

# YEAR 12 ATAR PHOTOGRAPHY



## SEMESTER ONE EXAM PREPARATION BOOKLET

### Contents:

- Exam Cover and Instruction Pages
- General Revision





# Exam Cover and Instruction Pages



# Question/Answer Booklet

## DESIGN

### Year 12 ATAR – Semester 1 2016

Student Number: In figures

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In words

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#### Time allowed for this paper

Reading time before commencing work: ten minutes

Working time for paper: two hours 30 minutes

#### Materials required/recommended for this paper

*To be provided by the supervisor*

**This Question/Answer Booklet**

*To be provided by the candidate*

**Standard items: pens, pencils, eraser, correction fluid, ruler, highlighters**

Tick (✓) one of the boxes below to indicate the context that you studied this year.

Context	✓
Photography	<input type="checkbox"/>
Graphic	<input type="checkbox"/>
Technical graphics	<input type="checkbox"/>
Dimensional	<input type="checkbox"/>

#### Important note to candidates

**No other items may be taken into the examination room. It is your responsibility to ensure that you do not have any unauthorised notes or other items of a non-personal nature in the examination room. If you have any unauthorised material with you, hand it to the supervisor before reading any further.**

## Structure of this paper

Section	Number of questions	Number of questions to be	Suggested working time	Marks available	Percentage of total exam
Section One: Short	5	5	30	27	15
Section Two: Extended	2	2	120	38	35
	4	1			
					50

## Instructions to candidates

1. Write your answers in this Question/Answer Booklet.
2. You must be careful to confine your responses to the specific questions asked and to follow any instructions that are specific to a particular question.
3. Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.
  - Planning: If you use the spare pages for planning, indicate this clearly at the top of the page.
  - Continuing an answer: If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question(s) that you are continuing to answer at the top of the page.



## General Revision

### Revisit the website

**12atardesign.edublogs.org**

## **Read and Reflect on your Tasks.**

**What went well?**

**What could be even better?**

## **Re-evaluate your Folio**

**Examine;**

- **Theoretical elements and principals pages**
- **Design Process**



## FROM THE SYLLABUS

Write a definition for each of the terms in red, and find an example we have studied in class to use in the exam with relevance to each term.

### Design

#### Design elements and principles

- characteristics of **design elements and principles** and experimentation with their application in design
- design principles relevant to particular tasks: **form follows function**

#### Design process and methods

- interpretation of the design brief
- application of a design process and consideration of a **commercial design process**
- application of design methods: visual research, idea generation techniques, synectics, mind maps, brainstorming to generate solutions to design problems
- inquiry processes to formulate specific meaning in design work, including investigation of currently available materials and technologies
- documentation of visual development, visuals/layouts to reflect progressive resolution of design problems and thinking
- critical reflective analysis to devise and evaluate solutions to design problems

### Communication

#### Communication theories

- investigation of **communication models** relevant to the design brief
- application of **semiotics, codes and conventions** relevant to design
- application of **type and colour** relevant to theme and content

#### Stakeholders

- influences of theories and media forms on all **stakeholders**
- analysis and evaluation of appropriate strategies for communication to an intended audience: **shock tactics, humour, metaphor and emotion (persuasive techniques)**
- design relevant to the **cultural values, ideologies and belief systems** that are important to society and individuals

### Production

#### Production processes and methods

- production planning considering **costs and constraints, sustainability and life cycle costing**
- selection of suitable production processes
- critical analysis and refinement of production processes and methods
- possible **future trends** in production processes

#### Materials and technologies

- selection and use of specific production materials and/or technologies appropriate to the design brief
- application of skills relevant to the production
- **occupational safety and health** (OSH) concepts and their impact in design

## Design Elements and Principles & Gestalt Principles

Revise each of these terms, writing a brief definition

- **design elements and principles**

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- **form follows function**

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- **commercial design process**

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- **communication models**

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- **semiotics, codes and conventions**

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- **type and colour**

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- **stakeholders**

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- **persuasive techniques**

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- **cultural values, ideologies and belief systems**

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- **costs and constraints**

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- **sustainability**

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- **life cycle costing**

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- **future trends**

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- **occupational safety and health**

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## Design Elements and Principles & Gestalt Principles

Revise each of these terms, writing a brief definition

- Line

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- Shape

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- Value

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- 3D Form

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- Space

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- Colour

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- Texture

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- Typography

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- Alignment

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- Closure

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- Layout principles

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- Continuation

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- Proportion

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- Unity

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- Similarity

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- Proximity

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- Figure/field or Ground

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- Modular Grids

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- Correspondence

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- Visual hierarchy

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## **Gestalt**

Revise each of the terms

- Similarity

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- Continuation

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- Closure

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- Proximity

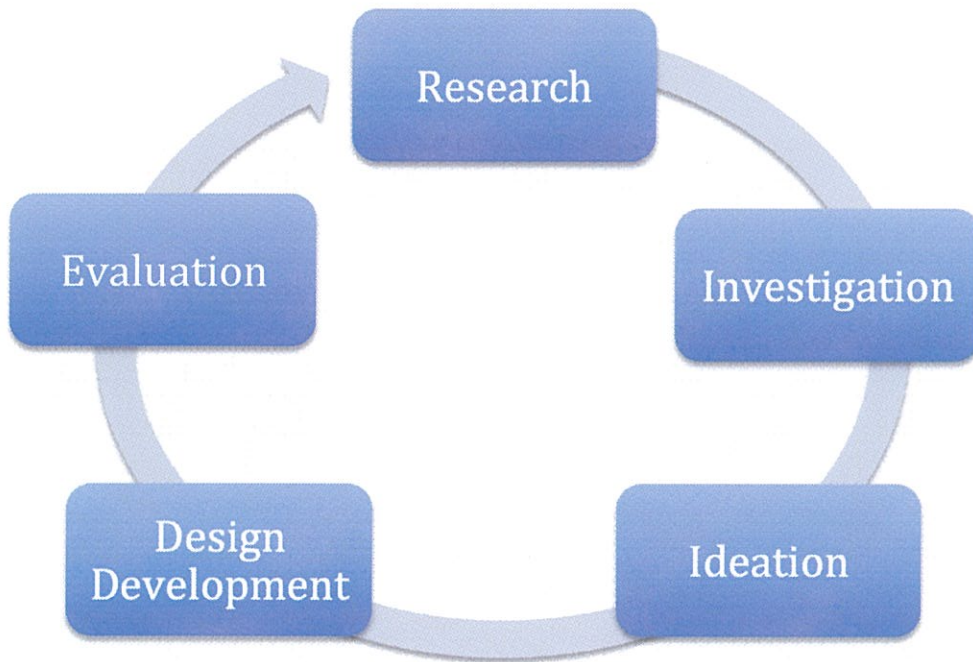
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- Alignment

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## Design Process

Revise each of these terms, writing a brief definition



## Target Audience

Revise each of these terms, writing a brief definition

- Social Context

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- Cultural Context

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- Historical Context

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- Demographic

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- VALS 2 (Audience Demographic descriptors)

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- Life style

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- Values

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- Beliefs

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## Colour Theory

Revise each of these terms, writing a brief definition

- Primary

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- Secondary

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- Tertiary

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- Complementary

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- Spilt Complementary

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- Warm v's Cool

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- Print colour

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- Hue/Saturation

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- Analogous

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- Colour Association

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- Tint/Shade/Value

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## Communication Theory

Revise each of these terms, writing a brief definition

- Designer

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- Client

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- Audience

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- Interference

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- Medium

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## Typography

Revise each of these terms, writing a brief definition

- Sans Serif

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- Serif

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- Arm

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- Tail

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- Bowl

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- Counter

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- Ascender

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- Descender

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- Stem

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- Stroke

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- Ligature

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- Base line

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- X height

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**Yr.12 Design**  
**Example Answer Exam Questions**

1. Explain how three factors affecting design have influenced the design and production of a product.
2. Discuss the role of the designer, client, and audience in the design process. Identify how each role integrates to inform the design.
3. It is said that form affects the intellect and colour affects the emotions. Describe ways in which you have used colour in your design work to affect the emotions.
- 4 (a) Sketch a diagram of a design process that you have used in the creation of a product. Indicate by arrowed connecting lines the flow of activities during the design process.
- 4 (b) Describe the ways you have critically analysed a variety of aspects of your design work.
- 4 (c) Describe how you applied your design process in creating a design in your context.
- 5 (a) Analyse the design elements and principles evident in the example photograph.
- 5 (b) Assess whether the integration of design elements and principles has been successful. Justify your reasoning.
- 5 (c) Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience.
6. (a) Discuss in detail where you have considered one (1) of the following as a key issue relating to the design:
  - ethical/legal responsibilities
  - sustainability
  - life cycle costing
  - propaganda
  - political censorship.
6. (b) Using text and sketching, illustrate how you used a communication model or theory to influence the perception or position of the intended audience in this project. Evaluate the effectiveness of this model, and recommend changes or additions that would improve the outcome.
6. (c) Evaluate critically how your design solution reinforced or challenged the values, ideologies and belief systems that were held by the audience.



7. Using the following design brief as source material, demonstrate the design methods and processes that you would use to address the brief. You can use words and diagrams in your answer.

EG; Design Brief

*A new company has been created to compete with major businesses that combine transport, telephone and broadband services. It intends to provide budget airline, mobile phone and wireless internet services.*

*You have been asked by the company to give a presentation to management showing how you would approach the design of the products associated with the business. It is not essential to execute the actual design: what they want to know is how you would carry out the task.*

*Choose one of the designs that would be used. Designs could include telephones, aircraft interiors, office buildings, advertising material, publicity photographs and others that you may choose to consider.*

- (a) Describe how you would apply a design process including a formal process of critical reflective analysis to devise and evaluate solutions. Justify your overall approach to the task.
- (b) Explain how you would select type styles and colours for the task you have chosen in question 6(a).
- (c) Outline the major factors that would influence your choice of design in Question 6(a) and (a) justify your approach.

8. Discuss how environmental sustainability would influence the design choices in your context.

9. Evaluate how research and investigation can be used to create meaning in Design work.

10. Discuss a production process used in your context. Why select this one?

11. Typography examples – compare and contrast style, meaning and effect. How could the two types meaning be read by an audience?

12. What communication strategies could be used in a politically orientated Design solution?

13. What is the difference between a modernist and post modernist design concept?

14. How does Form follows function relate to your Design context?

15. How does colour reinforce or challenge representations in society?

16. Describe how a communication model could be applied to a design process?

17. What visual codes have you manipulated in focusing the audiences viewpoint in a design solution?
18. Discuss a process of critical reflection you have undertaken in regard to a design solution.
19. How would you gather information on a target audience's response to a design solution?
20. Assess a process of refinement made in the creation of a design solution.