>	



- (c) Describe how your design solution given in part (a) used visual codes to present a particular viewpoint to the audience. (4 marks)

Description	Marks
Comprehensive and clear description of how the visual codes were used to present a particular viewpoint to the audience	4
Detailed description of how the visual codes were used to present a particular viewpoint to the audience	3
Adequate description of how the visual codes were used to present a particular viewpoint to the audience	2
Limited description of how the visual codes were used	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
Answers could include: <ul style="list-style-type: none"> <li>• candidates should describe how they designed their solution to appeal to an audience in order to convey a particular viewpoint or message</li> <li>• Answers may include reference to elements and principles, codes and conventions, imagery, etc.</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	

- (d) Identify and discuss **one** stage in the design process that was the most important to your solution. (4 marks)

Description	Marks
Identifies with comprehensive and clear discussion of how one stage in the design process was the most important	4
Identifies with detailed discussion of how one stage in the design process was the most important	3
Identifies with adequate discussion of how one stage in the design process was the most important	2
Identifies with limited discussion of how one stage in the design process was the most important	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
Answers could include: <ul style="list-style-type: none"> <li>• any of the stages of development and documentation of a design process: visual/research, inquiry processes, investigation of currently available materials and technologies, idea generation techniques, documentation of visual development, visuals/layouts, questioning and interviewing of client groups, surveys of opinions, critical reflective analysis</li> <li>• any of the techniques for the application of design process: visual research, idea generation techniques, synectics, mind maps, brainstorming.</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	

## Question 7

(20 marks)

- (a) In the space below create a detailed mind map that explores and develops ideas relevant to the design brief. (6 marks)

Description	Marks
Comprehensive mind map exploring and developing creative ideas relevant to the design brief	6
Detailed mind map exploring and developing some creative ideas relevant to the design brief	5
Mostly detailed mind map exploring ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Basic mind map exploring ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>6</b>
<p>Answers could include:</p> <p><b>Notes:</b>  Mind mapping is a technique to graphically represent connections among key concepts using lines, links and images. Each fact or idea is penned down and then connected to its minor or major (previous or following) fact or idea, thereby resulting in a web of relationships.</p> <p>Mind maps or brainstorms typically include such techniques as free writing, word association and the spider web, a visual note taking technique in which people diagram their thoughts.</p> <p>Detailed and top quality mind maps should explore ideas in at least three levels:</p> <ul style="list-style-type: none"> <li>• Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome.</li> <li>• Level 2: Divergent thinking (secondary ideas) – in this phase most ideas focus on concepts and the links between ideas. By making variations and combinations between ideas, we can generate new ideas.</li> <li>• Level 3: Creative ideation (tertiary ideas) – now the previous ideas become inspiration for actual solutions. The aim is to explore the more inspiring ideas through to original and new design possibilities.</li> </ul> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

- (b) Identify and explain how you could use **two** possible sources of inspiration to ensure that you create an original design solution for the campaign. (4 marks)

Description	Marks
Identifies with comprehensive and clear explanation of how two sources of inspiration could be used to create an original design solution	4
Identifies with detailed explanation of how two sources of inspiration could be used to create an original design solution	3
Identifies with adequate explanation of how a source of inspiration could be used to create an original design solution	2
Identifies with limited explanation of how a source of inspiration could be used to create an original design solution	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <p>Possible sources and ways to ensure a original design solution is created:</p> <ul style="list-style-type: none"> <li>• collate objects, items, photographs, sketches, materials, colour swatches, etc. that could be used in your original design solution to represent the concept of summer</li> <li>• look at different styles of type and develop own type face to use on product to convey message</li> <li>• conduct surveys of different stakeholder groups to gather information that will help the design communicate an original and clear message</li> <li>• look at pre-existing road safety campaigns and advertisements – ensure your design is nothing like anything else done before</li> <li>• refer to designs for existing bus shelters/taxi ranks and stay away from traditional shapes/forms</li> <li>• analyse existing postcard or key ring designs to identify positive and negative aspects that you can avoid or interpret in your own solution (e.g. scale, composition, material selection, paper stock etc.)</li> <li>• take real life solutions that you may have seen in the news and use real people in campaign imagery, if appropriate (e.g. those left behind, survivors, etc.).</li> </ul> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

**Question 7** (continued)

- (c) Choose **one** material and/or technology that would be suitable for the production of your product. Justify the reasons for your choice. (4 marks)

Description	Marks
Comprehensive and clear justification of a suitable material and/or technology	4
Detailed justification of a suitable material and/or technology	3
Adequate justification of a suitable material and/or technology	2
Limited justification of a suitable material and/or technology	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
Answers could include: Candidates should choose a material or technology to produce their chosen product and link these reasons back to the brief in some way.	
Solutions are not exhaustive and candidate's responses should be considered.	

- (d) In the space below develop your idea through drawing to explore possible solutions for the campaign.  
Note: Do **not** draw a detailed completed design solution. (6 marks)

Description	Marks
Detailed and effective drawings to explore possible solutions of an idea	6
Effective and clear drawings to explore possible solutions of an idea	5
Appropriate drawings to explore possible solutions of an idea	4
Basic drawings to explore possible solutions of an idea	3
Limited drawing to explore possible solutions of an idea	2
Limited drawing with no development of an idea	1
No drawing done	0
<b>Total</b>	<b>6</b>
Answers could include: Drawings should show a progressive exploration and possible solutions of an idea with clear visual links to the chosen design task. The exemplars of the drawings should be on the clear communication of ideas rather than skilful illustration.	

**Question 8: Photography context****(14 marks)**

- (a) Describe the effectiveness of the photographer's use of colour and type to communicate to the audience. (4 marks)

Description	Marks
Comprehensive and relevant description of the effectiveness of the use of colour and type with respect to photography	4
Detailed description of the effectiveness of the use of colour and type with respect to photography	3
Adequate description of the effectiveness of the use of colour and type with respect to photography	2
Limited description of the effectiveness of the use of colour and type with respect to photography	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <ul style="list-style-type: none"> <li>choice of similar colour to use in background behind subject as the product. Colour is also a warm colour similar to the warm colour of the text. Flavour chosen based on colour</li> <li>choice of smooth textured backdrop to contrast with rough texture on type and similar to product</li> <li>desaturated pastel colours for choice of model's shirt and yet also creates a contrast to the rest of the image through the use of a cool green/blue colour</li> <li>colour block to emphasize text and increase legibility</li> <li>use layout principles to confine text to bottom third</li> <li>placement of hand to avoid covering of logo and to direct viewer's eyes to the text</li> <li>use of complimentary and contrasting colours</li> </ul> <p>Discussion should focus on those decisions that a photographer could make to enhance communication to the audience</p> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

- (b) Discuss the possible photographic production processes and methods used in the creation of this photograph. (4 marks)

Description	Marks
Comprehensive and relevant discussion of possible photographic production processes and methods	4
Detailed discussion of possible photographic production processes and methods	3
Adequate discussion possible photographic production processes and methods	2
Limited discussion possible photographic production processes and methods	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <ul style="list-style-type: none"> <li>use of warp, liquify, distortion, puppet warp tools in photo-editing software to distort the cheeks and eyes on the model</li> <li>use of burn and dodge tools to emphasis tonal differences in the distortion of face</li> <li>use of colour adjustments to closely match and harmonise with each other</li> <li>use of radial gradient fill on background colour</li> <li>front lighting used in studio to illuminate the face evenly</li> <li>smoothing of skin texture on hands</li> <li>retouching of skin tones with clone or heal tools</li> <li>selection process on contact sheet.</li> </ul> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

**Question 8** (continued)

- (c) As the assistant photographer on this project, you have been asked to use design strategies similar to those used in Figure 5 to design another photograph in the Steers Fast Food campaign. The new photograph is required to use the tagline of 'Live life, flame grilled' to advertise a new burger line while still retaining the style of the original photograph. (6 marks)

- (i) Sketch a solution below. (3 marks)

Description	Marks
An effective sketch that clearly addresses the brief	3
A basic sketch that adequately addresses the brief	2
Very limited sketch to address the brief	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers should include:	
<ul style="list-style-type: none"> <li>a sketch that has clear visual links between the altered brief and Figure 5</li> <li>must contain reference to tag line in sketches.</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	

- (ii) Add brief notes that explain how your solution works with the original photograph. (3 marks)

Description	Marks
Informative notes that explain how the solution works with the original photograph	3
Clear and simple notes that explain how the solution works with the original photograph	2
Few and/or basic notes that explain how the solution works with the original photograph	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers could include:	
Written notes that help explain the visual links between the altered brief and Figure 5.	
Solutions are not exhaustive and candidate's responses should be considered.	

**Question 9: Graphics context****(14 marks)**

- (a) Describe the effectiveness of the graphic designer's use of colour and type to communicate to the audience. (4 marks)

Description	Marks
Comprehensive and relevant description of the effectiveness of the use of colour and type with respect to graphic design	4
Detailed description of the effectiveness of the use of colour and type with respect to graphic design	3
Adequate description of the effectiveness of the use of colour and type with respect to graphic design	2
Limited description of the effectiveness of the use of colour and type with respect to graphic design	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <ul style="list-style-type: none"> <li>• primary colours give a corporate feel</li> <li>• flat, saturated colours give it high visual impact</li> <li>• use of same colour for text as in illustration</li> <li>• use of italics and a rounder font for the company name and main tag line creates meaning of speed and contrast for the name of the company</li> <li>• simple sans serif type to match simple flat shapes in illustration</li> <li>• use of texture to create tonal depth creates variety and creation of texture in poster colour palette keeps it unified</li> <li>• has the appearance of a vintage advertisement and plays on Bauhaus and modernist design principles. Vintage feel creates a sense of history or tradition (long standing company).</li> </ul> <p>Discussion should focus on those decisions that a graphic designer could make to enhance communication to the audience.</p> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

**Question 9** (continued)

- (b) Discuss the possible graphic design production processes and methods used in the development of this poster. (4 marks)

Description	Marks
Comprehensive and relevant discussion of possible graphic design production processes and methods	4
Detailed discussion possible graphic design production processes and methods	3
Adequate discussion possible graphic design production processes and methods	2
Limited discussion possible graphic design production processes and methods	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
Answers could include: <ul style="list-style-type: none"> <li>• application of grunge texture to create a sense of tonal depth</li> <li>• opacity change in the texture</li> <li>• use of a 5-colour palette where colours are repeated throughout to create unity</li> <li>• alteration of font for main tagline at top of poster to add interest with inner red line to balance use of red throughout</li> <li>• application of hierarchy in font size</li> <li>• application of symmetrical balance throughout except for contrasting asymmetric car to create link between parking and car concepts while flying</li> <li>• scanned images of car and plane imported for tracing with pen tool or live trace.</li> <li>• use of graphic design software e.g. illustrator, corel draw</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	

- (c) As the assistant graphic designer on this project, you have been asked to use design strategies similar to those used in Figure 6 to design a one-sided frequent flyers reward card for the Hertz campaign. The reward card is required to use the tagline of 'Fly Then Buy' to accompany the Hertz campaign while still retaining the style of the original poster. (6 marks)

- (i) Sketch a solution below. (3 marks)

Description	Marks
An effective sketch that clearly addresses the brief	3
A basic sketch that adequately addresses the brief	2
Limited sketch to address the brief	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers should include: <ul style="list-style-type: none"> <li>• a sketch that has clear visual links between the altered brief and Figure 6</li> <li>• must contain reference to tagline in sketches.</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	



- (ii) Add brief notes that explain how your solution works with the original poster.  
(3 marks)

<b>Description</b>	<b>Marks</b>
Informative notes that explain how the solution works with the original poster	3
Clear and simple notes that explain how the solution works with the original poster	2
Few and/or basic notes that explain how the solution works with the original poster.	1
Inappropriate/incorrect response.	0
<b>Total</b>	<b>3</b>
Answers should include: Written notes that help explain the visual links between the altered brief and Figure 6.	
Solutions are not exhaustive and candidate's responses should be considered.	

**Question 10: Technical graphics context****(14 marks)**

- (a) Describe the effectiveness of the technical designer's use of colour and type to communicate to the audience. (4 marks)

Description	Marks
Comprehensive and relevant description of the effectiveness of the use of colour and type with respect to technical graphics	4
Detailed description of the effectiveness of the use of colour and type with respect to technical graphics	3
Adequate description of the effectiveness of the use of colour and type with respect to technical graphics	2
Limited description of the effectiveness of the use of colour and type with respect to technical graphics	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <ul style="list-style-type: none"> <li>realistic/representative colour used for some surfaces such as glass and wood</li> <li>no apparent colour coding, e.g. wet areas are usually coloured blue and gathering/living areas are often coloured beige/warm colours</li> <li>inconsistent use of colour to represent furniture, cupboards, walls, e.g. purple used for more than one object, blue colour used for windows as well as wall colours, dark grey used for wall colours as well as cabinetry</li> <li>sans serif font used for labelling for clarity; business-like and simple to read in small quantities such as labels. Capitals used for labelling to highlight significant features which relates to the hierarchy employed in technical drawing.</li> </ul> <p>Discussion should focus on those codes and conventions used by technical graphic designers to enhance communication to the audience.</p> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

- (b) Discuss the possible technical graphics production processes and methods used in the development of this house design. (4 marks)

Description	Marks
Comprehensive and relevant discussion of possible technical graphics production processes and methods.	4
Detailed discussion possible technical graphics production processes and methods.	3
Adequate discussion possible technical graphics production processes and methods.	2
Limited discussion possible technical graphics production processes and methods.	1
Inappropriate/incorrect response.	0
<b>Total</b>	<b>4</b>
<p>Answers could include:</p> <ul style="list-style-type: none"> <li>use of alcohol markers such as Copics, to add colour to distinguish surfaces and to draw attention to specific materials and forms</li> <li>use of floor plan and rendered drawings to communicate details of the project</li> <li>use of photography to aid in visualisation of design</li> <li>use of 3D rendering in programs such as SketchUp, Autodesk Revit and other CAD software programs</li> <li>additional rendering in image editing software such as Photoshop and/or Illustrator.</li> </ul> <p>Solutions are not exhaustive and candidate's responses should be considered.</p>	

- (c) As the assistant technical graphics designer on this project, you have been asked to use design strategies similar to those used in Figure 7 to design a front elevation for the house illustrated. The front elevation is required to use the name of the house design 'Forest Retreat' as the inspiration for its design while still considering the structural components of the building. (6 marks)

- (i) Sketch a solution below. (3 marks)

Description	Marks
An effective sketch that clearly addresses the brief	3
A basic sketch that adequately addresses the brief	2
Limited sketch to address the brief	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers could include: A sketch that has clear visual links to the theme 'Forest Retreat' and to the layout detailed in Figure 7.	
Solutions are not exhaustive and candidate's responses should be considered.	

- (ii) Add brief notes that explain how your solution works with the original house design. (3 marks)

Description	Marks
Informative notes that explain how the solution works with the original house design	3
Clear and simple notes that explain how the solution works with the original house design	2
Few and/or basic notes that explain how the solution works with the original house design	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers should include: Written notes should explain the visual links to the theme 'Forest Retreat' and the layout detailed in Figure 7.	
Solutions are not exhaustive and candidate's responses should be considered.	

**Question 11: Dimensional design context****(14 marks)**

- (a) Describe the effectiveness of the dimensional designer's use of colour and type to communicate to the audience. (4 marks)

Description	Marks
Comprehensive and relevant description of the effectiveness of the use of colour and type with respect to dimensional design	4
Detailed description of the effectiveness of the use of colour and type with respect to dimensional design	3
Adequate description of the effectiveness of the use of colour and type with respect to dimensional design	2
Limited description of the effectiveness of the use of colour and type with respect to dimensional design	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
Answers could include: <ul style="list-style-type: none"> <li>• similar colours and colour order in name as in toy</li> <li>• playful and incorrect usage of capitals</li> <li>• bright, saturated colours to appeal to children in toy and name/font</li> </ul> Discussion should focus on those decisions that a dimensional designer could make to enhance communication to the audience.	
Solutions are not exhaustive and candidate's responses should be considered.	

- (b) Discuss the possible dimensional design production processes and methods used in the development of this product. (4 marks)

Description	Marks
Comprehensive and relevant discussion of possible dimensional production processes and methods	4
Detailed discussion possible dimensional production processes and methods	3
Adequate discussion possible dimensional production processes and methods	2
Limited discussion possible dimensional production processes and methods	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>4</b>
Answers could include: <ul style="list-style-type: none"> <li>• using a maquette/clay model/vacuum forming/3D printing or mould making and casting</li> <li>• experimentation of safe finishes or materials</li> <li>• experimentation of high gloss finishes that are non-toxic</li> <li>• use of 3D modelling software programs such as Photoshop, SketchUp, Autocad, Solidworks, etc.</li> </ul> Solutions are not exhaustive and candidate's responses should be considered.	

- (c) As the assistant dimensional designer on this project, you have been asked to use design strategies similar to those used in Figure 8 to design a toy truck as part of the Stacker interactive toy range. The new toy truck is required to have the stackable layers of the original toy car.

- (i) Sketch a solution below. (3 marks)

Description	Marks
An effective sketch that clearly addresses the brief	3
A basic sketch that adequately addresses the brief	2
Limited sketch to address the brief	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers should include:	
<ul style="list-style-type: none"> <li>A sketch that has clear visual links between the altered brief and Figure 8.</li> </ul>	
Solutions are not exhaustive and candidate's responses should be considered.	

- (ii) Add brief notes that explain how your solution works with the original product. (3 marks)

Description	Marks
Informative notes that explain how the solution works with the original product	3
Clear and simple notes that explain how the solution works with the original product	2
Few and/or basic notes that explain how the solution works with the original product	1
Inappropriate/incorrect response	0
<b>Total</b>	<b>3</b>
Answers should include:	
Written notes that help explain the visual links between the altered brief and Figure 8.	
Solutions are not exhaustive and candidate's responses should be considered.	

## ACKNOWLEDGEMENTS

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