Western Australian Certificate of Education
Examination, 2015

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

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.

Tick (✓) one of the boxes below to indicate the context that you studied this year.

<table>
<thead>
<tr>
<th>Context</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>Graphics</td>
<td></td>
</tr>
<tr>
<td>Technical graphics</td>
<td></td>
</tr>
<tr>
<td>Dimensional</td>
<td></td>
</tr>
</tbody>
</table>

Number of additional answer booklets used (if applicable):
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>26</td>
<td>15</td>
</tr>
<tr>
<td>Section Two: Extended response</td>
<td>2</td>
<td>2</td>
<td>120</td>
<td>36</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>1</td>
<td></td>
<td>16</td>
<td>10</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>50</strong></td>
<td></td>
</tr>
</tbody>
</table>

Instructions to candidates

1. The rules for the conduct of Western Australian external examinations are detailed in the Year 12 Information Handbook 2015. 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% (26 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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- 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 (6 marks)

Identify and describe two design principles that explain how the elements of shape and colour have been used in this illustration.

For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at www.slideshare.net/chanraksmealy/computer-arts-collection-3609592

Figure 1: Sarah Mazetti: The Green Man Festival Identity
Question 2  (6 marks)

Figure 2: Australian Centre for Contemporary Art

Figure 3: Victorian College of the Arts Theatre building
Quotation one: ‘Less is more’, Ludwig Mies Van der Rohe
Quotation two: ‘Less is a bore’, Robert Venturi

Which quote above applies best to Modernism and which one applies better to Postmodernism? Justify the reasons for your answer by discussing the buildings in Figure 2 and Figure 3 and the design concepts they represent.

Quotation one applies to Figure ________________________________

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Quotation two applies to Figure ________________________________

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Many types of plastic materials can now be recycled into outdoor furniture. The seats pictured above use plastic waste obtained from electronic devices, toys, drink trays, stadium seats, etc. The furniture can be re-crushed and re-moulded to form new objects at the end of its lifetime.

Explore the possible reasons why this designer used recycled plastic instead of more traditional materials.
This page has been left blank intentionally
Evaluate how these two poster designs reinforce and challenge representations and values in our society. Compare all aspects of the posters.

Figure 5: Skin Care By Heroin. Take heroin and before long you'll start looking ill, losing weight and feeling like death. So, if you're offered heroin, you know what to say. Heroin screws you up.

Figure 6: Anti-Drug Campaign. Take control before it does. Say no to drugs. Samantha. Film Actress. Signature. Join the Fight. Feel responsible to inform Police at 100|SMS 9010100100 or call 09490616552.
Question 5 (4 marks)

Your brief is to create a campaign to encourage donations to a charity fighting world poverty. The final photograph to be used in the campaign is shown below.

For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at http://s1.picdn.net/pic-216950611/stock-photo-madagascar-shy-and-poor-african-girl-with-headkerchief.html?src=pp-same_model-216950605-XoQGQz2Jisp6km1aHiLSSQ-3&ws=1

Figure 7

Give her hope!  GIVE HER HOPE

Typeface 1  Typeface 2

Circle one of the typefaces to be located in the area to the right in the photograph above. Justify your choice below.

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__________________________________________________________________________________________________________________________ ...
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See next page
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Section Two: Extended response 35% (52 Marks)

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.

You must 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.

- 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.

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**Question 6**

Refer to one design project you have undertaken this year that focused on making a political comment or influencing public opinion. Use this project to answer all parts of this question.

(a) Describe the political comment or influence on public opinion that you intended your project to make. (2 marks)

(b) Explain how you have used one specific design principle to assist you to communicate your solution. (4 marks)
Question 6 (continued)

(c) Reflect on the research you have done on different aspects of your project during the design process. Evaluate how you applied the results of this research to your design solution. (4 marks)

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(d) Evaluate two key questions that you have or could have used to assess how successful your project was in influencing public opinion or making a political comment. (4 marks)

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See next page
(e) Give reasons for the materials and/or production processes, methods and techniques you chose to reinforce the communication of the message in your project. (4 marks)
Use the following design brief to answer all parts of this question.

The government is concerned about the increasing number of plastic containers being used for bottled water, which is causing a considerable amount of landfill. It requires a campaign to be designed with a message that will:

- encourage people to drink tap water in preference to bottled water
- demonstrate that tap water is more sustainable than bottled water
- prove that tap water is equal in quality to bottled water.

As part of the design team, you are commissioned to create a prototype for one of the following:

- an exhibition display to be used in schools to educate children about both the benefits and issues relating to tap water and bottled water
- a bottle that entices consumers to want to be seen drinking tap water
- an information brochure to be given to parents to educate them to encourage children to drink tap water.

The design team will consist of four members, each of whom will be responsible for one product shown in the table below. Tick the product you have chosen.

<table>
<thead>
<tr>
<th>Design team member</th>
<th>Product</th>
<th>Tick</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical graphics designer</td>
<td>Exhibition display</td>
<td>✓</td>
</tr>
<tr>
<td>Dimensional designer</td>
<td>Water bottle</td>
<td></td>
</tr>
<tr>
<td>Photographic designer</td>
<td>Photographs for information brochure</td>
<td></td>
</tr>
<tr>
<td>Graphic designer</td>
<td>Information brochure</td>
<td></td>
</tr>
</tbody>
</table>

You are required to produce designs for your chosen product in the form of drawings, sketches and instructions.

Relate your responses to Questions 7(a) to (d) to the product you have chosen from the above table.
(a) Create a solution for the brief you have chosen in the space allocated below.

(i) Develop your ideas through drawing a solution to the brief. (4 marks)

(ii) Include brief written notes on your drawing to explain how you developed the solution. (2 marks)
Question 7 (continued)

(b) Describe where you applied different design strategies and methods in your design solution in part (a) to assist in the communication of the required messages. (4 marks)

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(c) Your team has been told that the delivery date for your design prototype has been shortened to three weeks. Analyse any implications this time constraint may have and describe methods and strategies that could be used to ensure your team efficiently plans for this change in deadline. (4 marks)

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(d) It is a legal requirement to ensure that an organisation follows the Occupational Safety and Health (OSH) laws regulated by government departments such as WorkSafe here in Western Australia.

Identify a relevant OSH issue that is related to a tool used in the production of your solution. Explain how you will manage this issue during production. (4 marks)

OSH issue:

Management outline:
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.

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**Question 8: Photography context** (16 marks)

Victoria Ling is a still-life photographer whose compositions are created for high-profile clients and personal projects. Below are two photographs taken by Victoria Ling; Figure 8 is a personal project while Figure 9 is a commercial commission.

![Figure 8: Victoria Ling - personal project](image)

![Figure 9: Victoria Ling – Casio G-Mag](image)
(a) Distinguish the most important photographic elements and principles of design with which Ling creates her compositions. Comment on why they were selected for each project. (4 marks)

(b) Choose either Figure 8 or Figure 9 and elaborate on how you, as a photographer on this shoot, might have used photo-editing software to enhance one of the photographs after it was taken. (4 marks)
Imagine that you are part of the design team setting up the photograph in Figure 10.

(c) (i) Describe the planning document(s) necessary for the shooting of the photograph in Figure 10.  

(4 marks)
(ii) Draw the planning diagram (with explanatory notes) for the lighting setup of the photograph in Figure 10. (4 marks)
Question 9: Graphics context (16 marks)

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Figure 11: Poster

See next page
(a) Identify the most important graphic design elements and principles used in the poster to create the atmosphere of a summer festival. Comment on why they were selected. (4 marks)

(b) Elaborate on how you, as a graphic designer on this project, might have used different graphics software programs to create different aspects of this poster. (4 marks)
Question 9 (continued)

(c) Apart from the poster, other marketing strategies are needed. You have been assigned the task of adapting the design components of the poster and applying them to the template for the brochure stand on the next page without compromising its look and feel.

Your design needs to include the following text:
● Melbourne’s Moonlight Cinema
● Summer 13/14 Outdoor Cinema

(i) Use colour to sketch your design on the template in Figure 13 on the next page. (4 marks)

(ii) Add notes to your sketch to explain your use of the components of the original poster. (4 marks)
Figure 13: Brochure stand template
Question 10: Technical design context

(16 marks)

Figure 14: Accommodation pod

(a) Distinguish the most important architectural elements and principles the designers have used in this design. Comment on why these elements and principles have been selected.

(4 marks)
(b) The accommodation pods are designed with integrated water storage tanks and photovoltaic (solar energy) panels to be energy efficient and self-sufficient. What other sustainable processes, materials and techniques could be used in the design of these pods? (4 marks)
Question 10 (continued)

(c) Using Figure 15 and Figure 16, sketch the following technical drawing in the space provided on the next page.

(i) A rear draft elevation with relevant labelling. (4 marks)

(ii) Add notes to your sketch to explain the use of materials for energy and self-sufficiency. (4 marks)

Figure 15: Rear View

Figure 16: Side angle view
Question 11: Dimensional design context

Jacqueline Ryan creates jewellery that is both wearable and collectable. Her design process always includes drawing from nature to create paper and card dimensional experiments before using her ideas in metal and other materials. Ryan describes her process as a form of abstraction or metamorphosis, because during each stage she moves further away from the actual object of inspiration so that the new object takes on its own unique qualities.

Figure 17: Jacqueline Ryan’s sketchbook
(a) Distinguish the most important dimensional design elements and principles that Ryan uses in her jewellery design, which are based on her sketchbook drawings. Comment on why these elements and principles have been selected. (4 marks)

(b) From the information in Ryan’s sketches, what materials and methods of production could be explored? Justify your answers on the basis of your own knowledge and experience. (4 marks)
Question 11 (continued)

(c) Using Ryan’s sketch as inspiration, design a piece of wearable jewellery that reflects the influence of the natural environment in the space provided on the next page.

(i) Use colour to sketch multiple views of your design. (4 marks)

(ii) Add notes to your sketches to explain your use of materials and production processes. (4 marks)

Figure 18: Jacqueline Ryan’s sketchbook
End of questions
Additional working space

Question number: ____________

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Additional working space

Question number: _______________
Additional working space

Question number: ____________
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Question number: ______________
Additional working space

Question number: _______________
DESIGN 42 STAGE 3

Additional working space

Question number: ______________
ACKNOWLEDGEMENTS

Section One

Question 1

Question 2
Photographs by courtesy member of examining panel.

Question 3

Question 4

Question 5

Question 6

Section Two

Question 8

Question 9

Question 10
Question 9  
**Project overview text**  

**Figures 11–13**  

Question 10  
**Introductory text**  

**Figures 14–16**  

Question 11  
**Introductory text**  

**Figures 17 and 18**  