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MARKING KEY

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DESIGN

WACE Sample Written Examination Marking Key STAGE 2

Section One Short Response 40%

CONTEXT 1: PHOTOGRAPHY

Question 1

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

Mark	Description
4	Gives a comprehensive description of factors such as psychographics and socio-economic factors that could be used in profile building
3	Identifies two to three ways of building a profile of target audience
2	Identifies one way of building a profile of target audience
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 2

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

Mark	Description
4	Identifies social and cultural changes and gives examples of how they have affected food photography
3	Describes the way that taste changes over time
2	Demonstrates an understanding that food is photographed for a particular audience
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 3

In advertising photography, outline THREE considerations for a successful advertisement

Mark	Description
3	Outlines THREE considerations
2	Outlines TWO considerations
0-1	Outlines ONE consideration, e.g. budget or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 4

List 5 communication environments

Mark	Description
5	Lists FIVE communication environment
4	Lists FOUR communication environment
3	Lists THREE communication environment
2	Lists TWO communication environment
0-1	Lists ONE communication environment, eg. Physical, economic, social, cultural, geographic, interpersonal or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 5

Outline one technological development that has influenced photographic practice.

Mark	Description
3	Describes technological development and the changes that it influenced
2	Describes a technological development, e.g. 35mm. camera
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 6

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.

Mark	Description
2	Names two warm colours and gives information of their effect
1	Names warm colours
0	Irrelevant or inappropriate response

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

Mark	Description
2	Can give examples of their use
1	Understands basic concept of warm colours
0	Irrelevant or inappropriate response

Question 7

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

Mark	Description
5	Gives examples that clearly illustrate the terms
4	Accurate definition of three terms
3	Accurate definition of two terms
2	Accurate definition of one term
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 8

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

Mark	Description
3	Provides an example demonstrating understanding of principles and how they are applied.
2	Understands the use of Hue, Tone or Saturation in design.
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 9

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

Mark	Description
5	Describes colour response for four colours and understands emotional reaction
4	Describes colour response for three colour and understands emotional reaction
3	Describes colour response for two colours and understands emotional reaction
	Describes colour response for one colour and understands emotional reaction
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 10

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

Mark	Description
4	Explains two aspects of a communication model e.g. 'noise', 'sender'
2-3	Explains an aspect of a communication model e.g. 'noise'
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

CONTEXT 2: GRAPHIC

Question 11

Identify 6 areas of focus in designing a magazine advertisement for a new shoe for a child, that will attract the target audience.

Mark	Description
6	Names six clear areas of focus with explanation
5	Names five clear areas of focus
4	Names 4 clear areas of focus
3	Names 3 clear areas or 3 or more unclear or partial focus areas
2	Names 2 clear areas or 2 or more unclear or partial focus areas
0-1	Names 1 clear areas or 1 or more unclear or partial focus areas or Shows minimal understanding or may provided an irrelevant, inappropriate or inaccurate response

Students may include any of the following:

- Clear knowledge of the brand in question based on solid research.
- Research of the target audience for the shoe, including age range, gender, sports or special interest groups.
- Development of ideas which will be understood by the specific target audience you have defined in your research.
- Elements and principles used which will appeal to the target audience, especially the bold use of colour, pattern and shape.
- Sympathetic and clear incorporation of the company brand or logo.
- Possible incorporation of ideas or themes that stem from current trends/ movies/popular culture.
- Use of text which will both appeal to the target audience in its legibility but also provide enough information to parents who may be the ultimate purchasers of the product.
- A slogan or catch-phrase which neatly ties the theme of the advert together with the product while emphasising the features to emphasise (e.g toughness, durability, sportiness etc).
- The use of appropriate desktop publishing considerations in the design layout of the advert, including legibility, use of grid, white space and main focus.

Question 12

You have found an image in a book which you would like to use as part of an article you are writing for a daily newspaper. What steps would you need to take to be able to do so legally?

Mark	Description
3	Has shown clear understanding of the major steps involving copyright
2	Has shown some relevant understanding or some of the steps necessary in obtaining copyright permissions
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Students may include any of the following:

- Contact with the original creator of the image.
- If this is not possible or if the creator is deceased, contact with the copyright holder of the image.
- Written permission from the original creator of the image or the copyright holder.
- If the image is older than a certain age it may be copyright free, but this will need to be checked.
- Payment of a usage fee upon negotiation with the copyright holder which can vary from free to a large fee.
- Informing the copyright holder of the end usage of the image. As a newspaper it may have a higher usage fee than that of a private user.

Question 13

Below is an image of the Australian flag. Briefly analyse the design elements and principles of language used.

Mark	Description
4-5	Clearly defines at least four main areas of design elements and principles
2-3	Clearly defines at least two main areas of design elements and principles
0-1	Only one relevant design element considered or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Students may include any of the following:

- Variety of shapes and colours.
- Balance between the crowded rectangular area of the Union Jack and the larger, more sparsely filled blue 'sky' area.
- Unity of colour shown in the main elements with the white of the Union Jack retreating in the stars and the blue of the sky merging into the background. Limited use of analogous colours (red and blue) with the white used to define and separate them this adds to feeling of unity.
- Repetition of shapes in the case of the stars and the rectangle within a rectangle of the Union Jack .
- Pattern in the form of the symmetrical crosses contained in the Union Jack.
- Proportion shown clearly in the scale of the dominant Union Jack positioned at top left compared to the larger but simpler area around it.
- Expresses movement. Although in itself a static design, the context we would see it in (and which it is displayed in here) is as a flag, therefore it is in essence a design that has to transmit information as well if it is static or in motion. The 'stars' element itself relates to a celestial event which refers to Australia's position in the Southern hemisphere and as such which refers to movement.
- Emphasis is placed on the Union Jack as the dominant focal point of the flag, referring to the British roots of the first colonies.

Question 14

Using the same flag image, state what values, beliefs and attitudes the flag designer was trying to portray.

Mark	Description
5	Student has been able to comprehensively analyse imagery and relate it to specific cultural, religious and social values, beliefs and attitudes and possible psychological impacts.
4	Student has stated at least two main points relating to any cultural, religious or social value, belief or attitude or possible psychological impact.
2-3	Student has shown basic knowledge of either a value, belief or attitude that this symbol may represent.
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Students may include any of the following:

- dominance of the Union Jack over that of the Southern Cross.
- Repetition of traditional red white and blue colours with no departure from the colour scheme would indicate the closeness to Britain which the flag makers may have wanted to portray.
- The stars device echoes that of the flag of the United States, with this flag cleverly being able to go one step further and denote the states making up Australia with that of a geographical phenomenon (the Southern Cross) which specifies Australia's position.
- The colour blue denotes space, sky and purity.
- Red denotes the land, blood and also alludes to a union of the different countries making up Britain.
- The double cross of St Andrew and St George allude to religious and Christian heritage, which could suggest Christian moral standards and beliefs.
- The Union Jack may be smaller than the rest of the flag but its dominant symbols and red colours advance into the viewers field, while the blue 'background' recedes.

Question 15

A major graphic design publication has decided to discontinue their print publication and go completely on-line. What advantages or disadvantages could this bring?

Mark	Description
4	Names correctly four disadvantages and advantages for both paper based and web based publication
3	Names three disadvantages and advantages for both paper based and web based publication
2	Names two disadvantages and advantage for both paper based and web based publication
1	Names only one disadvantage or one advantage for both paper based and web based publication
0	Irrelevant or inappropriate response

Students may include any of the following:

Advantages

- Speed of access
- Cost effective
- Potential creation of multiple foreign language versions at a fraction of the cost of doing this in print.
- Potentially reaching a much wider audience.
- Content can now include multi-media, animations and audio as part of the magazine, whereas before this could not occur or had to be included as a separate DVD or CD ROM.
- Could include versions for the partially sighted or disabled.
- Could create instantaneous links to such things as featured designers/ artists websites or galleries, enabling these people more ready access to potential clients.

Disadvantages

- Potential loss of identity amid the huge amount of content on the web.
- Potential for greater breach of copyright by digitising all content.

- Potentially easier for people not to pay to view the magazine.
- Unless computers viewing content have fast processors, some images shown in their full resolution may lag, leading to a slower reading time.
- Not so much chance to 'skim' read or flick through.
- Many people who traditionally collect magazines may be put off the digital format or they may not want to read large amounts of information from the computer.

Question 16

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

Mark	Description
4	Student shows careful consideration of main environmental issues such as nature and amount of material packaging, recycling and decomposition times
2-3	Student names at least two basic environmental issues that relate to packaging design
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Students may include any of the following:

- Recyclable packaging.
- Use of the least amount of packaging material as possible.
- When using non recyclable materials these should be able to break down easily once in landfill.
- Materials which will not be harmful in their design to wildlife/ marine life.
- A recycling scheme already in place to handle to type of material the packaging is made of.
- An avoidance where possible of extra packaging such as plastic wrapping around the main article.

Question 17

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

Mark	Description
3	Describes three or more job titles with clear descriptions of their roles and possible links between them
2-3	Describes two job titles with clear descriptions of their roles and possible links between them
0-1	Describes a job title with little description of the role or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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 that this leaflet may have to cater for and how it could do this.

Mark	Description
3	Describes three or more minority groups together with problems they may face and possible simple solutions to this
2	Describes two minority groups with problems they may face and possible simple solutions to this
0-1	Describes a minority group with basic problem and solution or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 19

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

Mark	Description
3	Comprehensive definition with possible contextualisation
2	Basic definition
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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 considerations you would need to address in creating the design.

Mark	Description
4	Lists major human factors and most important strategic considerations
3	Lists a mix of technical and human considerations
2	Lists four technical constraints
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

CONTEXT 3: TECHNICAL GRAPHICS

Question 21

A client has asked you to develop a major design project intended to get a response from a targeted audience. Identify an audience and describe what theories you would use and how you would justify their use to your client

Mark	Description
5-6	Understands the way that theories can be used in the design project and can justify their use
3-4	Describes at least one relevant theory
2	Identifies a relevant audience
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 22

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

Mark	Description
2	Identifies and describes a range of techniques
0-1	Identifies and describes 1 technique e.g. interviewing or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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 and how these particular graphics types are used. Identify the end users.

Mark	Description
6	Describes the use of the graphic technique and how it is applied, who the users are and why the technique is relevant to them
4-5	Explains the techniques and shows who would use them and why using sketches
2-3	Demonstrates a basic understanding of the technique or method
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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.

Mark	Description
3	Lists three major human factors and most important strategic considerations
2	Lists some technical constraints with a mix of technical and human factors
0-1	Lists a technical constraint or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 25

Identify the most important legal constraint to consider when publishing a document such as a plan.

Mark	Description
3	Mentions copyright or another significant legal constraint
2	Mentions legal restraints such as defamation but not copyright
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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.

Mark	Description
6	Names three elements and gives relevant example or examples
4-5	Names two elements and gives relevant example or examples
2-3	Names one element and gives relevant example or examples
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 27

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

Mark	Description
3	Mentions three relevant factor e.g. luxury oriented, environmentally oriented
2	Mentions two relevant factor e.g. luxury oriented, environmentally oriented
0-1	Mentions one relevant factor e.g. luxury oriented, environmentally oriented or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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.

Mark	Description
7	Gives an example of an advanced material and describes all of its properties and advantages/disadvantages, gives several relevant examples
6	Gives an example of an advanced material and describes most of its properties and advantages/disadvantages, gives relevant example
4-5	Gives an example of an advanced material and describes its properties and advantages/disadvantages, but does not give relevant examples- or gives relevant examples without clearly defining advantages/disadvantages
2-3	Gives an example of an advanced material and describes its properties
0-1	Gives an example of an advanced material or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 29

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

Mark	Description
2	Names two types and gives relevant example or examples
1	Names one type and gives relevant example or examples
0	Irrelevant or inappropriate response

Question 30

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

Mark	Description
2	Names four factors, e.g. available budget, cost point
1	Names two to three factors, e.g. available budget, cost point
0	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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.

Mark	Description
2	Discussion of how a range of techniques are used, and the relevance of traditional and digital techniques to context and users.
1	Identification of some simple techniques and a recognition of functional differences
0	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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.

Mark	Description
6	Describes the use of the graphic technique and how it is applied, who the users are and why the technique is relevant to them
4-5	Explains the techniques and shows who would use them and why using sketches
2-3	Demonstrates a basic understanding of the technique or method
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

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.

Mark	Description
4	Lists four major human factors and most important strategic considerations
3	Lists three major human factors and most important strategic considerations
2	Lists some technical constraints with a mix of technical and human factors
0-1	Lists a technical constraint or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 34

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

Mark	Description
3	Lists 3 relevant issues
2	Lists 2 relevant issues
0-1	Lists 1 relevant issue or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 35

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.

Mark	Description
2	Names two warm colours and gives information of their effect
1	Names warm colours
0	Irrelevant or inappropriate response

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

Mark	Description
2	Can give examples of their use
1	Understands basic concept of warm colours
0	Irrelevant or inappropriate response

Question 36

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

Mark	Description
3	Accurate definition of three terms
2	Accurate definition of two terms
0-1	Definition of one term or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 37

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

Mark	Description
3	Provides an example demonstrating understanding of principles and how they are applied.
2	Understands the use of Hue, Tone or Saturation in design.
0-1	Basic definition of the term or shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 38

Provide four examples of how values and beliefs drive design practice. Briefly describe how they affect design

Mark	Description
8	Gives four examples, identifies how they affect design practice
6-7	Gives two or three examples, identifies how they affect design practice
4-5	Gives one or two examples, identifies how they affect design practice
2-3	Gives one or two examples, does not identify how they affect design practice
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Students may include any of the following:

- Ideologies.
- Fashion.
- Functionalism.
- Personal identity.
- Belief systems
- Consumerism.

Question 39

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

Mark	Description
3	Identifies and describes a range of techniques
2	Identifies and describes 1 technique e.g. interviewing
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

Question 40

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

Mark	Description
4	Mentions copyright or another significant legal constraint and demonstrates understanding of implications
2-3	Mentions legal restraints such as defamation but not copyright
0-1	Shows minimal understanding or may provide an irrelevant, inappropriate or inaccurate response

DRAFT

Section B Extended Response 60%

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 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 cultural messages conveyed

Communication Process

Mark	Description
8-10	In depth explanations and understandings of communication theory and how it can be used in construction and deconstruction. Apply theories giving examples, exploring audience and construction of meaning and message Examples of research processes, use of visual language, solving problems.
6-7	Fully explains and demonstrates understanding of specific communication theories such as Shannon and Weaver, can compare to other models can explain advantages and disadvantages.
4-5	Identifies and has understanding communication theories or models Explains and compare show they may be used to formulate opinion on construction of images
2-3	Demonstrates some aspects of communication theory uses basic language in recognition of stages
0-1	Shows little understanding of using a communication process

Design Society and Culture

Mark	Description
8-10	In depth explanations and understandings of values and beliefs and how it is used in analysis of design and evident in semiology and the construction of design with messages and meanings influences by social cultural economic political views and beliefs
6-7	Fully explains and demonstrates understanding of specific audiences, demographics social strata. Identify aspect of popular culture in society and it influence on construction of design
4-5	Identifies and has understanding of concepts of representation and stereotypes Explains relationship to formulates opinion on how values influence construction of images
2-3	Demonstrates some understanding that clients, users and audience are key participants in design and basic understanding of how values and beliefs affect design
0-1	Shows little understanding of using design and values in society and culture

Complexity of Analysis

Mark	Description
8-10	In depth explanations and understandings of to a high level of complexity. Sophisticated use of critical analysis and evaluation using an extensive range of visual language to form an opinion
6-7	Fully explains and demonstrates a strong understanding of specific visual language used in analysing designs. Can critically evaluate and analyse using specific visual language to form an opinion.
4-5	Identifies and has moderate understanding of concepts of analyzing Explains relationship of visual language and the designer to formulates opinion on how principles and values influence construction of meaning. Can evaluate the use of design.
2-3	Demonstrates linear understanding of design analysis, displays limited use of connecting, users and audience and key principles or theories in design. limited understanding of how values and beliefs affect design to create meaning.
0-1	Analysis shows little knowledge or understanding of Design theories, principles

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:

- (i) Describe the stages of the design process
- (ii) What background research would be required and discuss target audience
- (iii) Describe how you would use a communication process
- (iv) Construct your design to communicate a message
- (v) Employ relevant design principles
- (vi) 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.

Communication Process

Mark	Description
8-10	In depth explanations and understandings of communication theory and how it can be used in construction and deconstruction. Apply theories giving examples, exploring audience and construction of meaning and message Examples of research processes, use of visual language, solving problems.
6-7	Fully explains and demonstrates understanding of specific communication theories such as Shannon and Weaver, can compare to other models can explain advantages and disadvantages.
4-5	Identifies and has understanding communication theories or models Explains and compare show they may be used to formulate opinion on construction of images
2-3	Demonstrates some aspects of communication theory uses basic language in recognition of stages
0-1	Shows little understanding of using a communication process

Design Society and Culture

Mark	Description
8-10	In depth explanations and understandings of values and beliefs and how it is used in analysis of design and evident in semiology and the construction of design with messages and meanings influences by social cultural economic political views and beliefs
6-7	Fully explains and demonstrates understanding of specific audiences, demographics social strata. Identify aspect of popular culture in society and it influence on construction of design
4-5	Identifies and has understanding of concepts of representation and stereotypes Explains relationship to formulates opinion on how values influence construction of images
2-3	Demonstrates some understanding that clients, users and audience are key participants in design and basic understanding of how values and beliefs affect design
0-1	Shows little understanding of using design and values in society and culture

Complexity of Analysis

Mark	Description
8-10	In depth explanations and understandings of to a high level of complexity. Sophisticated use of critical analysis and evaluation using an extensive range of visual language to form an opinion
6-7	Fully explains and demonstrates a strong understanding of specific visual language used in analysing designs. Can critically evaluate and analyse using specific visual language to form an opinion.
4-5	Identifies and has moderate understanding of concepts of analyzing Explains relationship of visual language and the designer to formulates opinion on how principles and values influence construction of meaning. Can evaluate the use of design.
2-3	Demonstrates linear understanding of design analysis, displays limited use of connecting, users and audience and key principles or theories in design. limited understanding of how values and beliefs affect design to create meaning.
0-1	Analysis shows little knowledge or understanding of Design theories, principles

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 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 cultural messages conveyed

Communication Process

Mark	Description
8-10	In depth explanations and understandings of communication theory and how it can be used in construction and deconstruction. Apply theories giving examples, exploring audience and construction of meaning and message Examples of research processes, use of visual language, solving problems.
6-7	Fully explains and demonstrates understanding of specific communication theories such as Shannon and Weaver, can compare to other models can explain advantages and disadvantages.
4-5	Identifies and has understanding communication theories or models Explains and compare show they may be used to formulate opinion on construction of images
2-3	Demonstrates some aspects of communication theory uses basic language in recognition of stages
0-1	Shows little understanding of using a communication process

Design Society and Culture

Mark	Description
8-10	In depth explanations and understandings of values and beliefs and how it is used in analysis of design and evident in semiology and the construction of design with messages and meanings influences by social cultural economic political views and beliefs
6-7	Fully explains and demonstrates understanding of specific audiences, demographics social strata. Identify aspect of popular culture in society and it influence on construction of design
4-5	Identifies and has understanding of concepts of representation and stereotypes Explains relationship to formulates opinion on how values influence construction of images
2-3	Demonstrates some understanding that clients, users and audience are key participants in design and basic understanding of how values and beliefs affect design
0-1	Shows little understanding of using design and values in society and culture

Complexity of Analysis

Mark	Description
8-10	In depth explanations and understandings of to a high level of complexity. Sophisticated use of critical analysis and evaluation using an extensive range of visual language to form an opinion
6-7	Fully explains and demonstrates a strong understanding of specific visual language used in analysing designs. Can critically evaluate and analyse using specific visual language to form an opinion.
4-5	Identifies and has moderate understanding of concepts of analysing Explains relationship of visual language and the designer to formulates opinion on how principles and values influence construction of meaning. Can evaluate the use of design.
2-3	Demonstrates linear understanding of design analysis, displays limited use of connecting, users and audience and key principles or theories in design. Shows limited understanding of how values and beliefs affect design to create meaning.
0-1	Analysis shows little knowledge or understanding of Design theories, principles

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.**

Communication Process

Mark	Description
8-10	In depth explanations and understandings of communication theory and how it can be used in construction and deconstruction. Apply theories giving examples, exploring audience and construction of meaning and message Examples of research processes, use of visual language, solving problems.
6-7	Fully explains and demonstrates understanding of specific communication theories such as Shannon and Weaver, can compare to other models can explain advantages and disadvantages.
4-5	Identifies and has understanding communication theories or models Explains and compare show they may be used to formulate opinion on construction of images
2-3	Demonstrates some aspects of communication theory uses basic language in recognition of stages
0-1	Shows little understanding of using a communication process

Design Society and Culture

Mark	Description
8-10	In depth explanations and understandings of values and beliefs and how it is used in analysis of design and evident in semiology and the construction of design with messages and meanings influences by social cultural economic political views and beliefs
6-7	Fully explains and demonstrates understanding of specific audiences, demographics social strata. Identify aspect of popular culture in society and it influence on construction of design
4-5	Identifies and has understanding of concepts of representation and stereotypes Explains relationship to formulates opinion on how values influence construction of images
2-3	Demonstrates some understanding that clients, users and audience are key participants in design and basic understanding of how values and beliefs affect design
0-1	Shows little understanding of using design and values in society and culture

Complexity of Analysis

Mark	Description
8-10	In depth explanations and understandings of to a high level of complexity. Sophisticated use of critical analysis and evaluation using an extensive range of visual language to form an opinion
6-7	Fully explains and demonstrates a strong understanding of specific visual language used in analysing designs. Can critically evaluate and analyse using specific visual language to form an opinion.
4-5	Identifies and has moderate understanding of concepts of analysing Explains relationship of visual language and the designer to formulate opinion on how principles and values influence construction of meaning. Can evaluate the use of design.
2-3	Demonstrates linear understanding of design analysis, displays limited use of connecting, users and audience and key principles or theories in design. limited understanding of how values and beliefs affect design to create meaning.
0-1	Analysis shows little knowledge or understanding of Design theories, principles

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

Communication Process

Mark	Description
10	In depth explanations and understandings of communication theory and how it can be used in construction and deconstruction. Apply theories giving examples, exploring audience and construction of meaning and message Examples of research processes, use of visual language, solving problems.
8	Fully explains and demonstrates understanding of specific communication theories such as Shannon and Weaver, can compare to other models can explain advantages and disadvantages.
6	Identifies and has understanding communication theories or models Explains and compare show they may be used to formulate opinion on construction of images
4	Demonstrates some aspects of communication theory uses basic language in recognition of stages
0	Has no understanding of using a communication process

Design Society and Culture

Mark	Description
10	In depth explanations and understandings of values and beliefs and how it is used in analysis of design and evident in semiology and the construction of design with messages and meanings influences by social cultural economic political views and beliefs
8	Fully explains and demonstrates understanding of specific audiences, demographics social strata. Identify aspect of popular culture in society and it influence on construction of design
6	Identifies and has understanding of concepts of representation and stereotypes Explains relationship to formulates opinion on how values influence construction of images
4	Demonstrates some understanding that clients, users and audience are key participants in design and basic understanding of how values and beliefs affect design
0	Has no understanding of using design and values in society and culture

Complexity of Analysis

Mark	Description
10	In depth explanations and understandings of to a high level of complexity. Sophisticated use of critical analysis and evaluation using an extensive range of visual language to form an opinion
8	Fully explains and demonstrates a strong understanding of specific visual language used in analysing designs. Can critically evaluate and analyse using specific visual language to form an opinion.
6	Identifies and has moderate understanding of concepts of analyzing Explains relationship of visual language and the designer to formulates opinion on how principles and values influence construction of meaning. Can evaluate the use of design.
4	Demonstrates linear understanding of design analysis, displays limited use of connecting, users and audience and key principles or theories in design. limited understanding of how values and beliefs affect design to create meaning.
0	Analysis has no knowledge or understanding of Design theories, principles

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.

Communication Process

Mark	Description
10	In depth explanations and understandings of communication theory and how it can be used in construction and deconstruction. Apply theories giving examples, exploring audience and construction of meaning and message Examples of research processes, use of visual language, solving problems.
8	Fully explains and demonstrates understanding of specific communication theories such as Shannon and Weaver, can compare to other models can explain advantages and disadvantages.
6	Identifies and has understanding communication theories or models Explains and compare show they may be used to formulate opinion on construction of images
4	Demonstrates some aspects of communication theory uses basic language in recognition of stages
0	Has no understanding of using a communication process

Design Society and Culture

Mark	Description
10	In depth explanations and understandings of values and beliefs and how it is used in analysis of design and evident in semiology and the construction of design with messages and meanings influences by social cultural economic political views and beliefs
8	Fully explains and demonstrates understanding of specific audiences, demographics social strata. Identify aspect of popular culture in society and its influence on construction of design
6	Identifies and has understanding of concepts of representation and stereotypes Explains relationship to formulates opinion on how values influence construction of images
4	Demonstrates some understanding that clients, users and audience are key participants in design and basic understanding of how values and beliefs affect design
0	Has no understanding of using design and values in society and culture

Complexity of Analysis

Mark	Description
10	In depth explanations and understandings of to a high level of complexity. Sophisticated use of critical analysis and evaluation using an extensive range of visual language to form an opinion
8	Fully explains and demonstrates a strong understanding of specific visual language used in analysing designs. Can critically evaluate and analyse using specific visual language to form an opinion.
6	Identifies and has moderate understanding of concepts of analyzing Explains relationship of visual language and the designer to formulates opinion on how principles and values influence construction of meaning. Can evaluate the use of design.
4	Demonstrates linear understanding of design analysis, displays limited use of connecting, users and audience and key principles or theories in design. limited understanding of how values and beliefs affect design to create meaning.
0	Analysis has no knowledge or understanding of Design theories, principles

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

Communication Process

Mark	Description
8-10	In depth explanations and understandings of communication theory and how it can be used in construction and deconstruction. Apply theories giving examples, exploring audience and construction of meaning and message Examples of research processes, use of visual language, solving problems.
6-7	Fully explains and demonstrates understanding of specific communication theories such as Shannon and Weaver, can compare to other models can explain advantages and disadvantages.
4-5	Identifies and has understanding communication theories or models Explains and compare show they may be used to formulate opinion on construction of images
2-3	Demonstrates some aspects of communication theory uses basic language in recognition of stages
0-1	Shows little understanding of using a communication process

Design Society and Culture

Mark	Description
8-10	In depth explanations and understandings of values and beliefs and how it is used in analysis of design and evident in semiology and the construction of design with messages and meanings influences by social cultural economic political views and beliefs
6-7	Fully explains and demonstrates understanding of specific audiences, demographics social strata. Identify aspect of popular culture in society and it influence on construction of design
4-5	Identifies and has understanding of concepts of representation and stereotypes Explains relationship to formulates opinion on how values influence construction of images
2-3	Demonstrates some understanding that clients, users and audience are key participants in design and basic understanding of how values and beliefs affect design
0-1	Shows little understanding of using design and values in society and culture

Complexity of Analysis

Mark	Description
8-10	In depth explanations and understandings of to a high level of complexity. Sophisticated use of critical analysis and evaluation using an extensive range of visual language to form an opinion
6-7	Fully explains and demonstrates a strong understanding of specific visual language used in analysing designs. Can critically evaluate and analyse using specific visual language to form an opinion.
4-5	Identifies and has moderate understanding of concepts of analysing Explains relationship of visual language and the designer to formulate opinion on how principles and values influence construction of meaning. Can evaluate the use of design.
2-3	Demonstrates linear understanding of design analysis, displays limited use of connecting, users and audience and key principles or theories in design. Shows limited understanding of how values and beliefs affect design to create meaning.
0-1	Analysis shows little knowledge or understanding of Design theories, principles

Question 48

Write a description of a design process in your chosen field of design that demonstrates the relationship between design and society, for example the application of universal design

- Describe the stages of the design process that you would typically apply in this context
- Outline the technical considerations
- Identify the uses for the design work
- What considerations need to be made regarding the users of the design

Communication Process

Mark	Description
8-10	In depth explanations and understandings of communication theory and how it can be used in construction and deconstruction. Apply theories giving examples, exploring audience and construction of meaning and message Examples of research processes, use of visual language, solving problems.
6-7	Fully explains and demonstrates understanding of specific communication theories such as Shannon and Weaver, can compare to other models can explain advantages and disadvantages.
4-5	Identifies and has understanding communication theories or models Explains and compare show they may be used to formulate opinion on construction of images
2-3	Demonstrates some aspects of communication theory uses basic language in recognition of stages
0-1	Shows little understanding of using a communication process

Design Society and Culture

Mark	Description
8-10	In depth explanations and understandings of values and beliefs and how it is used in analysis of design and evident in semiology and the construction of design with messages and meanings influences by social cultural economic political views and beliefs
6-7	Fully explains and demonstrates understanding of specific audiences, demographics social strata. Identify aspect of popular culture in society and it influence on construction of design
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Complexity of Analysis

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0-1	Analysis shows little knowledge or understanding of Design theories, principles

DESIGN
Sample external written examination
Stage 2
Mapping questions to content

Question No.	Design principles and processes			Communication principles and visual literacies			Production knowledge and skills		
	Design principles	Design process and methods	Visualising and visual development	Communication theories, models and forms of	Meanings, society, culture and audience	Ethical and legal issues	Process, methods and techniques of production	Materials of production	Tools of production
Section A – Short response									
1					AB				
2		B		A	AB				
3	A			A		A			
4				A					
5							A		
6	AB								
7	AB								
8	AB								
9	AB								
10				AB					
11					AB				
12						AB			
13	AB								
14					B				
15							AB		
16						B			
17							AB		
18					AB	AB			
19	B								
20	AB	AB			AB				
21				B	B				
22		AB							
23		AB	A				B		
24	AB	AB			AB				
25						AB			
26				A	AB				
27				A	B				
28							B		
29				AB					
30	B				B				
31				A				B	
32		AB	A				B		
33	AB	AB			AB				
34	AB	AB		AB					
35	AB								
36	AB								

	Design principles and processes			Communication principles and visual literacies			Production knowledge and skills		
Question No.	Design principles	Design process and methods	Visualising and visual development	Communicati on theories, models and forms of	Meanings, society, culture and audience	Ethical and legal issues	Process, methods and techniques of production	Materials of production	Tools of production
37	AB								
38					B				
39		B			B				
40						AB			
Section B – Extended Response									
41	AB			AB	AB				
42	AB			AB	B				
43	AB			AB	AB				
44	AB			AB	B				
45	AB			AB	AB				
46					B				
47	AB			AB	AB				
48					B				