



DESIGN

ATAR course examination 2018

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% (35 Marks)

Question 1

(10 marks)

- (a) Identify a dominant design element and a dominant design principle evident in Figure 1. (2 marks)

Description	Marks
Both a dominant element and dominant principle identified	2
Either a dominant element or dominant principle identified	1
Inappropriate/incorrect response	0
Total	2
Answers could include: Dominant design elements of Figure 1: shape, 3D form, space, type Dominant design principles of Figure 1: figure/field or figure-ground, visual hierarchy, proportion, contrast, alignment Solutions are not exhaustive.	

- (b) Explain how the design element and design principle you identified in part (a) have been used effectively in Figure 1. (4 marks)

Description	Marks
Insightful explanation of how the element and principle were effective	4
Detailed explanation of how the element and principle were effective	3
Adequate explanation of how the element and/or principle were effective	2
Limited explanation of how the element and/or principle were effective	1
Inappropriate/incorrect response	0
Total	4
Answers could include: <ul style="list-style-type: none"> • Shape has been used effectively through the silhouette of a seated man being cut out from the printed cardboard. This creates a figure-ground effect, as the man appears to appear in front of the relatively plain background, even though he is actually cut out from the card. The proportion of the human shape in relation to the folded bench seat enhances the illusion of the man sitting down, as one would do at the theatre (which the postcard is promoting). • 3D form has been used effectively here as the folded card includes vertical slits, which allow a bench seat to be formed when manipulated correctly. The shape of a seated man has been cut out of the card, and when folded, appears to be sitting on the protruding bench. This creates visual hierarchy as this 3D element is most dominant. • Space has been used here with the negative space being cut out of the card to create a shape of a figure. This strong negative space is in contrast to the natural brown card, allowing the figure to stand out and engage the audience. • Type has been used effectively as it is a simple, conservative, serif font and clearly communicates the purpose of the postcard. The type has created visual hierarchy within the image allowing the viewer to read the heading first, connect this to the image and then read further from the smaller type to help understand the message. Alignment has been used with the type being set in three equal, evenly spaced columns at the bottom of the postcard. This serif type style and traditional alignment suits the intended audience of wealthy theatre goers who are likely to be older and more conservative in their tastes. Solutions are not exhaustive.	

Question 1 (continued)

- (c) Describe how the designer of Figure 1 has used semiotics to appeal to the intended audience. (4 marks)

Description	Marks
Insightful description of how semiotics was used to appeal to the intended audience	4
Detailed description of how semiotics was used to appeal to the intended audience	3
Adequate description of how semiotics was used	2
Limited description of how semiotics was used	1
Inappropriate/incorrect response	0
Total	4
<p>Answers could include:</p> <p>Index: The thin straight line leading from the text ‘Your name here’ to the folded element (bench seat) connects the two elements and reinforces the advertised message that people can name a seat in the theatre. The message is personal and visually supported by the image of the cut out figure. This figure represents the intended audience, as reinforced by the use of ‘Your name...’</p> <p>Icon: Cut out shape, the negative space in the shape of a person, represents the intended audience of this card and connects them directly to the message being communicated. By imagining themselves in place of this negative space, the intended audience is more likely to act on the request to donate.</p> <p>Denotation: the written type literally communicates meaning to the audience through the printed words describing the purpose of the postcard. Specifically the heading ‘Be seen at the Almeida (even when you’re not there)’ which references the icon of the figure cut out from the card, symbolic of being absent from an event. This may even trigger a FOMO (fear of missing out) response in the audience who would then be more likely to act on the request to donate.</p> <p>Notes:</p> <p>Semiotics is the study of symbols, signs and images and how they are used to create meaning. As designers, we manipulate visual elements in order to prompt a response, while the semiotics we use can help our designs to influence, connect or communicate with an audience.</p> <p>Sign, signifier and signified:</p> <p>Sign: something that communicates meaning. The sign is the whole that results from the combination of the signifier and signified.</p> <p>Signifier: the form that the sign takes. Any material thing that signifies meaning: words on a page, a facial expression or object (code).</p> <p>Signified: the concept that the signifier communicates (convention).</p> <p>Solutions are not exhaustive.</p>	

Question 2

(4 marks)

Analyse how colour and type have been used to construct meaning in Figure 2.

Description	Marks
Insightful analysis of how colour and type have been used to construct meaning	4
Detailed analysis of how colour and type have been used to construct meaning	3
Adequate analysis of how colour and/or type have been used	2
Limited analysis of how colour and/or type have been used	1
Inappropriate/incorrect response	0
Total	4
<p>Answers could include:</p> <p>Colour</p> <ul style="list-style-type: none"> a monochromatic use of various greens dominate this image. The pops of white type and flare effects, paired with the black circle shape, contrast with the green tones. They also draw attention to and connect meaning to the brand name 'eclipse' the use of green which is often associated with freshness, communicates to the audience that this is the effect that the mints will have on your breath the green tones also relate the mint plant, from which the original flavour derives white also promotes the concept of freshness as it often connotes purity and cleanliness. <p>Type:</p> <ul style="list-style-type: none"> the lower case 'eclipse' serif typeface has been embossed. The use of a green stroke and a darker drop shadow also lifts the text in the design (contrast). The embossing also mirrors the rounded 3D form of the mints 'mints' is in a plain serif typeface, which is bold. It also features a dark stroke outlining the text 'Say' and 'To Fresh' are in a capitalised sans serif typeface. The colour and type choice of this text ensure legibility (white on green background) the lower case 'hello' is in a display script. The 'o' features a very small swash. The cursive nature of this type works well with the text; a greeting. It is an informal typeface which keeps the greeting casual (also assisted by the speech bubble). If this text was in a formal script or a heavy weight serif typeface, it may look too posh or too aggressive, which may not appeal to the intended audience. <p>Solutions are not exhaustive.</p>	

Question 3

(8 marks)

- (a) Evaluate which stage of the design process is most important to developing original design solutions. (4 marks)

Description	Marks
Comprehensive evaluation of a stage of a design process with reference to developing original design solutions	4
Detailed evaluation of a stage of a design process with reference to developing original design solutions	3
Adequate evaluation of a stage of a design process with reference to developing original design solutions	2
Limited evaluation of a stage of a design process	1
Inappropriate/incorrect response	0
Total	4
<p>A design process could include variations of the following stages:</p> <ul style="list-style-type: none"> • Analysis of the design brief: As interpreted by the designer in consultation with the client. <i>Originality:</i> identifying themes and/or imagery relevant to the client and/or design brief can be used to stimulate original ideas. • Research and investigation: May include intended audience surveys and background research on the client, analysis of similar/competing designs. <i>Originality:</i> understanding the needs of the intended audience and identifying themes and/or imagery. Can be used to stimulate original ideas. • Brainstorming and ideation methods: Producing a large quantity of ideas to work from and refine. <i>Originality:</i> ideas are derived from own thoughts and connections, rather than copying existing imagery. • Visualisation of concepts: Refining the best ideas and drawing/sketching multiple/various design solutions with annotations. <i>Originality:</i> multiple ideas are sketched and expanded from own brainstorming, rather than copying others. Provides multiple options for feedback. • Application of inquiry processes: Used to consolidate meaning including application of creative thinking techniques, exploration/experimentation with design elements and principles, exploration/experimentation with skills, techniques, materials and technologies and audience research. <i>Originality:</i> through experimentation with materials/skills, new and original experiences or ideas can be formed. • Reflective practice: Critically analysing possible design solutions in reference to the design brief, in consultation with the client and/or intended audience. May include surveys or questioning with feedback. <i>Originality:</i> through regular communication with the client/reference to the design brief ideas clearly evolve and become refined, producing original solutions. • Refinement of solution: Adjusting and altering the design solution/s in response to reflective practice responses. <i>Originality:</i> by responding to feedback, ideas clearly evolve and become refined, producing original solutions. • Planning and production: Exploration of relevant production methods and techniques as well as material selections. Sustainability, costing, Occupational Safety and Health and alternative materials may also be explored. <i>Originality:</i> through experimentation with materials/techniques, innovative and original solutions or ideas can be formed. 	

Question 3(a) (continued)

<ul style="list-style-type: none"> Final presentation of resolution in 2D or 3D formats: Applying codes and conventions of design to present solution/s for production. <i>Originality:</i> design solutions need to be presented in various forms to be produced professionally. Complex understanding of own design is needed to create successful outcomes. Evaluation of the solution/s: Critically analysing design solutions in reference to the design brief, the client and/or intended audience. Discussions should include the application and selection of elements and principles of design as well as provide justification for design decisions made. <i>Originality:</i> being able to justify all decisions made and communicate its effectiveness in relation to the design brief requires originality.
Solutions are not exhaustive.

- (b) Consider how you could improve your application of the design process when developing design solutions. (4 marks)

Description	Marks
Comprehensive reflection on their application of a design process with suggestion/s for improvement	4
Detailed reflection on their application of a design process with suggestion/s for improvement	3
Adequate reflection on their application of a design process and/or suggestion/s for improvement	2
Limited reflection on their application of a design process and/or suggestion/s for improvement	1
Inappropriate/incorrect response	0
Total	4
<p>Answers could include:</p> <ul style="list-style-type: none"> 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. These steps/activities could have been conducted to achieve more varied results, devise a more original solution or improve the quality any of the techniques for the application of design process: visual research, idea generation techniques, synectics, mind maps, brainstorming. These steps/activities could have been conducted to achieve more varied results, devise a more original solution or improve the quality seeking more feedback, referring to the design brief in more detail, better use of time management candidates need to reflect on what part/stage of the design process they could improve and how they could have done things differently to get a better result. <p>Notes: A design process is a systematic series of stages in the planning, development and production of designs in response to a brief.</p>	
Solutions are not exhaustive.	

Question 4

(7 marks)

- (a) Describe **one** production process you have applied to a design solution. (3 marks)

Description	Marks
Detailed description of an applied production process with reference to design solution	3
Adequate description of an applied production process with reference to design solution	2
Limited description of a production process and/or design solution	1
Inappropriate/incorrect response	0
Total	3
<p>Answers could include:</p> <p>Photography: print or digital production processes such as selection of photography technique requiring solutions and/or lens selection, software techniques/choices, paper type, inks, colour choice CYMK/Pantone, conventions/sizing of final product.</p> <p>Graphic: hand drawn or digital production processes, software techniques/choices, paper type, inks, colour choice CYMK/Pantone, conventions/sizing of final product.</p> <p>Dimensional: material samples and prototyping, software techniques/choices, conventions/sizing of final product.</p> <p>Technical: site analysis, material samples and prototyping, software techniques/choices, conventions/sizing of final product.</p> <p>Solutions are not exhaustive.</p>	

Question 4 (continued)

- (b) Justify how planning for environmental impact or sustainable practices could influence the production of your designs. (4 marks)

Description	Marks
Insightful justification of how planning for environmental impact or sustainable practices could influence the production	4
Detailed justification of how planning for environmental impact or sustainable practices could influence the production	3
Adequate explanation of how planning for environmental impact or sustainable practices could influence the production	2
Limited description of planning for environmental impact or sustainable practices	1
Inappropriate/incorrect response	0
Total	4
<p>Answers could include:</p> <ul style="list-style-type: none"> the lifespan of a product the reduction in waste and amount going to landfill: adhesives, bindings, and foils used in printing and packaging can render the final product unrecyclable, virtually guaranteeing that it will end up in a landfill use of sustainably sourced materials, timbers or fabrics to reduce environmental impact designing with site in mind, e.g. north facing glazing/eaves on west facing windows specifying use of solar power/green design principles selection of products and process which reduce the harmful effects on the environment a product or process which is more cost effective the product may appeal to a wider audience because of environment trends 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 if a recycled product can be used or if the quality of this product is compromised the cost of using sustainable materials or processes – product may be more expensive efficiency with materials materials should be environmentally friendly i.e. use printing inks that are vegetable or soy based many white papers are bleached via a chlorination process that releases dangerous chemicals and pollutants into the water the printing industry is the single largest air polluter and the third-largest consumer of fossil fuels in the world after automobiles and steel manufacturing many of the solvents, shellacs, driers, and other solutions employed in producing film printing plates, and cleaning the presses are toxic pollutants that can cause chronic health problems use of PDF to get client approval, send PDF file direct to local printer, use of biodegradable inks and substrates, higher quality/lower number printing amounts another solution might be to eschew printing in favour of online marketing, therefore cutting paper out altogether and not relying on printed marketing campaigns for support and publicity. 	
Solutions are not exhaustive.	

Question 5

(6 marks)

Identify and explain **one** benefit and **one** constraint of using a future trend during the production process.

Description	Marks
One benefit and one constraint x 3 marks each	
Detailed explanation identifying one benefit/constraint of using a future trend in the production process	3
Adequate explanation identifying one benefit/constraint of using a future trend in the production process	2
Limited explanation of using a future trend in production processes	1
Inappropriate/incorrect response	0
Subtotal	3
Total	6
<p>For benefits, answers could include:</p> <ul style="list-style-type: none"> the development and creation of new products and production processes through VR, 3D printing, drone photography, use of digital technology/platforms, innovation in new materials to surprise and engage the audience reinvention and/or reuse of recycled materials in new ways to benefit the environment and reduce waste printing materials: metal or mirror prints to appeal to a different/specific audience, stand out from competitors/other brands <div style="border: 1px dashed gray; padding: 10px; text-align: center; margin: 10px 0;"> <p>For copyright reasons this text cannot be reproduced in the online version of this document.</p> </div> <ul style="list-style-type: none"> Virtual Reality software or iPhone's ability be an interactive tool in capturing and viewing 360 degree panoramic images, allows the audience to explore a location/space image trends such as shallow foregrounds/selective focus and editing trends like the double exposure, texture screens, water colour filters and moving colour channels (Harris shutter effect) will continue to come and go. Staying up to date and continuing to evolve and experiment with different techniques an important aspect of engaging and audience and remaining relevant as a photographer aerial and drone photography have provided viewers with new perspectives and what once was an expensive endeavour has now become a relatively available technology reflects contemporary design/fashion/lifestyle trends for example: 2018 trends: Geometrics, gradients, metallics, natural/rustic, vintage/up-cycling, 'handmade' (Wabi Sabi) to appeal to a modern, young, savvy audience may increase production ability, capacity, speed, efficiency, accuracy, sustainability, life cycle. <p>For constraints, answers could include:</p> <ul style="list-style-type: none"> higher costs in establishing start-ups/developing new production processes more development needed regarding training and application of new technologies in production compromise on product aesthetic – finish or quality quality of products may be compromised less sustainable more waste recreated increased opportunity for copyright infringement limited lifecycle if too fashion trend based must refer to a specific trend in their response. <p>Solutions are not exhaustive.</p>	

Section Two: Extended response

70% (53 Marks)

Question 6

(13 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
Outline of a design brief	1
Outline of a design solution	1
Inappropriate/incorrect response	0
Total	2
Answers could include: The candidate should be able to outline clearly a specific design brief they have worked on. This information is also to assist the marker in marking the remainder of this question.	
Solutions are not exhaustive.	

- (b) Describe how you addressed a potential Occupational Safety and Health issue in the creation of your design solution. (3 marks)

Description	Marks
Detailed description of a relevant OSH issue and its management	3
Adequate description of a relevant OSH issue and its management	2
Limited description of an OSH issue	1
Inappropriate/incorrect response	0
Total	3
Answers could include: <ul style="list-style-type: none"> • Photography – lighting, cords, equipment, carrying equipment, location requirements. Manage with safe handling, taping cords or removing trip hazards, site visits and adequate planning • Graphic – ergonomic issues working at computer, cords, printers. Manage with safe working environment, desk/chair/screen height, adequate lighting and storing materials safely • Dimensional – materials, cutting tools. Manage through use of protective gear (PPE), safe handling and training, adequate signage, maintaining a clean workspace and storing materials safely • Technical – materials, site specific issues, ergonomic computer issues. Manage through use of protective gear, safe handling and training, adequate signage, maintaining a clean workspace and storing materials safely. 	
Solutions are not exhaustive.	

Question 6 (continued)

- (c) Justify your selection of **two** specific materials and/or technologies for the production of your design. (8 marks)

Description	Marks
Two materials and/or technologies x 4 marks each	
Insightful justification of material and/or technology selection for the production of the design	4
Detailed justification of material and/or technology selection for the production of the design	3
Adequate explanation of material and/or technology selection for the production of the design	2
Limited description of material and/or technology selection	1
Inappropriate/incorrect response	0
Subtotal	4
Total	8
Answers could include: <ul style="list-style-type: none"> • lighting/studio setup, manipulation of camera settings to create desired effect • software and associated tools to create desired aesthetic • paper stock/finish, ink type, printing/binding details • construction materials, technologies for construction • justifications: sustainability, cost, brand relevance, intended audience appeal, survey/market research results, contemporary/modern/futuristic/on trend. 	
Solutions are not exhaustive.	

Question 7

(16 marks)

- (a) Identify an intended audience for Figure 3 and describe how shock tactics, humour, metaphor and/or emotion have been used to engage that audience. (5 marks)

Description	Marks
Comprehensive and insightful description of how the designer has used shock tactics, humour, metaphor and/or emotion to engage the identified intended audience	5
Detailed and relevant description of how the designer has used shock tactics, humour, metaphor and/or emotion to engage the identified intended audience	4
Adequate and clear description of how the designer has used shock tactics, humour, metaphor and/or emotion to engage the identified intended audience	3
Partial and brief description of how the designer has used shock tactics, humour, metaphor and/or emotion	2
Limited and simple description of shock tactics, humour, metaphor and/or emotion and/or audience	1
Inappropriate/incorrect response	0
Total	5
<p>Answers could include:</p> <p>The intended audience of this poster could be identified as ALL Australians, as stated in the top heading '<i>Fellow Countrymen</i>'. Alternatively, as the people pictured in the poster only represent one demographic of Australians – Caucasian or 'White' people this intended audience may actually be much narrower. This 'nuclear family' could eliminate others from relating to this poster if they do not identify as being from a white, heterosexual family group.</p> <ul style="list-style-type: none"> emotion: emotive imagery is used to provoke an emotional response in order to communicate a more powerful message. The imagery and language used is intended to draw on our sense of patriotism. The words '<i>Fellow Countrymen</i>' groups viewers as a collective and then proceeds with the call to action/command – '<i>Storm the beaches</i>'. While the family pictured are all facing away from us and towards the beach, the father figure points towards the ocean, leading his family. The facial expressions/body language and included objects (water pistol, totem tennis game, bucket/spade and umbrella) indicate that the family is going to have a fun-filled day at the beach. This is designed to emotionally connect the audience by conjuring up happy memories of past beach holidays, enticing them to recreate this scene on Australia Day. The use of pastel blue and yellow tones also supports this sense of calm, while the vintage illustrative style connects to history and the past. The pops of bright green and golden yellow of the man's shirt/grass and woman's hair/tennis ball reference Australia's national colours of 'green and gold'. This further prompts the audience's emotional link to Australian sport/patriotism. metaphor: relies on the combination of often-unrelated images to communicate message and meaning. '<i>Storm the beaches</i>' was a phrase used to describe the invasion of the enemy's shores, this coupled with a vintage illustrative style seen on historic posters, relates to war propaganda. Our beaches are very busy on Australia Day, and competing for a prime spot could be seen as going to war. The items carried by the family could be seen as a metaphor for weaponry as they embark on the battle to claim their stake of beach – the water pistol, baton-like tennis pole and umbrella. While the family pictured are all facing away from us and towards the beach, the father figure (or battalion leader) points towards their target: the sandy shore. This pointed finger may also reference the Uncle Sam 'I Want You' army recruitment poster. <p>Solutions are not exhaustive.</p>	

Question 7 (continued)

- (b) In the template below use visual codes to design an Australia Day T-shirt that promotes a culturally-inclusive celebration, acknowledging Indigenous culture and Australia's diversity. (5 marks)

Description	Marks
Effective and unique design that successfully addresses the brief	5
Detailed and clear design that addresses the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	5
<p>Answers could include:</p> <ul style="list-style-type: none"> • imagery or language that references a culturally-inclusive celebration, acknowledging Indigenous culture and Australia's diversity • the use of different flags, people of different nationalities, imagery of a shared celebration, fireworks • annotations of the design to clarify the concept or features • design concept may feature changing the date of Australia Day – i.e. the 'One Day in Fremantle' celebration • possible Indigenous themes in the design – colour or symbols • consideration of the 3D aspect of the T-shirt – design crossing all surrounds. <p>Solutions are not exhaustive.</p>	

- (c) Discuss how your T-shirt design could reinforce and/or challenge representations and values in Australian society. (6 marks)

Description	Marks
Comprehensive and insightful discussion of how the design reinforces and/or challenges representations and values in Australian society	6
Detailed and relevant discussion of how the design reinforces and/or challenges representations and values in Australian society	5
Clear and valid discussion of how the design reinforces and/or challenges representations and values in Australian society	4
Adequate explanation of how the design reinforces and/or challenges representations and values in Australian society	3
Superficial description of how the design reinforces or challenges representations or values in Australian society	2
Limited description of the design	1
Inappropriate/incorrect response	0
Total	6
<p>Answers could include:</p> <p>Reinforce</p> <ul style="list-style-type: none"> shifting values around 'Australia Day' – the aspects of the T-shirt design relating to Indigenous culture focus reinforces this (students reference aspects of design) Australia is not a country which contains just one nationality – we are culturally diverse (students reference aspects of design which represent this diversity). <p>Challenge</p> <ul style="list-style-type: none"> Aboriginal people may find this very challenging as many call Australia Day – Invasion or Survival Day. Some people may consider having a focus on Indigenous culture in a T-shirt promoting Australia Day to be offensive to Indigenous people (students reference aspects of design) some people may consider the Indigenous/diversity focus of the T-shirt to be too politically correct. <p>Solutions are not exhaustive.</p>	

Section Two: Extended response: Context specific

Question 8: Photography

(24 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 creative ideas relevant to the design brief	5
Clear mind map exploring creative ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Superficial mind map exploring few ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
Total	6
<p>Notes:</p> <div style="border: 1px dashed gray; padding: 10px; text-align: center; margin: 10px auto; width: fit-content;"> <p>For copyright reasons this text cannot be reproduced in the online version of this document.</p> </div> <p>Detailed and top quality mind maps should explore ideas in at least three levels:</p> <ul style="list-style-type: none"> • Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome • 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 • 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. <p>Solutions are not exhaustive.</p>	

- (b) In the space below, sketch **two** possible concepts for the cover design. Note: Do **not** draw a detailed resolved design solution. (6 marks)

Description	Marks
Two concept sketches x 3 marks each	
Unique and clear sketch exploring a possible solution to the brief	3
Effective sketch exploring a possible solution to the brief	2
Limited sketch exploring an idea	1
Inappropriate/incorrect response	0
Subtotal	3
Total	6
<p>Answers should include: Drawings that show a varied exploration and possible solutions of an idea with clear visual links to design brief.</p> <p>The exemplars of the drawings should be on the clear communication of ideas rather than skillful illustration. These may be supported by annotations.</p> <p>Solutions are not exhaustive.</p>	

- (c) In the space below, draw and annotate a detailed design solution to the brief. (6 marks)

Description	Marks
Sophisticated and unique annotated design that successfully addresses all aspects of the brief	6
Considered and effective annotated design that successfully addresses most aspects of the brief	5
Detailed and clear annotated design that addresses most aspects of the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	6
Answers should include: Drawings and annotations should present a resolved solution with clear visual links to design brief. The design should incorporate the following Bauhaus design principles: <ul style="list-style-type: none"> • form follows function • unity of shape • balanced application of primary colours • creative application of sans-serif type. Solutions are not exhaustive.	

- (d) Evaluate how your design solution responds successfully to all aspects of the design brief listed on page 18. (6 marks)

Description	Marks
Comprehensive and insightful evaluation of how the design solution responds to the design brief	6
Detailed and thorough evaluation of how the design solution responds to the design brief	5
Clear and concise evaluation of how the design solution responds to the design brief	4
Adequate evaluation of how the design solution responds to the design brief	3
Superficial evaluation of how the design solution responds to the design brief	2
Limited evaluation of the design	1
Inappropriate/incorrect response	0
Total	6
Answers could include: Clear, succinct and accurate evaluation of design decisions made. Discussions should provide evidence from the resolved design outlining how they have responded to the design brief. Relevant and accurate understanding of design terminology should be evident. Solutions are not exhaustive.	

Question 9: Graphic design

(24 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 creative ideas relevant to the design brief	5
Clear mind map exploring creative ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Superficial mind map exploring few ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
Total	6
Notes:	
<div style="border: 1px dashed gray; padding: 10px; margin: 10px auto; width: fit-content;"> For copyright reasons this text cannot be reproduced in the online version of this document. </div>	
Detailed and top quality mind maps should explore ideas in at least three levels: <ul style="list-style-type: none"> • Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome • 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 • 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. 	
Solutions are not exhaustive.	

- (b) In the space below, sketch **two** possible concepts for the banner design. Note: Do **not** draw a detailed resolved design solution. (6 marks)

Description	Marks
Two concept sketches x 3 marks each	
Unique and clear sketch exploring a possible solution to the brief	3
Effective sketch exploring a possible solution to the brief	2
Limited sketch exploring an idea	1
Inappropriate/incorrect response	0
Subtotal	3
Total	6
Answers should include: Drawings that show a varied exploration and possible solutions of an idea with clear visual links to design brief. The exemplars of the drawings should be on the clear communication of ideas rather than skillful illustration.	
Solutions are not exhaustive.	

- (c) In the space below, draw and annotate a detailed design solution to the brief. (6 marks)

Description	Marks
Sophisticated and unique annotated design that successfully addresses all aspects of the brief	6
Considered and effective annotated design that successfully addresses most aspects of the brief	5
Detailed and clear annotated design that addresses most aspects of the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	6
Answers should include: Drawings and annotations should present a resolved solution with clear visual links to design brief. The design should incorporate the following Bauhaus design principles: <ul style="list-style-type: none"> • form follows function • unity of shape • balanced application of primary colours • creative application of sans-serif type. Solutions are not exhaustive.	

- (d) Evaluate how your design solution responds successfully to all aspects of the design brief listed on page 22. (6 marks)

Description	Marks
Comprehensive and insightful evaluation of how the design solution responds to the design brief	6
Detailed and thorough evaluation of how the design solution responds to the design brief	5
Clear and concise evaluation of how the design solution responds to the design brief	4
Adequate evaluation of how the design solution responds to the design brief	3
Superficial evaluation of how the design solution responds to the design brief	2
Limited evaluation of the design	1
Inappropriate/incorrect response	0
Total	6
Answers could include: Clear, succinct and accurate evaluation of design decisions made. Discussions should provide evidence from the resolved design outlining how they have responded to the design brief. Relevant and accurate understanding of design terminology should be evident. Solutions are not exhaustive.	

Question 10: Dimensional design

(24 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 creative ideas relevant to the design brief	5
Clear mind map exploring creative ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Superficial mind map exploring few ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
Total	6
<p>Notes:</p> <div style="border: 1px dashed gray; padding: 10px; text-align: center; margin: 10px auto; width: fit-content;"> For copyright reasons this text cannot be reproduced in the online version of this document. </div> <p>Detailed and top quality mind maps should explore ideas in at least three levels:</p> <ul style="list-style-type: none"> • Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome • 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 • 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. <p>Solutions are not exhaustive.</p>	

- (b) In the space below, sketch **two** possible concepts for the vase design. Note: Do **not** draw a detailed resolved design solution. (6 marks)

Description	Marks
Two concept sketches x 3 marks each	
Unique and clear sketch exploring a possible solution to the brief	3
Effective sketch exploring a possible solution to the brief	2
Limited sketch exploring an idea	1
Inappropriate/incorrect response	0
Subtotal	3
Total	6
<p>Answers should include: Drawings that show a varied exploration and possible solutions of an idea with clear visual links to design brief. The exemplars of the drawings should be on the clear communication of ideas rather than skillful illustration. Solutions are not exhaustive.</p>	

- (c) In the space below, draw and annotate a detailed design solution to the brief. (6 marks)

Description	Marks
Sophisticated and unique annotated design that successfully addresses all aspects of the brief	6
Considered and effective annotated design that successfully addresses most aspects of the brief	5
Detailed and clear annotated design that addresses most aspects of the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	6
<p>Answers should include: Drawings and annotations should present a resolved solution with clear visual links to design brief. The design should incorporate the following Bauhaus design principles:</p> <ul style="list-style-type: none"> • form follows function • unity of shape • balanced application of primary colours • creative application of sans-serif type. <p>Solutions are not exhaustive.</p>	

- (d) Evaluate how your design solution responds successfully to all aspects of the design brief listed on page 26. (6 marks)

Description	Marks
Comprehensive and insightful evaluation of how the design solution responds to the design brief	6
Detailed and thorough evaluation of how the design solution responds to the design brief	5
Clear and concise evaluation of how the design solution responds to the design brief	4
Adequate evaluation of how the design solution responds to the design brief	3
Superficial evaluation of how the design solution responds to the design brief	2
Limited evaluation of the design	1
Inappropriate/incorrect response	0
Total	6
<p>Answers could include: Clear, succinct and accurate evaluation of design decisions made. Discussions should provide evidence from the resolved design outlining how they have responded to the design brief. Relevant and accurate understanding of design terminology should be evident.</p> <p>Solutions are not exhaustive.</p>	

Question 11: Technical graphics

(24 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 creative ideas relevant to the design brief	5
Clear mind map exploring creative ideas relevant to the design brief	4
Adequate mind map exploring ideas relevant to the design brief	3
Superficial mind map exploring few ideas relevant to the design brief	2
Limited list of ideas making simple connections to the design brief	1
Inappropriate/incorrect response	0
Total	6
<p>Notes:</p> <div style="border: 1px dashed gray; padding: 10px; text-align: center; margin: 10px auto; width: 80%;"> For copyright reasons this text cannot be reproduced in the online version of this document. </div> <p>Detailed and top quality mind maps should explore ideas in at least three levels:</p> <ul style="list-style-type: none"> • Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality, even strange ideas are welcome • 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 • 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. <p>Solutions are not exhaustive.</p>	

- (b) In the space below, sketch **two** possible concepts for the chair design. Note: Do **not** draw a detailed resolved design solution. (6 marks)

Description	Marks
Two concept sketches x 3 marks each	
Unique and clear sketch exploring a possible solution to the brief	3
Effective sketch exploring a possible solution to the brief	2
Limited sketch exploring an idea	1
Inappropriate/incorrect response	0
Subtotal	3
Total	6
<p>Answers should include: Drawings that show a varied exploration and possible solutions of an idea with clear visual links to design brief. The exemplars of the drawings should be on the clear communication of ideas rather than skillful illustration. Solutions are not exhaustive.</p>	

- (c) In the space below, draw and annotate a detailed design solution to the brief. (6 marks)

Description	Marks
Sophisticated and unique annotated design that successfully addresses all aspects of the brief	6
Considered and effective annotated design that successfully addresses most aspects of the brief	5
Detailed and clear annotated design that addresses most aspects of the brief	4
Appropriate design that relates to the brief	3
Simple design that partially relates to the brief	2
Limited design	1
Inappropriate/incorrect response	0
Total	6
Answers should include: Drawings and annotations should present a resolved solution with clear visual links to design brief. The design should incorporate the following Bauhaus design principles: <ul style="list-style-type: none"> • form follows function • unity of shape • balanced application of primary colours • creative application of sans-serif type. Solutions are not exhaustive.	

- (d) Evaluate how your design solution responds successfully to all aspects of the design brief listed on page 30. (6 marks)

Description	Marks
Comprehensive and insightful evaluation of how the design solution responds to the design brief	6
Detailed and thorough evaluation of how the design solution responds to the design brief	5
Clear and concise evaluation of how the design solution responds to the design brief	4
Adequate evaluation of how the design solution responds to the design brief	3
Superficial evaluation of how the design solution responds to the design brief	2
Limited evaluation of the design	1
Inappropriate/incorrect response	0
Total	6
Answers could include: Clear, succinct and accurate evaluation of design decisions made. Discussions should provide evidence from the resolved design outlining how they have responded to the design brief. Relevant and accurate understanding of design terminology should be evident. Solutions are not exhaustive.	

ACKNOWLEDGEMENTS

- Question 4(b)** Text under 'Answers could include' (2nd, 14th, 16th & 18th dot points) adapted from: Cook, W. (2007, July 31). *A nonprofit's guide to green printing* [Web log post]. Retrieved September, 2018, from <https://gaiagraphics.com/a-nonprofits-guide-to-green-printing/>
Used under Creative Commons Attribution-NonCommercial-NoDerivs 2.5 License.
- Text under 'Answers could include' (15th dot point) adapted from: Hart, T., Capps, A. D., & Bauer, M. (2010). *Nonprofit guide to going green*. Hoboken, NJ: John Wiley & Sons, p. 184.
- Text under 'Answers could include' (12th–17th dot points) from: John Curtin College of the Arts. (n.d.). *Sustainable practices* [Web log post]. Retrieved September, 2018, from <https://12atardesign.edublogs.org/design-in-society/commercial-considerations/sustainable-practices/>
- Question 5** Text under 'For benefits, answers could include' (4th dot point) sentence 1 from: Shutterstock. (2017, February 21). *Future of imagery: Predictions from young up-and-coming photographers* [Web log post]. Retrieved September, 2018, from <https://www.shutterstock.com/blog/photography-trends-emerging-photographers>
- Question 8(a), 9(a), 10(a), 11(a)** Text under 'Notes' (1st paragraph) adapted from: Anastasia. (2015). *Brainstorming: Techniques for idea generation*. Retrieved September, 2018, from <https://www.cleverism.com/brainstorming-techniques-for-idea-generation/>
- Text under 'Note' (2nd paragraph) adapted from: Venkatesh, G. (n.d.). *Follow brainstorming basics to generate new ideas*. Retrieved from <https://triz-journal.com/innovation-methods/innovation-brainstorming-brst/follow-brainstorming-basics-generate-new-ideas/>

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