



DESIGN STAGE 2 SAMPLE EXAMINATION

Section 7 of the *New WACE Manual: General Information 2006–2009* outlines the policy on WACE examinations.

Further information about the WACE Examinations policy can be accessed from the Curriculum Council website at http://newwace.curriculum.wa.edu.au/pages/about_wace_manual.asp.

The purpose for providing a sample examination is to provide teachers with an example of how the course will be examined. Further finetuning will be made to this sample in 2008 by the examination panel following consultation with teachers, measurement specialists and advice from the Assessment, Review and Moderation (ARM) panel.

DRAFT (WEB VERSION ONLY)



Western Australian Certificate of Education, Sample External Examination Question/Answer Booklet

DESIGN WRITTEN PAPER STAGE 2

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 hours and thirty minutes

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, pencils, eraser or correction fluid, ruler, highlighter

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 this paper

Section	Suggested working time	Number of questions available	Number of questions to be attempted	Marks available
Section One: Short response	60 minutes	40	10	40
Section Two: Extended response	90 minutes	8	2	60
[Total marks]				100

Instructions to candidates

1. The rules for the conduct of Curriculum Council examinations are detailed in the *Student Information Handbook*. Sitting this examination implies that you agree to abide by these rules.
2. For Section 1, you are to answer the questions in the space provided immediately after each question in this Question/Answer Booklet
3. For Sections 2, write your answers in a separate Answer Booklet. A blue or black ballpoint or ink pen should be used.
4. 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.
5. Spare answer pages may be found at the end of this booklet. If you need to use them, indicate in the original answer space where the answer is continued (i.e. give the page number).

SECTION ONE—SHORT RESPONSE 40%

In this section there are **FORTY (40)** questions. This section contains **FOUR (4)** contexts. **SELECT ONE CONTEXT ONLY. Answer all questions in that context.**

Allow approximately 60 minutes for this section *[40 marks]*.

CONTEXT 1: PHOTOGRAPHY *[40 marks]*.

Question 1

Identify four ways in which a photographer could build a profile of a target audience.

[4 marks]

Question 2

Explain how social and cultural changes overtime can affect the way in which food is photographed.

[4 marks]

CONTEXT 1: PHOTOGRAPHY

Question 3

In advertising photography, outline three considerations for a successful advertisement.

[3 marks]

Question 4

List five communication environments.

[5 marks]

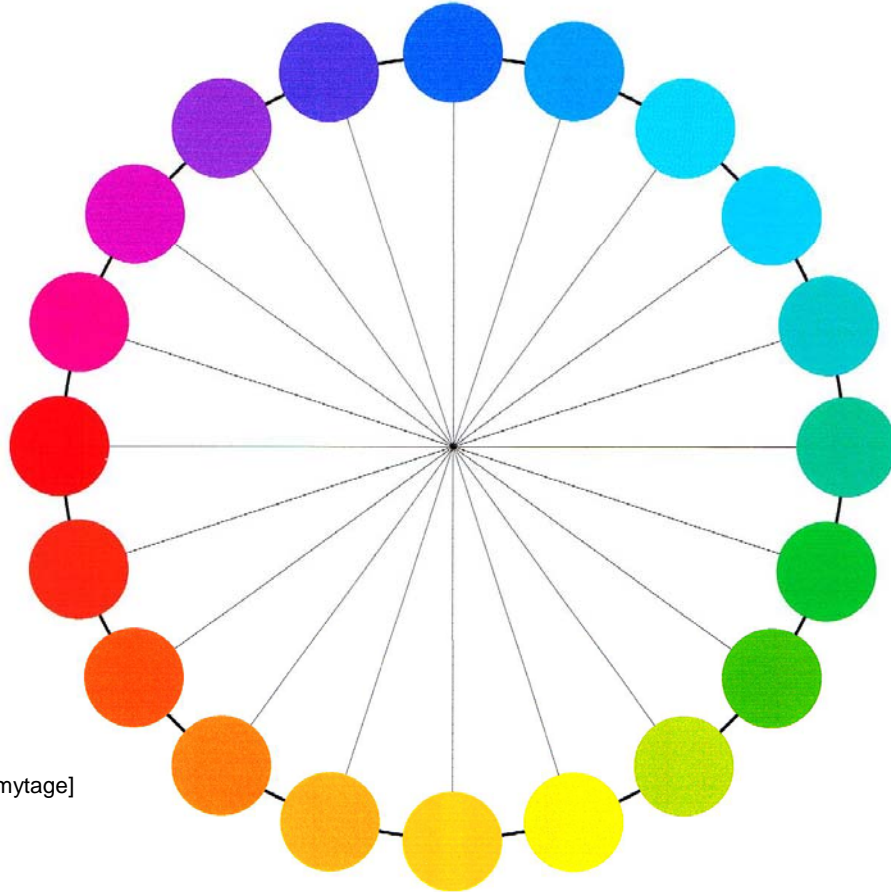
Question 5

Outline one technological development that has influenced photographic practice.

[3 marks]

CONTEXT 1: PHOTOGRAPHY

Question 6



[From: P. Green-Armytage]

Look at the colours on the colour wheel ABOVE and answer the following:

- (a) Choose any two complementary colours. Explain how they could be used to create an effect.

[2 marks]

Colours chosen: _____ and _____

CONTEXT 1: PHOTOGRAPHY

(b) Give two examples of warm colours. Explain how they could be used to create a specific atmosphere or effect.

[2 marks]

Question 7

Explain the meaning of each of the following in terms of colour: hue, tone, saturation

[5 marks]

Question 8

Select either hue, tone or saturation and describe an example of its application.

[3 marks]

CONTEXT 1: PHOTOGRAPHY

Question 9

This question refers to the images below.



[From: A. Price]

Explain how the use of colour in the four identical pictures could affect the way in which we perceive it and describe the emotions or reactions evoked by the colour in each picture

[5 marks]

CONTEXT 1: PHOTOGRAPHY

Question 10

Explain two aspects of a communication model that can be applied to help read or construct a message.

[4 marks]

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CONTEXT 2: GRAPHIC

Question 16

List four environmental considerations which should be thought about when designing packaging.

[4 marks]

Question 17

In a large design firm there will be many areas of specialisation and many job descriptions. List three of them, giving a short description of the job.

[3 marks]

Question 18

A bus timetable leaflet showing times and routes is being produced by the council for distribution to local homes. List 3 minority groups of people which this leaflet may have to cater for and how it could do this.

[3 marks]

CONTEXT 2: GRAPHIC

Question 19

Explain the meaning of the statement 'form follows function'.

[3 marks]

Question 20

A client has asked you to create a leaflet for the provision of handicapped services to local council residents. These include the partially sighted and those with physical and mental disabilities.

List four design constraints/considerations you would address in creating the design.

[4 marks]

CONTEXT 3: TECHNICAL GRAPHICS

Question 23

Choose a graphics style or method (these could include measured perspective, floor plans, technical drawings, typographic design, or any other that you are familiar with) and:

- Explain at least two applications of the graphics style or method in industry and society.
- Explain who would create these graphics types.
- Explain why these particular graphics types are used, how they are used, and who would be the end users.

[6 marks]

Question 24

A client has asked you to create a proposal for the provision of handicapped services to local council residents. These include the partially sighted and those with physical and mental disabilities.

List THREE points concerning the design constraints/considerations you would address in creating the design.

[3 marks]

CONTEXT 3: TECHNICAL GRAPHICS

Question 25

What is the most important legal constraint to consider when publishing a document such as a plan?

[3 marks]

Question 26

Name THREE elements of a design that could have cultural significance and give examples of the way that culture can be expressed in these elements.

[6 marks]

CONTEXT 3: TECHNICAL GRAPHICS

Question 27

Name three lifestyle preferences that could be considered when designing a sports oriented product.

[3 marks]

Question 28

Select an advanced material e.g. a composite, a special alloy, a laminated material or other material that you may be familiar with. Give examples of where this material could be used. Describe its properties and give advantages and disadvantages of its use.

[7 marks]

CONTEXT 3: TECHNICAL GRAPHICS

Question 29

Name TWO types of communication and give examples illustrating the way that a designer would use each type.

[2 marks]

Question 30

Name four important economic factors that have to be considered when designing a product.

[2 marks]

SECTION ONE—SHORT RESPONSE 40% (cont.)
CONTEXT 4: DIMENSIONAL

Question 31

Describe either the advantages or disadvantages of using traditional craft techniques such as silk screening, pen drawing, clay modelling or others that you may have used, compared with digital applications. Make reference to the ways in which audiences respond to the media that you chose.

[2 marks]

Question 32

Choose a graphics style or method (these could include measured perspective, floor plans, technical drawings, typographic design, or any other that you are familiar with) and:

- 1) Explain at least two applications of the graphics style or method in industry and society.
- 2) Explain who would create these graphics types.
- 3) Explain why these particular graphics types are used, how they are used, and who would be the end users.

[6 marks]

CONTEXT 4: DIMENSIONAL

Question 33

A client has asked you to create a proposal for the provision of handicapped services to local council residents. These include the partially sighted and those with physical and mental disabilities.

List FOUR points concerning the design constraints/considerations you would address in creating the design.

[4 marks]

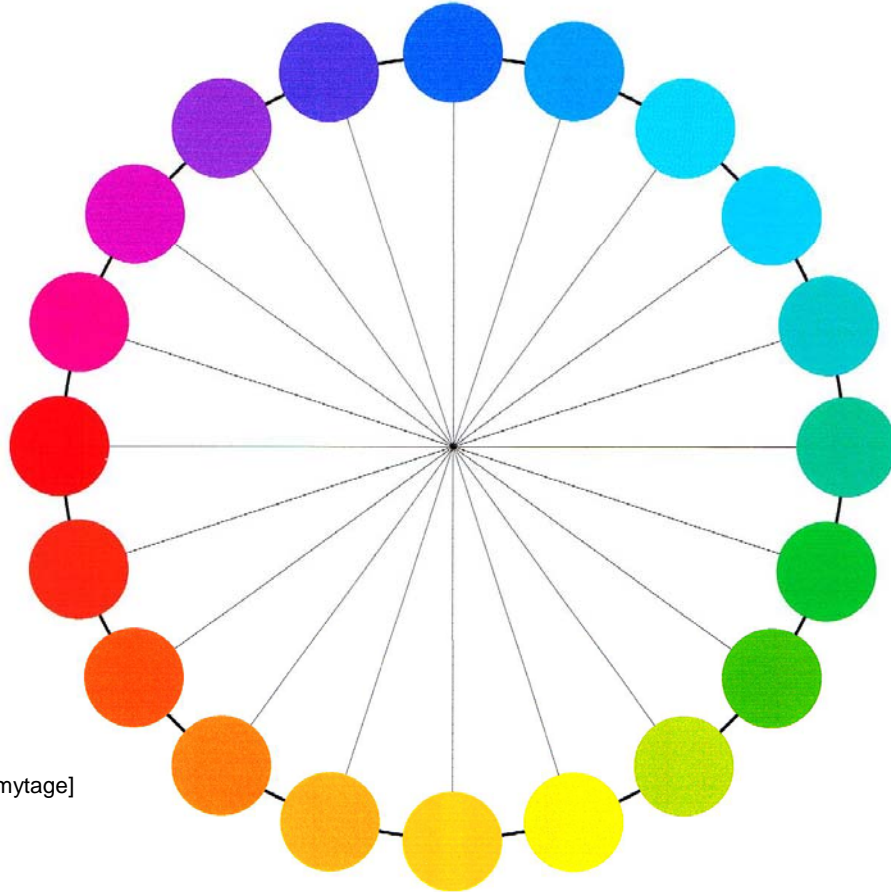
Question 34

List THREE common issues for a designer to consider when designing a project

[3 marks]

CONTEXT 4: DIMENSIONAL

Question 35



[From: P. Green-Armytage]

Look at the colours on the colour wheel ABOVE and answer the following:

- (a) Choose any two complementary colours. Explain how they could be used to create an effect.

[2 marks]

Colours chosen: _____ and _____

CONTEXT 4: DIMENSIONAL

(b) Give two examples of warm colours. Explain how they could be used to create a specific atmosphere or effect.

[2 marks]

Question 36

Explain the meaning of each of the following in terms of colour: hue, tone, saturation

[3 marks]

Question 37

Select either hue, tone or saturation and describe an example of its application.

[3 marks]

CONTEXT 4: DIMENSIONAL

Question 38

Give four examples of values and beliefs that drive design practice and briefly describe how they affect design

[8 marks]

Question 39

Describe what techniques can be used to determine the needs and wants of a client before the design stage of a project

[3 marks]

CONTEXT 4: DIMENSIONAL

Question 40

What is the most important legal constraint to consider when publishing a design such as a plan, garment design, sketch proposal?

[4 marks]

END OF SECTION ONE

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SECTION TWO—EXTENDED RESPONSE 60%

In this section there are **EIGHT (8)** questions. This section contains **FOUR (4)** contexts. Complete **TWO (2)** questions in **ONE (1)** context.

Allow approximately 90 minutes for this section *[60 marks]*.

CONTEXT 1: PHOTOGRAPHY**Question 41**

Photographs are often designed to convey a message to the viewer. Communication theories and other established design principles are used to construct meanings.

Using your exam portfolio, select one of your projects and address the following key points:

- Describe how the project has used design elements and principles to communicate
- Identify and discuss any relevant parts of communication theories demonstrated in your work
- Discuss the use of colour or other design elements that express meaning
- Describe the possible target audience
- Reflect on any social values dealt with in the project
- Discuss meanings or messages conveyed.

[30 marks]

Question 42

You have been asked by a design company to produce an advertisement that attempts to subvert messages of major producers whose practices are deemed to be unethical. Choose one producer from the numbered list below and write a description of how you would address these key points:

- Describe the stages of the design process
- What background research would be required and discuss target audience
- Describe how you would use a communication process
- Construct your design to communicate a message
- Employ relevant design principles
- Convey contemporary social values, representations and culture in your design.

- (i) Alcohol companies who glamourise smoking and drinking
- (ii) Clothing companies that may employ third world labour or take part in unorthodox methods like those associated with the fur trade.
- (iii) Beauty industry that promotes an unhealthy obsession with being thin
- (iv) Companies that employ animal testing of their products.

[30 marks]

Context 2: Graphic**Question 43**

Graphic images are often designed to convey a message to the viewer. Communication theories and other established design principles are used to construct meanings.

Using your portfolio you are to select one of your design projects and analyse it using the following key points:

- Describe how the project has used design elements and principles to communicate
- Identify and discuss any relevant parts of communication theories demonstrated in your work
- Discuss the use of colour or other design elements that express meaning
- Describe the possible target audience
- Reflect on any social values dealt with in the project
- Discuss meanings or messages conveyed.

[30 marks]

Question 44

You have been asked by a design company to produce an advertisement that attempts to subvert messages of major producers whose practices are deemed to be unethical. Choose one producer from the numbered list below and write a description of how you would address these key points:

- Describe the stages of the design process
- What background research would be required and discuss target audience
- Describe how you would use a communication process
- Construct your design to communicate a message
- Employ relevant design principles
- Convey contemporary social values, representations and culture in your design.

- (i) Alcohol companies who glamourise smoking and drinking
- (ii) Clothing companies that may employ third world labour or take part in unorthodox methods like those associated with the fur trade.
- (iii) Beauty industry that promotes an unhealthy obsession with being thin
- (iv) Companies that employ animal testing of their products.

[30 marks]

Context 3: Technical Graphics**Question 45**

Product designs and architectural schemes are often designed to convey a message to the viewer. Communication theories and other established design principles are used to construct meanings.

Using your exam portfolio you are to select one of your projects and analyse it using the following key points:

- Describe how the project has used design elements and principles to communicate
- Identify and discuss any relevant parts of communication theories demonstrated in your work
- Discuss the use of colour or other design elements that express meaning
- Describe the possible target audience
- Reflect on any social values dealt with in the project
- Discuss meanings or messages conveyed.

[30 marks]

Question 46

Describe how you would use measurement categories such as demographics and/or ergonomics (and/or any other measurement that you are familiar with) to create a profile of the user or users for a design work. You can refer to your portfolio for this.

[30 marks]

Context 4: Dimensional**Question 47**

Product designs, fashion, textiles, jewellery, architecture and other dimensional subjects are often designed to convey a message to the viewer. Communication theories and other established design principles are used to construct meanings.

Using your exam portfolio you are to select one of your projects and analyse it using the following key points:

- Describe how the project has used design elements and principles to communicate
- Identify and discuss any relevant parts of communication theories demonstrated in your work
- Discuss the use of colour or other design elements that express meaning
- Describe the possible target audience
- Reflect on any social values dealt with in the project
- Discuss meanings or messages conveyed.

[30 marks]

Question 48

Describe how you would use measurement categories such as demographics and/or ergonomics (and/or any other measurement that you are familiar with) to create a profile of the user or users for a design work. You can refer to your portfolio for this.

[30 marks]

ACKNOWLEDGEMENTS**SECTION ONE****CONTEXT 1: PHOTOGRAPHY**

Question 6: Colour wheel by kind permission Paul Green-Armytage.

Question 9: Images by kind permission Alun Price.

CONTEXT 2: GRAPHIC

Question 13: Department of Prime Minister and Cabinet. (1998). *Australian flags* (Cover). Retrieved July, 2007, from Australia Day website: <http://www.australiaday.gov.au/pages/page22.asp>.

CONTEXT 4: DIMENSIONAL

Question 35: Colour wheel by kind permission Paul Green-Armytage.