



# **DESIGN**

## **Stage 3**

### **WACE Examination 2013**

#### **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

(6 marks)

Discuss the integration of **three** elements and **three** principles of design used in Figure 1.

Description	Marks
Inightful and detailed discussion of the integration of elements and principles	3
Detailed discussion of the integration of elements and principles	2
Limited discussion of the integration of elements and principles	1
Inappropriate response	0
<b>Total</b>	<b>3</b>
Five or six relevant examples given	3
Three or four relevant examples given	2
One or two relevant examples given	1
Inappropriate response	0
<b>Total</b>	<b>3</b>

Question 2

(6 marks)

Reflect on the four applications in type Figures 2 to 5. Choose **two** examples to discuss in the following questions. Use typographic and communication concepts.

- (a) Compare and contrast **two** examples of the stylistic characteristics of the typefaces.

Description	Marks
Inightful and detailed evaluation of two examples	3
Detailed evaluation of two examples	2
Limited evaluation of two examples.	1
Inappropriate response	0
<b>Total</b>	<b>3</b>
Notes: <b>Comparisons</b> - sans serif type style, large scale, bold colour, all headings, similar hierarchy, high contrast to background, Contrasts – hand-created vs produced, stencil variation - hand and digital, kerning is largest on hand-created type.	
List is not exhaustive	

- (b) Justify how the typefaces are appropriate to the content and application in each design.

Description	Marks
Inightful and detailed justification	3
Detailed justification	2
Limited justification	1
Inappropriate response	0
<b>Total</b>	<b>3</b>
Strong, bold typeface suits voice of message or simple style makes type more legible against natural/ textured backgrounds, enhanced viewing at long distance or on irregular surfaces, futuristic style is enhanced by metallic material and gives the message that eco sustainable is contemporary, stencilled effect reminiscent of graffiti art with a rebellious voice, yellow colour of 'warning' or hazard.	
List is not exhaustive	

**Question 3**

**(4 marks)**

'It is the designer's job to give the public what it wants.'

Using your understanding of ethical and legal responsibilities from a design perspective, explain briefly whether you agree with this statement or not. (4 marks)

<b>Description</b>	<b>Marks</b>
Insightful and detailed explanation	4
Detailed explanation	3
Satisfactory explanation	2
Limited explanation	1
Inappropriate response	0
<b>Total</b>	<b>4</b>
<b>Possible solution:</b> Aesthetic principles vs taste, conflicting points of view – ethical position of designer – moral code and social responsibility, sustainability, product life-cycle, political censorship, propaganda, government influence, use/ignorance of copyright/intellectual property, false/misleading imagery/communication.	
List is not exhaustive	

Question 4

(7 marks)

- (a) Describe what process you would use to determine community needs. (3 marks)

Description	Marks
Detailed and insightful description of the process	3
Detailed description of the process	2
Limited description of the process	1
Irrelevant or inappropriate response	0
<b>Total</b>	<b>3</b>
Notes: Answers could include surveys, interviews and questionnaires as methods of information gathering	

- (b) What would you have to consider in planning a component of the project? (4 marks)

Description	Marks
Detailed and insightful discussion of planning a component of a project	4
Detailed discussion of planning a component of a project	3
Basic discussion of planning a component of a project	2
Limited discussion planning a component of a project	1
Inappropriate response	0
<b>Total</b>	<b>4</b>
Notes: Planning considerations could include materials, costs, environmental issues, suitability for the context; community needs and wants; historical context; styles, trends; occupational safety and health issues.	

Question 5

(4 marks)

Explain, using words and diagrams, the differences between a design process and a production process. Show how they relate to each other.

Description	Marks
Detailed explanation of a design process and a production process	2
Basic explanation of a design process and a production process	1
Inappropriate response	0
<b>Total</b>	<b>2</b>
Description	Marks
Detailed explanation of how they differ	2
Basic explanation of how they differ	1
Inappropriate response of how they differ	0
<b>Total</b>	<b>2</b>
Notes: Design process relates to the brief and the development of the design. The production process refers to the realisation and manufacture part of the process. They relate because the manufacturing process depends on there being a prior design.	

## Section Two: Extended response

35% (38 Marks)

Answer **both** Questions 6 and 7.

**Question 6****(12 marks)**

Choose a design that you have carried out this year based on an environmental or political theme. Use diagrams and words to show how you would improve this design. Show what factors you would consider and how you would deal with them.

Factors could include design elements and principles; production processes; the creation of meaning; users' needs; or environmental or political considerations.

Description	Marks
Maximum 6 marks for diagrams.	
Detailed use of <b>diagrams</b> to show the redesign process.	5–6
Appropriate use of diagrams to show the redesign process	3–4
Basic use of diagrams to show the redesign process	2
Inadequate use of diagrams to show the redesign process	1
Inappropriate response	0
<b>Total</b>	<b>6</b>
Description	Marks
Maximum 6 marks for words used to describe redesign process.	
Insightful and detailed use of <b>words</b> to describe the redesign process.	5–6
Detailed use of words to describe the redesign process.	3–4
Basic use of words to describe the redesign process.	2
Inadequate use of words to describe the redesign process.	1
Inappropriate response	0
<b>Total</b>	<b>6</b>
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.	
Factors could include: design elements and principles; production processes; creating meaning; users' needs; environmental or political considerations.	

**Question 7**

**(14 marks)**

- (a) Justify the role of the designer in developing an appropriate communication strategy for the project. What benefits should a designer be able to offer? (4 marks)

<b>Description</b>	<b>Mark</b>
Insightful and detailed justification and benefits of the role of the designer in constructing an appropriately designed communication strategy	4
Detailed justification and benefits of the role of the designer in constructing an appropriately designed communication strategy	3
Basic justification and benefits of the role of the designer in constructing an appropriately designed communication strategy	2
Limited justification and benefits of the role of the designer in constructing an appropriately designed communication strategy	1
Inappropriate response	0
<b>Total</b>	<b>4</b>
<p>Notes:</p> <p>Examples could include the view that a designer would take a holistic view of the project. A designer might engage with clients and users and consider a wide range of views. Designers may be able to offer a view on what is currently leading opinions. Designers should be able to communicate effectively and use this in the design process.</p>	
List is not exhaustive	

- (b) Describe briefly how design concepts, including those such as modernism, post-modernism and 'form follows function' could influence your ideas for the design brief. Discuss an approach that you might use to apply one of these design concepts to the brief. Use sketches if you wish. (5 marks)

<b>Description</b>	<b>Mark</b>
Clearly stated view on how the design concept(s) could influence ideas	2
Mentions at least one relevant concept	1
Inappropriate response	0
<b>Description</b>	<b>Mark</b>
Detailed description of an application of a design concept to the brief	3
Basic description of an application of a design concept to the brief	2
Inadequate description of an application of a design concept to the brief	1
Inappropriate response	0
<b>Total</b>	<b>5</b>
<p><b>Notes:</b>            Modernism through Cubism, Surrealism and Dada movements was strongly directed by industrialization and cosmopolitanism. Form follows function depicted the value of functionality and progress. Design - asymmetrical approach to layout, emphasis on white space, sans serif typography, absence of decoration and embellishment in favour of rational order and simplicity (Bauhaus, Constructivism, De Stijl).</p> <p>Post-Modernism was a reaction to often bleak and impersonal Modernists returned to earlier ideas of adornment and decoration, celebrating personal expression and intuition rather than formula and structure. Preference is for complexity, contradiction, diversity and ambiguity. Differences apparent in typography especially.</p>	

- (c) Explain at what stages of the design process you would use processes of inquiry to create specific meaning. Give examples of the processes of inquiry for **two** different stages of your design process. (5 marks)

<b>Description</b>	<b>Mark</b>
Clearly explained stages in the design process that they would use processes of inquiry	2
Explains at least one stage in the design process that they would use processes of inquiry	1
Inappropriate response	0
<b>Description</b>	<b>Mark</b>
Presents a detailed description of an avenue of inquiry for two different stages of their design process related to the brief	3
Presents a satisfactory description of an avenue of inquiry for two different stages of their design process related to the brief	2
Presents a limited description of an avenue of inquiry for two different stages of their design process	1
Inappropriate response	0
<b>Total</b>	<b>5</b>
<p>Notes:            Inquiry can be initiated in any of the design process stages to construct meaning to any aspect from definition of design brief terms, to media/materials/process, concepts - cultural, emotive, imagery, presentation techniques and can take the form of changing working habits, breaking routines, challenging ideas/procedures, experimentation, using lateral thinking tools. Different processes to investigate, ask questions and gather information to solve brief in a creative and meaningful manner.</p>	



Answer **one (1)** 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 and 11** (12 marks)

Examine **Figures 6, 7, 8 or 9** and answer the following questions.

- (a) In what ways have the elements and principles of design been used or adapted to inform the designs in Figures 6, 7, 8 or 9? (4 marks)

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

- (b) Why, in your opinion, did the designer use those particular elements and principles of design? Describe what the designer had to consider when using them. (4 marks)

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

- (c) Explain how meanings are transmitted through these choices of elements and principles of design. (4 marks)

Description	Marks
Comprehensively explains meanings transmitted through the elements and principles of design	4
Clearly explains meanings transmitted through the elements and principles of design	3
Basic explanation of the meanings transmitted through the elements and principles of design	2
Limited explanation of the meanings transmitted through the elements and principles of design	1
Inappropriate response	0
<b>Total</b>	<b>4</b>
Notes: Mentions factors that relate to audience, why they would relate to the elements and principles of design and the way in which the elements and principles of design can transmit meanings e.g. symbolic uses of colour, use of shape and colour to suggest a reaction to conventional views.	

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