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John Curtin College of The Arts  
Year 12 ATAR Design Photography

**TASK 6A**  
**ANSWER Booklet**



JOHN CURTIN  
COLLEGE OF THE ARTS

Student Name: Melody Jelf

Teacher: Mrs Malpas/ Mrs Dove/ Mr Psanoudakis

**ATAR**  
**DESIGN**  
**PHOTOGRAPHY**

**Time allowed for this paper**

Reading time before commencing work: 5 minutes  
Working time for paper: 45 minutes

**Materials required/recommended for this paper**

***To be provided by the supervisor***

Question Paper  
Answer Book

***To be provided by the candidate***

Standard items: pens, pencils, eraser, correction fluid/tape, ruler, highlighters

**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 Available	Number of Questions to be attempted	Suggested working time (minutes)	Marks	Weighting
	<b>2</b>	<b>2</b>	<b>45</b>	<b>16</b>	<b>5% Sem 1 (2.5% Year)</b>

### Instructions to candidates

1. The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2013*. Sitting this examination implies that you agree to abide by these rules.

2. Write your answers in the Standard Answer Book.

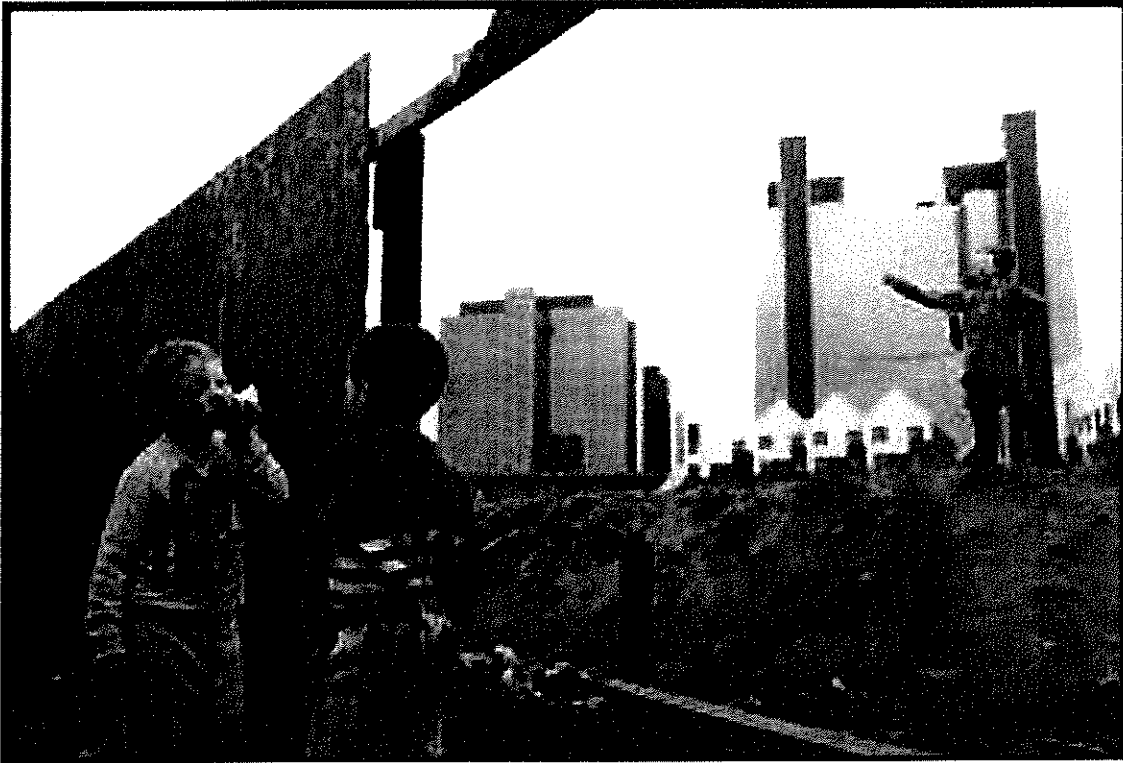
3. Answer the questions according to the following instructions.

Section One: There are **two (2)** questions in this section. You are required to answer **two (2)** questions.

The questions in this section focus on the previewed stimulus material available to students prior to the examination.

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.

Description	Marks
<b>Provides a definition of 'persuasive techniques'</b>	
Provides an accurate definition of the principle 'persuasive techniques'	2
Definition is largely inaccurate or disjointed	1
<b>Total</b>	<b>3 / 2</b>
<b>Provides an overview of how 'persuasive techniques' are used in the context of Photography</b>	
Provides a detailed and focused overview of the design principle. Information presented is accurate	4
Provides a detailed overview of the design principle. Information presented is accurate	3
Provides a general overview of the design principle. Obvious facts are overlooked and/or some information referenced is inaccurate	2
Overview is superficial or overview is disjointed. Information is largely irrelevant or inaccurate	1
<b>Total</b>	<b>10 / 14</b>
<b>Discusses application of 'persuasive techniques'</b>	
Sustains a comprehensive, focused and detailed discussion of 'persuasive techniques' in contemporary, commercial print, with reference to the image provided and with evidence of own research	6
Sustains a detailed and focused discussion of 'persuasive techniques' in contemporary, commercial print, with reference to the image provided and with some evidence of own research	5
Provides a focused and clear discussion of 'persuasive techniques' in contemporary, commercial print, with some reference to the image provided and with minimal evidence of own research	4
Describes in a general way 'persuasive techniques' in contemporary, commercial print, with minimal reference to examples	3
Comments superficially on the application of 'persuasive techniques' in relation to contemporary design. May/may not refer to two examples	2
Makes limited comments in response to the question	1
<b>Total</b>	<b>21 / 16</b>
<b>Writes essay in a well-organised and clear manner, using appropriate design terminology</b>	
Writes coherently. Uses a range of appropriate design terminology	4
Writes in a well-organised manner. Uses appropriate design terminology	3
Writing adequately, expresses ideas. Uses some design terminology	2
Writes superficially and/or awkwardly. Ideas are disjointed. Limited use of design terminology	1
<b>Total</b>	<b>10 / 14</b>
<b>Overall total</b>	<b>31 / 16</b>
<b>TASK WEIGHTING: Convert to 5% of written mark</b>	<b>15%</b>



Ian Berry 1992  
Docklands, London, England  
Magnum Photos

## Task 1 Short Answer

only? - (2)!

a) Define the term "Persuasive Techniques" (2 marks)

Persuasive techniques are devices that are used in many different aspects of education, especially in literature, that are utilized to sway an audience's opinion. Some of the persuasive devices or persuasive devices such as these are numerous persuasive devices such as shock tactics, humour, metaphor, emotion, which are utilized in a design photography text and numerous used in literature, such as hyperbole, inclusive language and emotive language. All of these devices, no matter what medium they are being utilized on, have all been put into place to get the audience thinking about a topic, and to persuade, sway or ~~change~~ ~~evolve~~ ~~what~~ ~~opinion~~; and ~~persuade~~ ~~them~~ ~~to~~ ~~this~~ ~~evolve~~ a response from the audience.

b) Provide an overview of the how "Persuasive Techniques are used within the Photography Design context. (4 marks)

Persuasive techniques are devices that are utilized to persuade audiences. In the design photography text, the main persuasive devices utilized include humour, metaphor, emotion and shock tactics, which are all very successful devices when utilized well in a design photography context. Humour, is a device which incorporates jokes, satire or irony into a design to get audiences' attention about an issue, but utilize humour using comedy to engage the audience, add a more relaxed and create a comfortable, less serious tone which engages readers, and ~~offer~~ By letting the reader in on the joke, the ~~same~~ humour device makes audience feel included, and ~~therefore~~ get sways their opinion and then thinking and sways their opinion on a topic. Emotion, is another persuasive device which evokes an emotional response from the reader, ~~through~~ ~~thought~~ ~~in~~ design photography this can be through an image, facial expressions, body language, design elements and principles and typography. By using emotion, audience opinions get persuaded due to their emotional reaction to a text etc. Shock tactics, are a persuasive technique used in design photography to cause an audience to feel confronted and surprised by what they are seeing. Shock tactics are utilized to get an audience thinking about an issue by confronting them with ~~some~~ them. Shock tactics are very successful ways to persuade an audience's opinion. Lastly, the persuasion technique metaphor is used in design photography to get readers to associate ~~see~~ what they see with something they are familiar with, which helps to sway their opinions. All these persuasive techniques are utilized with the aid of design elements and principles in design photography to persuade audience opinions.

## Task 2 Short Answer

Discuss how Persuasive Techniques are used with effect in contemporary design. Refer to the image provided as well as an example from your own research. (6 marks)

Persuasive techniques are devices utilised to sway an audience's opinion on a topic, issue etc. In design photography the main devices ~~utilised include~~ which are often incorporated into designs include, humour, metaphor, emotion and shock tactics. Along with design elements and principles, are also added to the designs along with the persuasive techniques to create successful designs which sway an audience, often.

In the image provided The image provided is a photograph taken by Ian Berry from Magnum photos in 1992, in Docklands, London (England), in 1992. The image depicts two young boys playing in what appears to be a dangerous looking wall that has been knocked down in a residential area. On the side of the knocked down wall are two young male children who appear to be playing on the other side of the other side of the building, are there is a young girl who seems to be getting up to the young boys to come back. The two boys seem to be getting up to mischief. Many persuasive techniques have been utilised in this image and it seems as though they could be in danger. Persuasive techniques have been very successfully utilised in this photograph. Shock tactics is the main device used in this design.

As an audience we are persuaded to feel shocked that these two very young children have been left without parental supervision. We are confronted with this gloomy looking image where it seems children have been put in danger by being unsupervised, the children also look very dirty and grubby which shocks viewers as it suggests they may be a bit neglected. Design elements and principles have been added to this design to assist the shock tactics in persuading the audience. Tonal contrast has been utilised along with the area where in a symbolic code, with the image being darker in the area where the two boys are which symbolizes danger that they are in danger, and it lighter when the buildings and the little girl are.

The design element leading lines has also been utilized to direct reader eye to the most important element of the photograph which is the two boys.

✓ Emotion that is another persuasive device that has been utilized in this image. This design evokes an emotional response from its viewers and causes them to feel sympathy and feel worried about the two children. Through the use of ~~persuasive~~ <sup>persuasive</sup> technique as well as design elements and principles to create a successful contemporary design which sways an audience's opinion and gets them thinking about the issues in the image.

An example from my own research of a design which utilizes persuasion techniques to sway an audience's ~~best~~ opinion is the advertisements for the one dollar large frozen coke from the fast food chain McDonald's. This advertisement is placed next to another advertisement from the health department of Australia. Instead of showing a ~~the~~ cup of frozen coke, the image is of a frozen coke cup filled with human fat. There is a straw going into the cup of fat and the title ~~the~~ says ~~it~~ is \$1 dollar worth ~~of~~ all the toxic fat? This design has utilized shock tactics to strongly persuade the audience. The audience are confronted with a highly disturbing, ~~are~~ disgusting image which causes them to be put off buying frozen coke. It ~~causes them to have a~~ evokes negative emotions toward drinking the frozen coke and therefore makes them not want to purchase it at all. By placing the two ads together juxtaposition has been utilized, this adds to the shock of the audience.

✓ Metaphor has also been utilized as a persuasion technique in this image as the fat is representing the result from eating all the sugar that is in coke.

Persuasion techniques have been successfully utilized in both the image provided and my design.

it saying if you drink coke you emishing  
to fat