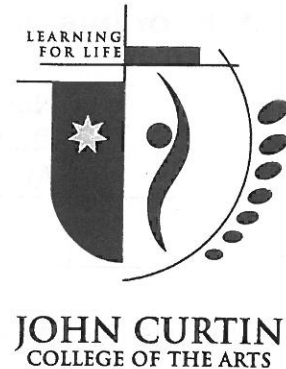


John Curtin College of The Arts
Year 12 ATAR Design Photography
TASK 5B
ANSWER Booklet



Student Name: Amra Bellatalla

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: 55 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

~~One A4 page of notes~~

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
	2	2	55	16	5% Sem 1 (2.5% Year)

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
Provides a definition of 'form follows function'	
Provides an accurate definition of the principle 'form follows function'	2
Definition is largely inaccurate or disjointed	1
Total	2/12
Provides an overview of the history of the design principle 'form follows function'	
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
Total	4/14
Discusses application of 'form follows function'	
Sustains a comprehensive, focused and detailed discussion of 'form follows function' in contemporary, commercial print, with reference to the image provided and with evidence of own research	6
Sustains a detailed and focused discussion of 'form follows function' 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 'form follows function' in contemporary, commercial print, with some reference to the image provided and with minimal evidence of own research	4
Describes in a general way 'form follows function' in contemporary, commercial print, with minimal reference to examples	3
Comments superficially on the application of 'form follows function' in relation to contemporary design. May/may not refer to two examples	2
Makes limited comments in response to the question	1
Total	5/16
Writes essay in a well-organised and clear manner, using appropriate design terminology	
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
Total	4/14
Overall total	15/16
TASK WEIGHTING: Convert to 5% of written mark	4.7/15%

Awesome ;)



A FURTHER VIEW
OF WESLEY D. JORDAN



WILLIAM H.
JORDAN

JORDAN THE RODMAKER

The
Wesley
Press

JORDAN THE RODMAKER



**A BIOGRAPHY OF WESLEY D. JORDAN AT
CROSS • SOUTH BEND • ORVIS**

WILLIAM H. JORDAN

ABOUT THE AUTHOR

Although born in 1934 in South Bend, Indiana, Bill Jordan spent most of his early years in a rural farm town near the Wisconsin-Illinois border. After attending college at the University of Wisconsin, he worked for the U.S. Navy for 11 years in the electronics division in 1957. He then spent two years in the U.S. Army in Germany. He then worked for the U.S. Army in Germany for 11 years. He then worked for the U.S. Army in Germany for 11 years. He then worked for the U.S. Army in Germany for 11 years. He then worked for the U.S. Army in Germany for 11 years.



WILLIAM H. JORDAN

After working for the U.S. Army for 11 years, Jordan worked for the U.S. Army in Germany for 11 years. He then worked for the U.S. Army in Germany for 11 years. He then worked for the U.S. Army in Germany for 11 years. He then worked for the U.S. Army in Germany for 11 years. He then worked for the U.S. Army in Germany for 11 years.

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This is the story of Wesley D. Jordan's life.

Task 1 Short Answer

a) Define the design principle 'form follows function'

(2 marks)

'Form follows function' is a process which prioritises the function of a design over the aesthetic qualities. This would mean that when a designer is producing a product, they are ensuring that it is functional before considering the aesthetic qualities of the design. But prioritising function may mean that in a design it would sacrifice some aesthetic appeal, which would lose consumers. This is where the relationship between form and function is important. There are two types of form and function to consider in design; Descriptive, which follows the rule that form follows function, meaning that function is prioritised but aesthetic (form) qualities in design are still considered.

Prescriptive; which prioritises function over all other elements in the design. This can result in a functional design, but with no appeal to the audience as there is no aesthetic consideration.

b) Provide an historical overview of the design principle 'form follows function' and how it is used within the Photography Design context.

(4 marks)

Previously, the idea of 'form follows function' originates back to ancient monks and their lifestyle and architecture, but the first time the term was coined was by Louis Sullivan. Upon reflecting on ancient Greek and Roman Architecture he noted that a structure should serve its purpose not be adorned with embellishments, this reflects upon the phrase and its core meaning; that a design's purpose should be the priority not the aesthetic quality. The Bauhaus school of thought was established by Walter Gropius to encourage the thought processes of 'form follows function' and the modernist movement, but was later closed by the Nazi regime. In the photography context, 'form follows function' is used by first analysing the design brief and the function of the design. This would allow for the client to be content, but also for a functional product, next the audience would be considered. This would mean that in the set up of a photograph all the needs of the brief etc. would be met, but the Talent, Location and Lighting would be carefully selected to appeal to the target audience to ensure for a successful design. Then the form, the aesthetic considerations are applied, this would mean that???

of topic of stick of 1920s of

1920s

Task 2 Short Answer

Discuss how this principle is used with effect in contemporary commercial print.

Refer to the image provided as well as an example from your own research (6 marks)

*Jordan The Roommaker by William H. Jordan uses form follows function to display information, the information here is the book cover is a biography, and the author, the title. The function is clearly achieved as the positioning of the title is top-centred, it is in a large, capitalised type, with all of the letters separated. This allows the viewer ease with readability, the colour of title is contrasting to the background, so that it stands out and is prominent on the page. The colour ~~the~~ and typography is then matched underneath ~~with~~ at the bottom of the cover, in a smaller type in italics that informs the reader of the nature of the genre of novel; Biography. The Author's Name is in ~~a~~ white also and is a similar size to the subscript, but in a black box to separate the author from the rest of the text. This however creates an element that separates it from the rest of the cover and makes it feel displaced. The functional elements on the cover serve their purpose and their placement, in informing the reader of the genre, title and author.

The use of form on the cover is present in the image selection, this gives the viewer an insight to the person they are about to read about, as the novel is a biography. The ~~man~~ photograph is in black and white, this already indicates to the audience that they are trying to imply age, feeling and create an atmosphere of past. The man in the photograph stands above a ~~a~~ child, presumably his son, this leads the audience to presume he was a caring man and to sympathise with him and take interest of this man's life. The care he is taking to help the boy hold the log with the fish enforces this. The logs in the image, and the grass create horizontal lines for the eye to follow ~~is~~ rather than the image being flat and 2 dimensional. This is then brought out in the title and reinforced in the subtext, and the white

border of the author's name's box. The white of these horizontal all create interest which link into the lighter tones and highlights of the image (photograph). The colour selection, of a plain dark blue background, would create a serious novel which would appeal to the target audience and indicate to the audience.

→ make a judgement & suggest ways
The ~~the~~ successful use of elements and principles ^{could} ~~could~~ along with the use of form follows function ^{improves} within the "Jordan the Roadmaker" by William H. Still. Jordan is essential due to the few people that follow ^{while} read Biographies and the specific targeted audience ^{F.F.F.} that would be interested in the biography of Wesley D. Jordan. This is in contrast to the staggering 24% that make up YA fiction, 8% that make up ~~fiction~~ fantasy, 20% that make up fantasy and only 8% is biographies (*). Within the competitive market that is currently around the design of a cover is currently what is grabbing reader's attention. Within such a slim genre ~~where there~~ demographic of 8%, the design of a cover is crucial to appeal to the target audience in order to get the book sold. ✓

* (Genre Comparison Infographic)

