



Western Australian Certificate of Education Examination, 2012

Question/Answer Booklet

DESIGN

Stage 3

Please place your student identification label in this box

Student Number: In figures

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In words

Time allowed for this paper

Reading time before commencing work: ten minutes
Working time for paper: two and a half hours

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 (blue/black preferred), pencils (including coloured), sharpener, correction tape/fluid, eraser, ruler, highlighters

Special items: non-programmable calculators approved for use in the WACE examinations, approved drawing instruments consisting of a drawing compass, set square, dividers, protractor, templates, the practical (portfolio) examination of up to 15 A3 single-sided sheets

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"/>

Number of additional answer booklets used (if applicable):

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 the examination

The Design examination comprises a written examination worth 50 per cent of the total examination score and a practical (portfolio) examination worth 50 per cent of the total examination score.

Structure of this paper

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

Instructions to candidates

- The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2012*. Sitting this examination implies that you agree to abide by these rules.
- Write your answers in this Question/Answer Booklet.
- Section One contains five questions. Answer **all** questions.
- Section Two contains six questions. You **must** answer Questions 6 and 7. Answer **one** question from Questions 8 to 11.
- 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.
- 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 that you are continuing to answer at the top of the page.

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Section One: Short response**15% (27 Marks)**

This section has **five (5)** questions. Answer **all** questions. Write your answers in the space provided.

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 that you are continuing to answer at the top of the page.

Suggested working time: 30 minutes.

Question 1**(9 marks)**

Using the following brief, give a detailed plan of the process you would use to implement the project.

A school has decided to redesign its central courtyard/quadrangle area. As a designer in your context you have been asked to contribute to this project. The brief includes the development of:

- a photographic display of school events and history
- an honour board
- an open air stage for small productions
- sculptures
- wall art
- banners
- informal seating.

- (a) Discuss a production process that could be used to create one of the items in the brief.

(3 marks)

- (b) Describe the production tools that you would use to create the item referred to in Question 1(a).

(3 marks)

See next page

(c) Give reasons for the process you selected in Question 1(a).

(3 marks)

Question 2

(4 marks)

Evaluate how research and investigation processes can be used to create meaning in design work.

Question 3

(3 marks)

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

Question 4

(5 marks)

Compare and contrast the two different forms of typography used to convey the meaning or message in the illustrations shown in Figure 1.

- (a) Identify the differences between the two examples of typography. (2 marks)

- (b) Discuss how individuals might perceive these two typographic examples. (3 marks)



Figure 1

See next page

Question 5**(6 marks)**

Produce a three stage visual development for either the manufacturing or the marketing/ advertising of the product shown in Figure 2, using annotated diagrams to show the transition from initial concept through to final client drawing. Your annotations should explain the transition of features to the client or reader.

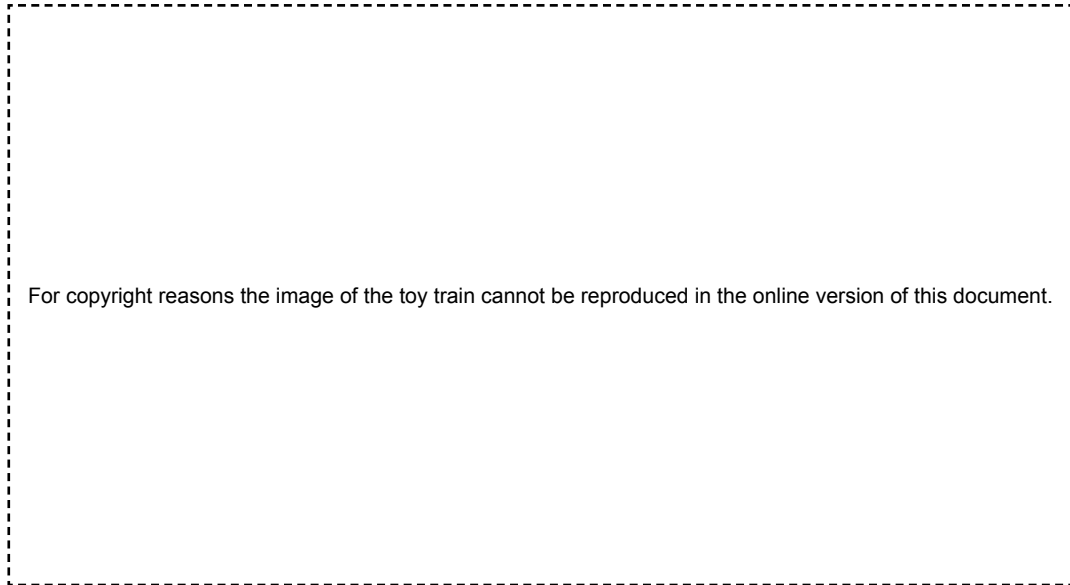
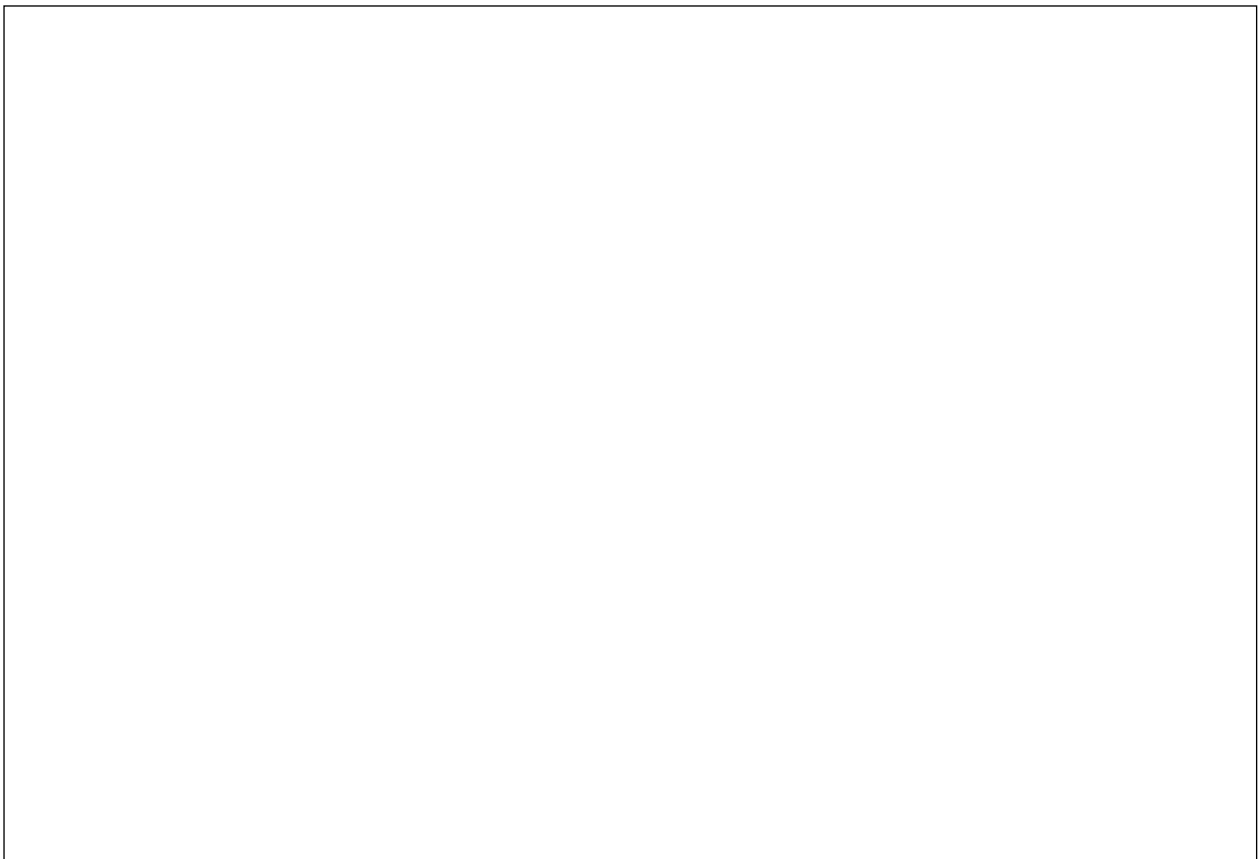
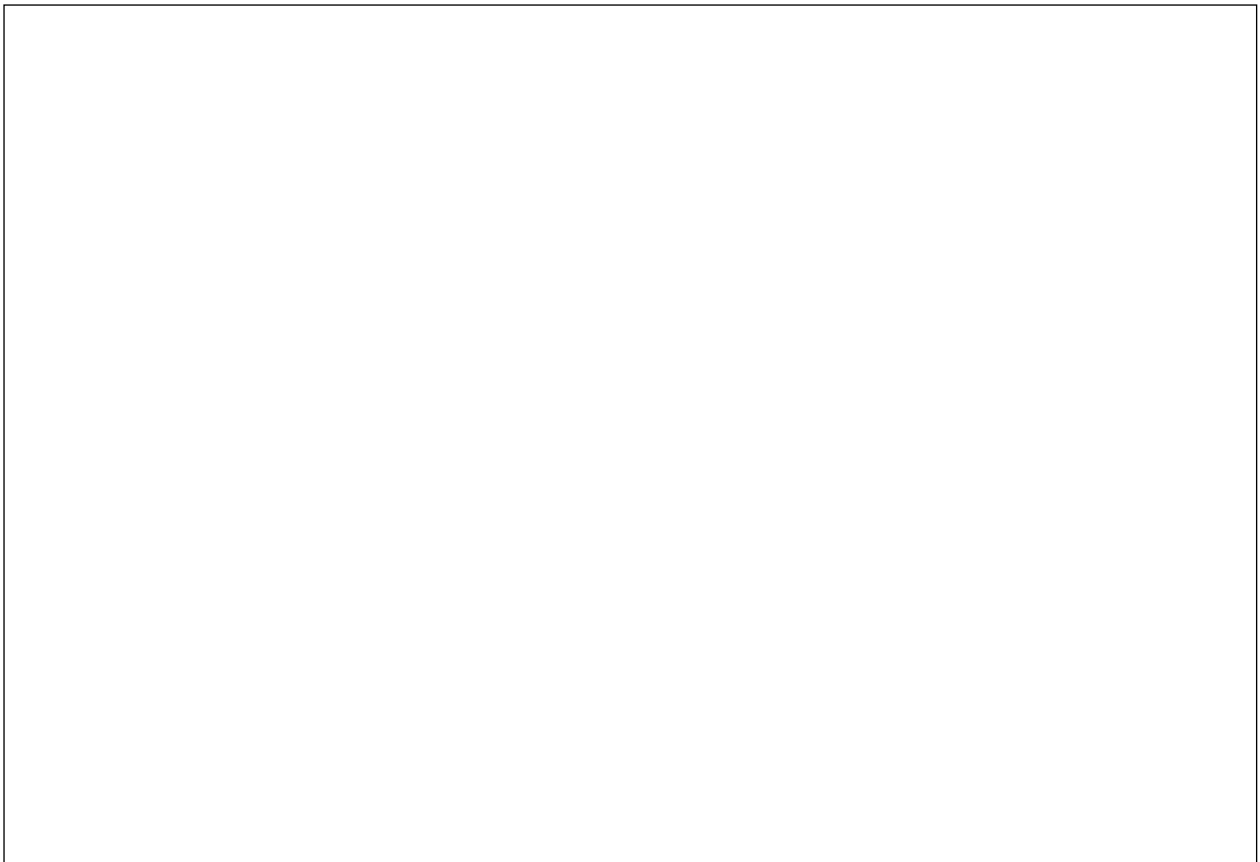


Figure 2



See next page



End of Section One

See next page

Section Two: Extended response**35% (38 Marks)**

This section contains **six (6)** questions.

You **must** answer Question 6, common to all contexts and Question 7 related to a given stimulus. Then answer **one (1)** context specific question from Questions 8 to 11.

Write your answers in the spaces provided.

You must make reference where possible to a different design project when responding to each question.

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 that you are continuing to answer at the top of the page.

Suggested working time: 120 minutes.

Question 6**(12 marks)**

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.

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. (4 marks)

See next page

- (b) Explain how you would select type styles and colours for the task you have chosen in Question 6(a). (4 marks)

- (c) Outline the major factors that would influence your choice of design in Question 6(a) and justify your approach. (4 marks)

Question 7

(14 marks)

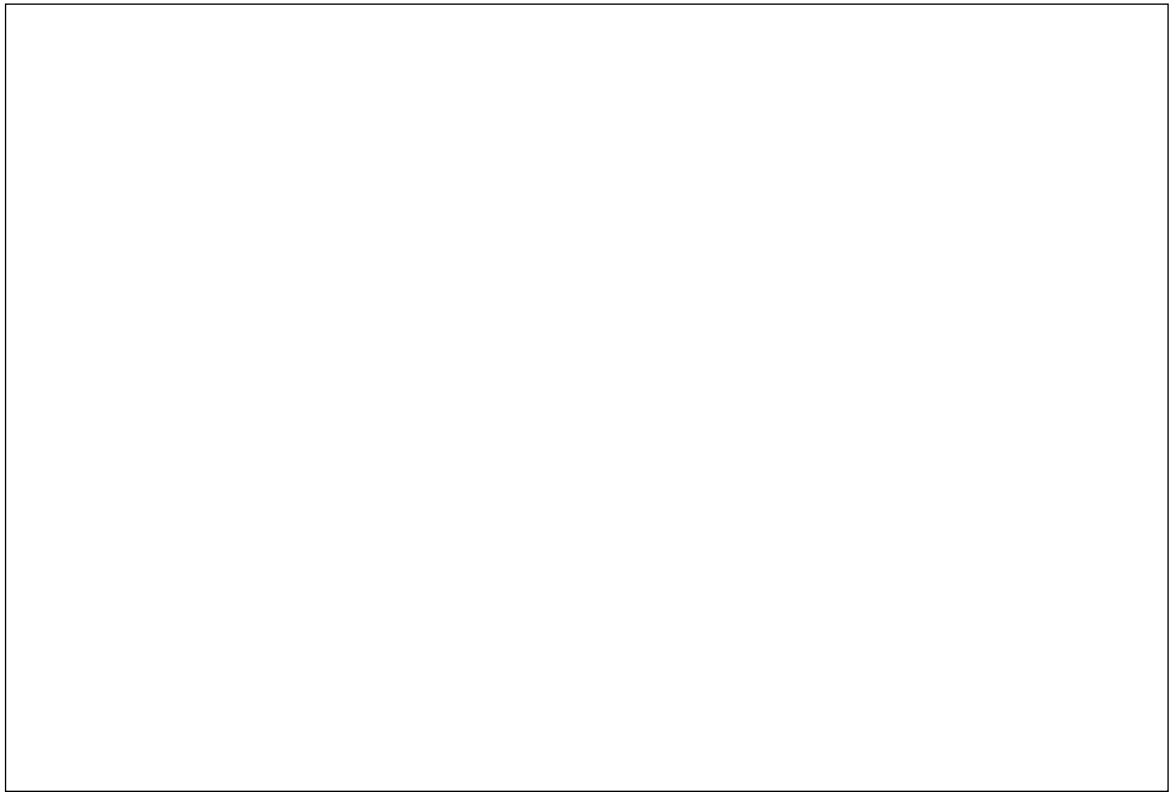
The following question requires you to make reference to a project that required environmental sustainability or political censorship to be the focus of the brief.

(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.

This may take the form of criteria related to the product itself or related to the production specifications you considered as part of the design phase. (3 marks)

- (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. (7 marks)



(c) Evaluate critically how your design solution reinforced or challenged the values, ideologies and belief systems that were held by the audience. (4 marks)

Section Two: Extended response: Context specific

Answer **one (1)** question from Questions 8 to 11 in relation to your chosen context. Write your answers in the spaces provided.

Examine the stimulus provided to answer the questions.

Question 8: Photography context

(12 marks)

Examine Figure 3 and answer the following questions.



Figure 3

(a) Analyse the design elements and principles evident in Figure 3.

(4 marks)

See next page

(b) Assess whether the integration of design elements and principles has been successful. Justify your reasoning. (4 marks)

(c) Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience. (4 marks)

Question 9: Dimensional context

(12 marks)

Examine Figure 4 and answer the following questions.

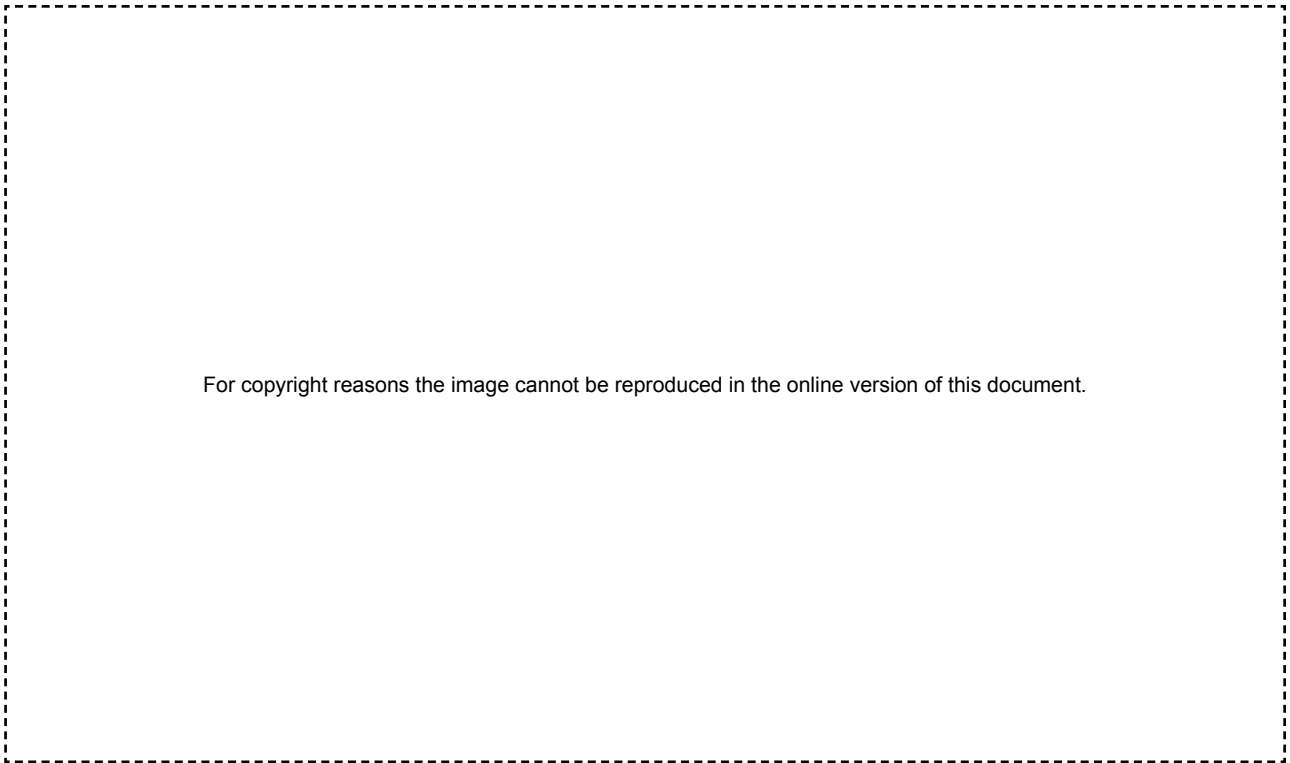


Figure 4

- (a) Analyse the design elements and principles evident in Figure 4. (4 marks)

- (b) Assess whether the integration of design elements and principles has been successful.
Justify your reasoning. (4 marks)

- (c) Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience. (4 marks)

Question 10: Graphic context

(12 marks)

Examine Figure 5 and answer the following questions.



Figure 5

(a) Analyse the design elements and principles evident in Figure 5.

(4 marks)

(b) Assess whether the integration of design elements and principles has been successful. Justify your reasoning. (4 marks)

- (c) Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience. (4 marks)

Question 11: Technical Graphics context

(12 marks)

Examine Figure 6 and answer the following questions.



Figure 6

(a) Analyse the design elements and principles evident in Figure 6.

(4 marks)

- (b) Assess whether the integration of design elements and principles has been successful. Justify your reasoning. (4 marks)

- (c) Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience. (4 marks)

ACKNOWLEDGEMENTS

Section One

Figure 1 Price, B. (n.d.). *Roller doors* [Image].

Figure 2 *Toy train* (Image 100679411). Retrieved March, 2012, from www.thinkstock.com.au.

Section Two

Figure 3 Freeman, J. (n.d.). *Federation Square* [Image].

Figure 4 Panel curtains [Image] from: Ikea USA. (n.d.). *Catalogue 2010*. Conshohocken, PA: Ikea USA, pp. 218-219. Retrieved April 24, 2012, from www.housemagz.com/.

Figure 5 Grundy, P. (n.d.). *Speedy 'Oneplan'* [Image]. Retrieved April 24, 2012, from www.grundini.com.

Figure 6 Price, B. (n.d.). *Building* [Image].

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