Western Australian Certificate of Education
Examination, 2014

Question/Answer Booklet

DESIGN
Stage 3

Please place your student identification label in this box

Student Number:     In figures

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 fluid/tape, eraser, ruler, highlighters

Special items: non-programmable calculators approved for use in the WACE examinations, approved drawing instruments: 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
Graphics
Technical graphics
Dimensional

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 WACE Design Stage 3 examination consists of a written component worth 50 per cent of the total examination score and a practical (portfolio) component worth 50 per cent of the total examination score.

Structure of this paper

<table>
<thead>
<tr>
<th>Section</th>
<th>Number of questions available</th>
<th>Number of questions to be answered</th>
<th>Suggested working time (minutes)</th>
<th>Marks available</th>
<th>Percentage of total exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section One: Short response</td>
<td>5</td>
<td>5</td>
<td>30</td>
<td>48</td>
<td>15</td>
</tr>
<tr>
<td>Section Two: Extended response</td>
<td>2</td>
<td>2</td>
<td>120</td>
<td>54</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>4</td>
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<td><strong>50</strong></td>
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</tbody>
</table>

Instructions to candidates

1. The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2014*. Sitting this examination implies that you agree to abide by these rules.

2. Write your answers in this Question/Answer Booklet.

3. Section One contains five (5) questions. Answer all questions.

4. Section Two contains six (6) questions. You must answer Questions 6 and 7. Answer one (1) question from Questions 8 to 11.

5. 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.

6. 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.
Section One: Short response 15% (48 Marks)

This section has five (5) questions. Answer all questions. Write your answers in the spaces 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.
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Suggested working time: 30 minutes.

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**Question 1** (6 marks)

(a) Define the phrase ‘form follows function’. (3 marks)

(b) Explain how ‘form follows function’ is commonly applied within your context. (3 marks)
DESIGN 4 STAGE 3

Question 2 (16 marks)

Product 1: Graphic poster

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Product 2: Photographic poster

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Product 3: Dimensional object

See next page
Choose one of the design products shown on page 4 as a reference to answer the following questions.

(a) Name two design principles that were used in the design product and explain how they were applied to communicate the message. (6 marks)

Product: ________________________________________________________________

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(b) Using the same two design principles, discuss how you could alter their application to change the meaning of the message in that design product. (6 marks)

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See next page
Question 2 (continued)

(c) Analyse the typographical choices made by the designer to enhance the meaning of that design product. (4 marks)

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Question 3 (6 marks)

(a) Identify a specific production material within your context and detail the parameters or requirements that would be necessary in planning the production of your product using this material. (3 marks)

Production material: _________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
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(b) Cite one example of a material you might use. Outline how planning the production process for this material had to incorporate safe work practices. (3 marks)

Example: _________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
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Question 4  

There are many situations in which ethical decisions play a major part in the design process. With this in mind, answer the following questions.

(a) A client has asked you to work from another designer’s original commercial design. Explain the legal requirements that need to be addressed in this scenario. (3 marks)

(b) Discuss how planning for environmental impacts or sustainable practices would influence the mass production of a product or service in your context. (4 marks)
Question 5  (13 marks)

Select **one** of the environmentally-themed products illustrated below and answer the following questions.

(a) Explain the inquiry process that the designer could have followed to gather source information for the design solution for **one** of the products illustrated above.  (3 marks)

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See next page
(b) Construct documentation to reflect the design development and refinement stages of the design process. Each stage must indicate the progressive nature of the design process. Use sketches, annotations and key reference terms from within your context to articulate your answer. (6 marks)

Design development:
Question 5(b) (continued)

Refinement:
(c) Discuss how colour can be used to reinforce or challenge representations in society. Refer to your design development and refinement illustrations. (4 marks)

End of Section One
Section Two: Extended response  

This section contains six (6) questions.

You **must** answer Question 6, which is common to all contexts and Question 7, which relates to a given stimulus.

Then answer one (1) context specific question from Questions 8 to 11.

Write your answers in the spaces 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.

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Suggested working time: 120 minutes.

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**Question 6**  

(21 marks)

Refer to one design project you have undertaken this year that focused on cultural values, ideologies and/or belief systems. Use this design project to answer all parts of the question.

(a) Explain how you integrated visual language into your design solution to meet the requirements of your client brief.  

(4 marks)
(b) Discuss how you have used a communication model or theory to influence the end receiver in your project. (4 marks)

(c) Identify and discuss how you used visual codes to represent a cultural value or belief to an intended audience in your project. (4 marks)
Question 6 (continued)

(d) Assess how the process of refinement improved the outcomes for this project. (4 marks)

(e) Produce an annotated illustration of an alternative design solution for this project that would have a negative impact on the intended audience. Use the space provided below. (5 marks)
Question 7  
(18 marks)

Design Brief: You are part of a design team that has been approached by a new Western Australian company (Coast) to create a design product for the launch of their signature fashion store. The client has provided the following images and stimuli to guide you in the exploration of their chosen themes.

Roles in the design team:
- the photographic designer must develop the brand identity, using images
- a fashion magazine advertisement must be developed by the graphic designer
- the dimensional designer must create an iconic form or promotional article to be used in the store or as a gift at the launch
- fixtures and displays must be created by the technical graphics designer.

Images:
- Image 1
- Image 2
- Image 3
- Image 4
- Image 5
- Image 6
- Image 7
- Image 8
- Image 9
- Image 10

For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at the following URLs:
- [www.rebelone.net/media/work.html](http://www.rebelone.net/media/work.html)
Choose one role and address the following questions. Indicate your role by ticking the appropriate box:

- [ ] Photographic designer
- [ ] Graphic designer
- [ ] Dimensional designer
- [ ] Technical graphics designer

(a) Create a comprehensive brainstorm diagram to develop the design product for that role using the stimulus material provided. (4 marks)
Question 7 (continued)

(b) Justify your selection of two ideas for the design product to present to the client. (6 marks)

(c) Choose one of the ideas discussed in part (b) and draw an annotated illustration of it in the space provided below. (3 marks)
(d) Apply a process of critical reflective analysis to refine the idea you have developed in part (c). (5 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

(a) Analyse how the designer manipulates visual codes in order to present a viewpoint for an audience. Refer to the image above in your answer. (5 marks)

Photograph constructed for an awareness campaign
(b) Analyse critically the suitability of the materials/production tools which may have been used by the designer of the photograph.  

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(c) Create **two** detailed key questions to gather information from the target audience to justify the suitability of the choices made during the production of the photograph.  

One: ________________________________ 

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Two: ________________________________ 

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See next page
Question 9: Graphics context (15 marks)

(a) Analyse how the designer manipulates visual codes in order to present a viewpoint for an audience. Refer to the image above in your answer. (5 marks)

For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at http://jackgillilandillustration.blogspot.com.au/2012/03/little-white-lies.html
(b) Analyse critically the suitability of the materials/production tools which may have been used by the designer of the magazine cover. (4 marks)

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(c) Create two detailed key questions to gather information from the target audience to justify the suitability of the choices made during the production of the magazine cover. (6 marks)

One: ______________________________________________________________________
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Two: ______________________________________________________________________
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Question 10: Technical graphics context

(a) Analyse how the designer manipulates visual codes in order to present a viewpoint for an audience. Refer to the image above in your answer. (5 marks)
(b) Analyse critically the suitability of the materials/production tools which may have been used by the designer of the spatial design. (4 marks)

(c) Create two detailed key questions to gather information from the target audience to justify the suitability of the choices made during the production of the spatial design. (6 marks)

One: ________________________________

Two: ________________________________
The foyer at the Centre for Adult Education (CAE), Melbourne

(a) Analyse how the designer manipulates visual codes in order to present a viewpoint for an audience. Refer to the image above in your answer. (5 marks)

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(b) Analyse critically the suitability of the materials/production tools which may have been used by the designer of the foyer.  

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(c) Create two detailed key questions to gather information from the target audience to justify the suitability of the choices made during the production of the foyer.  

One: _____________________________________________________________________

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Two: _____________________________________________________________________

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End of questions
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Question number: _______
### Planning

### Continuing an answer

Question number: _____

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Spare answer pages: (✓)
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Question number: _____
ACKNOWLEDGEMENTS

Section One

Question 2

Product 1

Product 2

Product 3

Question 5

Product 1

Product 2

Product 3

Section Two

Question 7

Image 1

Image 2

Image 3

Image 4


Section Two


