



DESIGN

Stage 3

WACE Examination 2012

Marking Key

Marking keys are an explicit statement about what the examiner expects of candidates when they respond to a question. They are essential to fair assessment because their proper construction underpins reliability and validity.

Section One: Short response

(15%) 27 Marks

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)

Description	Marks
Insightful and detailed discussion of the plan of the proposed process	3
Detailed plan of the proposed process	2
Adequate plan of the proposed process	1
Inappropriate response	0
Total	3

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

(3 marks)

Description	Marks
Insightful and detailed discussion of the production tools that would be used	3
Detailed discussion of the production tools that would be used	2
Adequate discussion of the production tools that would be used	1
Inappropriate response	0
Total	3

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

(3 marks)

Description	Marks
Insightful and detailed discussion of the reasons for selecting a production process	3
Detailed discussion of the reasons for selecting a production process	2
Adequate discussion of the reasons for selecting a production process	1
Inappropriate response	0
Total	3

Notes:

Reasons for selection of a process could include: cost, efficiency, ease of communicating concepts to client, ease of process.

Question 2

(4 marks)

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

Description	Marks
Insightful and detailed evaluation of how research and investigation processes can be used to formulate meaning in design work.	4
Detailed evaluation of how research and investigation processes can be used to formulate meaning in design work.	3
Adequate evaluation of how research and investigation processes can be used to formulate meaning in design work.	2
Superficial evaluation of how research and investigation processes can be used to formulate meaning in design work.	1
Inappropriate response	0
Total	4
Notes: Examples could refer to the relationships between audience and meaning. Research and investigation can help determine the use profile and lead to the use of appropriate communication strategies. For example research into children's products would lead to a different outcome to research into retirees.	

Question 3

(3 marks)

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

Description	Marks
Insightful and detailed discussion of how environmental sustainability influences the choices made in design in the chosen context	3
Detailed discussion of how environmental sustainability influences the choices made in design in the chosen context	2
Adequate discussion of how environmental sustainability influences the choices made in design in the chosen context	1
Inappropriate response	0
Total	3
Notes: Discussion could include any consideration of sustainability in materials, life cycle costing, energy efficiency or building orientation. Materials and processes that limit harm to the environment, including the use of digital images instead of printed hard copies could be included.	

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)

Description	Marks
Provides a detailed description of the differences between the two examples of typography	2
Identifies main differences between the two examples	1
Irrelevant or inappropriate response	0
Total	2
Notes: Differences could include mention of formal and informal styles, quality of production, Block type face or freehand script. Keep out.	

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

Description	Marks
Insightful and detailed discussion of how individuals might perceive these two typographic examples	3
Detailed discussion of how individuals might perceive these two typographic examples	2
Adequate discussion of how individuals might perceive these two typographic examples	1
Inappropriate response	0
Total	3
Notes: Discussion should include the ways in which a viewer might respond to these signs, for example they may feel intimidated by the red colour of the painted sign. They may be more willing to ignore the formal type version.	

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.

Description	Marks
Sophisticated and detailed three stage visual development diagrams of either the manufacturing or marketing/advertising of the product shown	3
Detailed three stage visual development diagrams of either the manufacturing or marketing/advertising of the product shown	2
Minimal three stage visual development diagrams of either the manufacturing or marketing/advertising of the product shown	1
Inappropriate response	0
Total	3
Description	Marks
Insightful and detailed annotations identifying the transition of features to the client or reader,	3
Detailed annotations identifying the transition of features to the client or reader,	2
Minimal annotations identifying the transition of features to the client or reader,	1
Inappropriate response	0
Total	3
<p>Notes: First stage should include the broad concept. It could include changes and notes. Second stage should be a refinement of the first, reducing ambiguous elements and clearly identifying a direction. Third drawing should be sufficiently detailed to indicate the appearance of the final design.</p>	

Section Two: Extended response

35% (38 Marks)

Answer **both** Questions 6 and 7.**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 the 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)

Description	Marks
Insightful and detailed description of the application of a design process and formal process of critical reflective analysis to devise and evaluate solutions	4
Detailed description of the application of a design process and formal process of critical reflective analysis to devise and evaluate solutions	3
Adequate description of the application of a design process and formal process of critical reflective analysis to devise and evaluate solutions	2
Superficial description of the application of a design process and formal process of critical reflective analysis to devise and evaluate solutions	1
Inappropriate response	0
Total	4
Notes: Examples could include the application of a simple design process such as design and reflect. The design process should have steps and a complex example would include reflection as part of the process. Other examples might include the application of a design process (for example a seven step design process) followed by a separate critical analysis. Steps in design process could include: information gathering; idea generation; refinement; final drawings etc.	

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

Description	Marks
Insightful and detailed explanation of how type styles and/or colours could be selected.	4
Detailed explanation of how type styles and/or colours could be selected	3
Adequate explanation of how type styles and/or colours could be selected	2
Superficial explanation of how type styles and/or colours could be selected	1
Inappropriate response	0
Total	4
<p>Notes:</p> <p>Examples could include the use of serif typefaces for a traditional look; display type styles to create a lively or amusing feel; the use of san serif type for a modernist style. Colours could be chosen because of their relationship on the colour wheel, e.g. harmonious. They could also be chosen for a fashion such as gothic. Other methods include using artworks as sources for colour schemes.</p> <p>In case that type and colour is inappropriate for the choice in question 6(a) then mark the example that the candidate provides.</p>	

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

Description	Marks
Insightful and detailed presentation of the major factors that influence the chosen design, with justification	4
Detailed presentation of the major factors that influence the chosen design, with justification	3
Adequate presentation of the major factors that influence the chosen design, with some justification	2
Superficial presentation of the major factors that influence the chosen design, with little relevant justification	1
Inappropriate response	0
Total	4
<p>Notes:</p> <p>Major factors could include: target audience, how design approach can be applied across all business arms, competitor's styles and other environmental scanning.</p>	

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 had to consider as part of the design phase. (3 marks)

Description	Mark
Insightful and detailed discussion of where the candidate has considered one of the issues as a key issue relating to the design	3
Detailed discussion of where the candidate has considered one of the issues as a key issue relating to the design	2
Superficial discussion of where the candidate has considered one of the issues as a key issue relating to the design	1
Inappropriate response	0
Total	3
<p>Notes:</p> <p>Examples could include the consideration of copyright and intellectual property as a legal or ethical responsibility. Sustainability and life cycle costing could consider recycling, solar design, waste minimisation and reusable products. Propaganda could be discussed in relation to political advertising. Political censorship could include examples of anti-establishment advertising.</p>	

- (b) Using text and sketching, illustrate how you used a communication model to influence the perception or position of the intended audience in one of your projects. Evaluate the effectiveness of this model, and recommend changes or additions that would improve the outcome. (7 marks)

Description	Mark
Uses a good range of explicit annotative text, along with a high standard of sketching skills	3
Uses a range of annotative text, along with an appropriate standard of sketching skills	2
Uses an appropriate standard of sketching skills	1
Inappropriate response	0
Description	Mark
Insightful and detailed description of using a communication model with any evaluation of effectiveness and changes to the model	4
Detailed description of using a communication model with any evaluation of effectiveness and changes to the model	3
Adequate description of using a communication model with any evaluation of effectiveness and changes to the model	2
Superficial description of using a communication model with any evaluation of effectiveness and changes to the model	1
Inappropriate response	0
Total	7
<p>Notes:</p> <p>The presence in a candidate's answer of 'evaluation' or 'recommendation for changes and additions' is no longer essential. The emphasis of the question is asking about the 'use' rather than the model per se. That is, the focus of the question is 'description of <i>using</i> a communication model' which is different from 'description of a communication model'.</p> <p>Examples could include a Shannon and Weaver model and make mention of signal, noise etc. Answers should include the message intended and the way that it was delivered.</p>	

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

Description	Mark
Insightful and detailed assessment of how their design solution reinforced or challenged the values, ideologies and belief systems that were held by the audience	4
Detailed assessment of how their design solution reinforced or challenged the values, ideologies and belief systems that were held by the audience	3
Adequate assessment of how their design solution reinforced or challenged the values, ideologies and belief systems that were held by the audience	2
Superficial assessment of how their design solution reinforced or challenged the values, ideologies and belief systems that were held by the audience	1

Inappropriate response	0
Total	4
<p>Notes: Belief systems could refer to cultures and subcultures, e.g. goths, skaters, teachers etc. The values could include choice of clothing, music behaviour etc.</p>	

Answer **one** question from Questions 8 to 11 in relation to the chosen context. The marking key is the same for each question.

Questions 8, 9, 10, 11 **(12 marks)**

Examine **Figure 3, 4, 5 or 6** and answer the following questions.

- (a) Analyse the design elements and principles evident in Figure 3, 4, 5 or 6. (4 marks)

Description	Marks
Comprehensive analysis of design elements and principles	4
Detailed analysis of design elements and principles	3
Adequate analysis of design elements and principles	2
Limited analysis of design elements and principles	1
Inappropriate response	0
Total	4
<p>Notes: Elements and principles could include reference to colour, shape, principles such as Gestalt, visual hierarchy.</p>	

- (b) Assess whether the integration of design elements and principles has been successful in Figure 3, 4, 5 or 6. Justify your reasoning. (4 marks)

Description	Marks
Extensive and insightful assessment of the integration of design elements and principles with justification	4
Detailed assessment of the integration of design elements and principles with justification	3
Adequate assessment of the integration of design elements and principles with some justification	2
Limited assessment of design elements and principles with little relevant justification	1
Inappropriate response	0
Total	4
<p>Notes: Answers could refer to the use of colour as a statement of individuality. They could also mention fashion and style used, the use of colour relevant to the audience as with the toy example.</p>	

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

Description	Marks
Comprehensively explains the relationship between purpose, design and intended audience, and the complex factors affecting the relationship	4
Clearly explains the relationship between purpose, design and intended audience	3
Adequate explanation of the relationship between purpose, design and intended audience	2
Limited explanation of the relationship between purpose,	1

design and intended audience	
Inappropriate response	0
Total	4
Notes: Mentions factors that relate to audience and why they would relate to the design, e.g. contemporary and fashionable design is targeted to a sophisticated market.	

This examination paper – apart from any third party copyright material contained in it – may be freely copied, or communicated on an intranet, for non-commercial purposes in educational institutions, provided that it is not changed and that the School Curriculum and Standards Authority is acknowledged as the copyright owner.

Copying or communication for any other purpose can be done only within the terms of the Copyright Act or with prior written permission of the Authority. Copying or communication of any third party copyright material can be done only within the terms of the Copyright Act or with permission of the copyright owners.

Published by the School Curriculum and Standards Authority of Western Australia
27 Walters Drive
OSBORNE PARK WA 6017