



DESIGN SAMPLE EXAMINATION STAGE 3

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 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 hours and thirty minutes

Material 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
Section One	30 minutes	20	5	25
Section Two	120 minutes	12	3	75
[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 25%

In this section there are **TWENTY (20)** questions. This section contains **FOUR (4)** contexts. **SELECT ONE CONTEXT ONLY.** Complete **ALL** questions in **ONE** context.

Allow approximately 30 minutes for this section

CONTEXT 1: PHOTOGRAPHY [25 marks].

Question 1

Dan Houser is a founder and designer at Rockstar Games, a leading games design company that had huge success with its 'Grand Theft Auto' series. When asked in interview what had been the main influence of the style of games they made he stated:

'We were more heavily influenced by companies working in other media which had a sense of style that we admired - record labels, obviously, and clothing companies, which were obsessed with details and with an integrity between design, product and marketing. This is something that has always been very important to us: that the product, its packaging and public presentation should feel like the same thing, which is why we have always created all of our advertising materials ourselves, from TV creative to posters to promotional materials. Obviously a culturally relevant, detail obsessed approach to making video games was seen as rather ephemeral* in 1999, but we felt that as the hardware improved, we could put more and more detail into the games and begin to make the game we dreamt of playing. A product which was three things at the same time - a game, a movie and a chance to explore and to be amused by a strange place.'

[From: Design Museum, n.d.]

*ephemeral—lasting a very short time

- (a) Explain the advantages of this approach of taking influences from outside the field that you work in.

[4 marks]

CONTEXT 1: PHOTOGRAPHY

(b) Explain what is meant by the importance of making the work 'culturally relevant'? [4 marks]

(c) Identify another product that uses photography and creates good links between its design, packaging and public presentation. [2 marks]

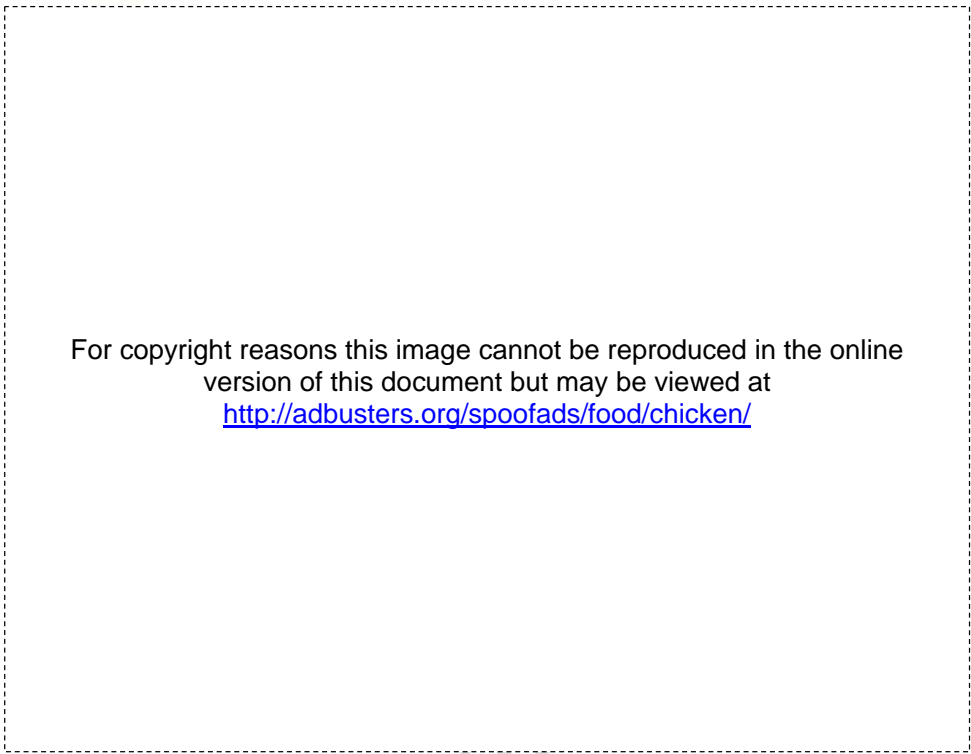
DRAFT (WEB VERSION ONLY)

THIS SPACE HAS BEEN LEFT BLANK INTENTIONALLY

CONTEXT 1: PHOTOGRAPHY

Question 2

The advertisement below is by the publication 'Adbusters'. It creates a critical comment based on fashion advertising.



(a) Identify the product that is the focus of the advertisement.

[2 marks]

(b) Explain the elements that the designer has used.

[2 marks]

CONTEXT 1: PHOTOGRAPHY

(c) What social/cultural comment does it make?

[2 marks]

Question 3

A political party has commissioned you to produce a set of photographs illustrating the topic of recycling. What factors would you consider in designing these images?

[3 marks]

DRAFT (WEB VERSION ONLY)

CONTEXT 1: PHOTOGRAPHY

Question 4

Read this extract of a statement by Dr Andrea Hinwood, released on behalf of the Western Australian Environmental Protection Authority (EPA)

Dr Hinwood said the environmental report card represents a stocktake of our environmental assets. It summarises the condition of WA's environment, assesses the major environmental issues or problems, and makes recommendations for addressing these.

'The report's findings show that the biggest environmental challenges for WA are preventing the loss of biodiversity, halting the degradation of inland waters (such as wetlands and waterways), and addressing global pressures such as climate change and the growing consumption of natural resources.'

The report identifies 34 environmental issues of importance to Western Australia. These issues have been prioritised by the EPA ranging from 'top priority' to 'low priority' issues.

'Top priority' environmental issues for Western Australia include (in no particular order):

- Climate change;
- Consumption of natural resources;
- Greenhouse gas emissions;
- Phytophthora dieback;
- Introduced animals;
- Weeds;
- Land salinisation; and
- Salinisation of inland waters.

'Most of these 'top priority' environmental issues are serious and appear to have worsened over the past decade", she said. "In most instances, there are no quick fixes for these issues.'

You are asked to develop a publicity campaign to help inform the public about ONE of these environmental issues. State what factors you would consider. Give examples of ways that you could communicate the environmental concerns detailed in this press release to the public.

[3 marks]

CONTEXT 1: PHOTOGRAPHY

Question 5

Define the terms and describe the relationship between sustainability and life cycle costing.
Give an example of a designed product or service that aims for sustainability.

[3 marks]

THIS SPACE HAS BEEN LEFT BLANK INTENTIONALLY

DRAFT (WEB VERSION ONLY)

SECTION ONE—SHORT RESPONSE 25% (cont.)
CONTEXT 2: GRAPHIC

Question 6

Dan Houser is a founder and designer at Rockstar Games, a leading games design company that had huge success with its 'Grand Theft Auto' series. When asked in interview what had been the main influence of the style of games they made he stated:

'We were more heavily influenced by companies working in other media which had a sense of style that we admired - record labels, obviously, and clothing companies, which were obsessed with details and with an integrity between design, product and marketing. This is something that has always been very important to us: that the product, its packaging and public presentation should feel like the same thing, which is why we have always created all of our advertising materials ourselves, from TV creative to posters to promotional materials. Obviously a culturally relevant, detail obsessed approach to making video games was seen as rather ephemeral* in 1999, but we felt that as the hardware improved, we could put more and more detail into the games and begin to make the game we dreamt of playing. A product which was three things at the same time - a game, a movie and a chance to explore and to be amused by a strange place.'

[From: Design Museum, n.d.]

*ephemeral—lasting a very short time

- (a) Explain the advantages of this approach of taking influences from outside the field that you work in.

[4 marks]

CONTEXT 2: GRAPHIC

(b) Explain what is meant by the importance of making the work 'culturally relevant'.

[4 marks]

(c) Identify another product that creates good links between its design, packaging and public presentation.

[2 marks]

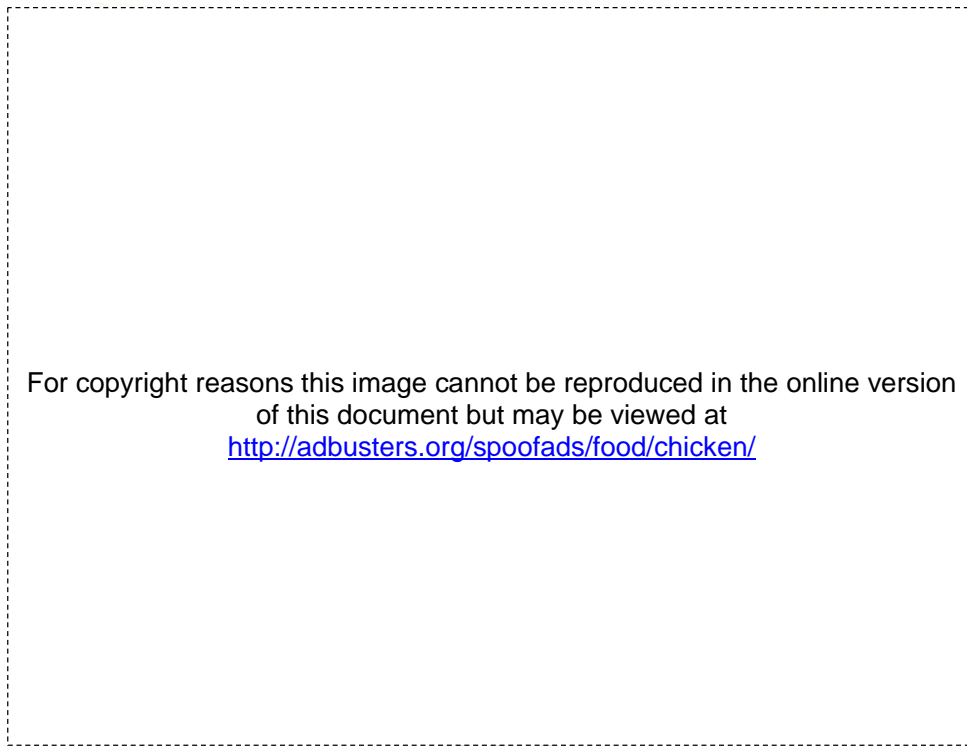
DRAFT (WEB VERSION ONLY)

THIS SPACE HAS BEEN LEFT BLANK INTENTIONALLY

CONTEXT 2: GRAPHIC

Question 7

The advertisement below is by the publication 'Adbusters'. It creates a critical comment based on fashion advertising.



(a) Identify the product that is the focus of the advertisement.

[2 marks]

(b) Explain the elements that the designer has used.

[2 marks]

CONTEXT 2: GRAPHIC

(c) What social/cultural comment does it make?

[2 marks]

Question 8

A political party has commissioned you to produce a set of graphic images illustrating the topic of recycling. What factors would you consider in designing these images?

[3 marks]

Question 9

Briefly explain the styles and motives of **ONE (1)** of the following design movements of the 20th century:

- (a) Modernism
- (b) Postmodernism

[3 marks]

CONTEXT 2: GRAPHIC

Question 10

Communication theory identified 4 main methods by which we communicate. These are:

- Mechanistic: This method considers there to be a perfect transaction between 'sender' and 'receiver'.
- Psychological: This method assumes communication as the act of delivering a message to the receiver, and the responses of the receiver when they interpret the message.
- Social Constructionist: This method states that communication is the product of the interactants sharing and creating a meaning.
- Systemic: This method considers that communication is where totally new messages are created via "through-put", or what happens as the message is interpreted and re-interpreted as it moves from one person to another.

Imagine that you have created a billboard advertisement for a luxury car. Briefly describe your billboard. Explain from the above 4 methods how four different people travelling on the same train at the same time would view this billboard.

[4 marks]

SECTION ONE—SHORT RESPONSE 25% (cont.)
CONTEXT 3: TECHNICAL GRAPHICS

Question 11

Dan Houser is a founder and designer at Rockstar Games, a leading games design company that had huge success with its 'Grand Theft Auto' series. When asked in interview what had been the main influence of the style of games they made he stated:

'We were more heavily influenced by companies working in other media which had a sense of style that we admired - record labels, obviously, and clothing companies, which were obsessed with details and with an integrity between design, product and marketing. This is something that has always been very important to us: that the product, its packaging and public presentation should feel like the same thing, which is why we have always created all of our advertising materials ourselves, from TV creative to posters to promotional materials. Obviously a culturally relevant, detail obsessed approach to making video games was seen as rather ephemeral* in 1999, but we felt that as the hardware improved, we could put more and more detail into the games and begin to make the game we dreamt of playing. A product which was three things at the same time - a game, a movie and a chance to explore and to be amused by a strange place.'

[From: Design Museum, n.d.]

*ephemeral—lasting a very short time

- (a) Explain the advantages of this approach of taking influences from outside the field that you work in.

[4 marks]

CONTEXT 3: TECHNICAL GRAPHICS

(b) Explain what is meant by the importance of making the work 'culturally relevant'.

[4 marks]

(c) Identify another product that creates good links between its design, packaging and public presentation.

[2 marks]

DRAFT (WEB VERSION ONLY)

CONTEXT 3: TECHNICAL GRAPHICS

Question 12

Jonathan Ive is the senior vice president of design at Apple computers whose innovations brought us the iPod and iMac. When asked in interview what he thought were defining qualities of an Apple product he stated:

‘the defining qualities are about use: ease and simplicity. Caring beyond the functional imperative*, we also acknowledge that products have a significance way beyond traditional views of function.’

[From: Design Museum, n.d.]

* imperative—something that demands attention or action

Below is an image of an iPod.

For copyright reasons this image cannot be reproduced in the online version of this document.

[From: Apple]

(a) In what ways does the iPod design meet and go beyond the ‘form follows function’ idea? [3 marks]

(b) In addition to the iPod, name another product which you feel moves beyond the simple statement of form follows function and which gives the user a sense of good design. Describe the main features of this product and explain why it creates a sense of good design. [2 marks]

CONTEXT 3: TECHNICAL GRAPHICS**Question 13**

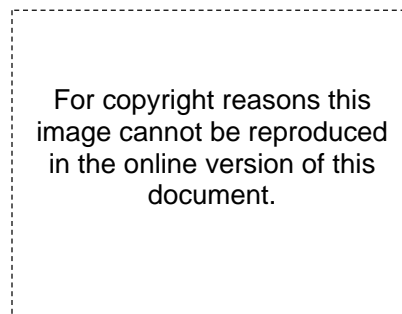
One of the greatest influences on modern design came from the German 'Bauhaus' school of the 1920's and 30's. Its idea was to use basic shapes, simplified forms, rationality and functionality. It also acknowledged that mass-production could be achieved with individual artistic spirit.



(A) Postcard for a kite festival (1921)



(B) Chair, Marcel Breuer 1925



(C) Building blocks, Alma Buscher 1924

CONTEXT 3: TECHNICAL GRAPHICS

Question 13 cont.

Compare all four items and identify the similarities you detect in their design.

[4 marks]

Question 14

Explain the attitudes and cultural values that were important to the designers of this school.

[3 marks]

Question 15

Define the terms and describe the relationship between sustainability and life cycle costing. Give an example of a designed product or service that aims for sustainability.

[3 marks]

SECTION ONE—SHORT RESPONSE 25% (cont.)
CONTEXT 4: DIMENSIONAL

Question 16

Dan Houser is a founder and designer at Rockstar Games, a leading games design company that had huge success with its 'Grand Theft Auto' series. When asked in interview what had been the main influence of the style of games they made he stated:

'We were more heavily influenced by companies working in other media which had a sense of style that we admired - record labels, obviously, and clothing companies, which were obsessed with details and with an integrity between design, product and marketing. This is something that has always been very important to us: that the product, its packaging and public presentation should feel like the same thing, which is why we have always created all of our advertising materials ourselves, from TV creative to posters to promotional materials. Obviously a culturally relevant, detail obsessed approach to making video games was seen as rather ephemeral* in 1999, but we felt that as the hardware improved, we could put more and more detail into the games and begin to make the game we dreamt of playing. A product which was three things at the same time - a game, a movie and a chance to explore and to be amused by a strange place.'

[From: Design Museum, n.d.]

*ephemeral—lasting a very short time

- (a) Explain the advantages of this approach of taking influences from outside the field that you work in.

[4 marks]

CONTEXT 4: DIMENSIONAL

(b) Explain what is meant by the importance of making the work 'culturally relevant'.

[4 marks]

(c) Identify another product that creates good links between its design, packaging and public presentation.

[2 marks]

DRAFT (WEB VERSION ONLY)

CONTEXT 4: DIMENSIONAL

Question 17

Read this extract of a statement by Dr Andrea Hinwood, released on behalf of the Western Australian Environmental Protection Authority (EPA)

Dr Hinwood said the environmental report card represents a stocktake of our environmental assets. It summarises the condition of WA's environment, assesses the major environmental issues or problems, and makes recommendations for addressing these.

'The report's findings show that the biggest environmental challenges for WA are preventing the loss of biodiversity, halting the degradation of inland waters (such as wetlands and waterways), and addressing global pressures such as climate change and the growing consumption of natural resources.'

The report identifies 34 environmental issues of importance to Western Australia. These issues have been prioritised by the EPA ranging from 'top priority' to 'low priority' issues.

'Top priority' environmental issues for Western Australia include (in no particular order):

- Climate change;
- Consumption of natural resources;
- Greenhouse gas emissions;
- Phytophthora dieback;
- Introduced animals;
- Weeds;
- Land salinisation; and
- Salinisation of inland waters.

'Most of these 'top priority' environmental issues are serious and appear to have worsened over the past decade", she said. "In most instances, there are no quick fixes for these issues.'

You are asked to develop a publicity campaign to help inform the public about ONE of these environmental issues. State what factors you would consider. Give examples of ways that you could communicate the environmental concerns detailed in this press release to the public.

[3 marks]

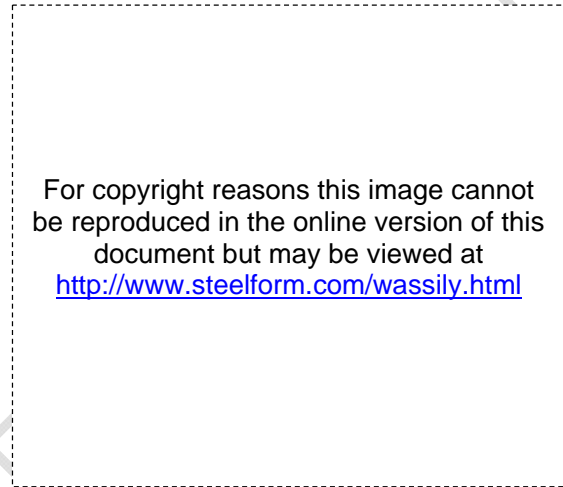
CONTEXT 4: DIMENSIONAL

Question 18

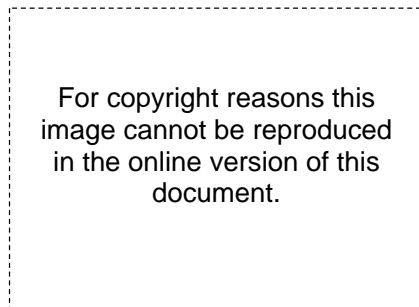
One of the greatest influences on modern design came from the German 'Bauhaus' school of the 1920's and 30's. Its idea was to use basic shapes, simplified forms, rationality and functionality. It also acknowledged that mass-production could be achieved with individual artistic spirit.



(A) Postcard for a kite festival,
Lothar Schreyer (1921)
[From: Schreyer]



(B) Chair, Marcel Breuer 1925
[Image from: Steelform.com, 2007]



(C) Building blocks, Alma Buscher 1924
[Image from: Bauhaus Archiv & Droste, 1990]

CONTEXT 4: DIMENSIONAL

Question 18 cont.

Compare all three items and identify the similarities you detect in their design.

[4 marks]

Question 19

Explain the attitudes and cultural values that were important to the designers of this school.

[3 marks]

DRAFT (WEB VERSION ONLY)

CONTEXT 4: DIMENSIONAL

Question 20

Describe the relationship between sustainability and life cycle costing. Give an example of a designed product or service that aims for sustainability.

[5 marks]

END OF SECTION ONE

DRAFT (WEB VERSION ONLY)

SEE NEXT PAGE

SECTION TWO—EXTENDED RESPONSE 75%

In this section there are **TWELVE (12)** questions. This section contains **FOUR (4)** contexts. **SELECT ONE CONTEXT ONLY.** Complete **ALL** questions in **ONE (1)** context.

Allow approximately 120 minutes for this section [75 marks].

CONTEXT 1: PHOTOGRAPHY**Question 21**

From your portfolio, select one of your photographic projects and analyse it using the following key points:

- key design elements and principles used in the image
- explain meanings that you intended to communicate
- relevant communication theories demonstrated by this image
- the likely processes and production techniques for the original image including the type of brief and the design process needed to create this image.

[25 marks]

Question 22

Using an example different to the one used in question 21 write a description of a design process in your chosen field of design that demonstrates the relationship between design and society and culture.

- 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

[25 marks]

Question 23

At the start of the 21st century we are faced with unprecedented global issues in the case of environmental change. Describe examples of the types of things designers and photographers can do to face up to the challenges by describing instances where good design can both re-educate audiences and create products which are more environmentally friendly. Focus your discussion on environmental issues relating to design and examples of design solutions.

[25 marks]

CONTEXT 2: GRAPHICS**Question 24**

Using a portfolio project you have created this year as the basis for your answer:

- describe clearly the design brief which you responded to
- showing how you applied design theory
- identify the stages of your design process and the human factors you considered
- present clear definitions using design language where appropriate.

[25 marks]

Question 25

Focusing on one designer/design group or design movement that you have studied over the past year, describe in detail the following aspects: their design theories, production and technical considerations, impact upon society and historical context.

[25 marks]

Question 26

At the start of the 21st century we are faced with unprecedented global issues in the case of environmental change. Describe examples of the types of things designers (this can mean any type of designer) can do to face up to the challenges by describing instances where good design can both re-educate audiences and create products which are more environmentally friendly. Focus your discussion on environmental issues relating to design and examples of design solutions.

[25 marks]

CONTEXT 3: TECHNICAL GRAPHICS**Question 27**

Using a portfolio project you have created this year as the basis for your answer:

- describe clearly the design brief which you responded to
- showing how you applied design theory
- identify the stages of your design process and the human factors you considered
- present clear definitions using design language where appropriate.

[25 marks]

Question 28

At the start of the 21st century we are faced with unprecedented global issues in the case of environmental change. Describe examples of the types of things designers (this can mean any type of designer) can do to face up to the challenges by describing instances where good design can both re-educate audiences and create products which are more environmentally friendly. Focus your discussion on environmental issues relating to design and examples of design solutions.

[25 marks]

Question 29

Using an example different to the one used in question 27 write a description of a design process in your chosen field of design that demonstrates the relationship between design and society.

- 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

[25 marks]

CONTEXT 4: DIMENSIONAL**Question 30**

Using a portfolio project you have created this year as the basis for your answer:

- describe clearly the design brief which you responded to
- showing how you applied design theory
- identify the stages of your design process and the human factors you considered
- present clear definitions using design language where appropriate.

[25 marks]

Question 31

At the start of the 21st century we are faced with unprecedented global issues in the case of environmental change. Describe examples of the types of things designers (this can mean any type of designer) can do to face up to the challenges by describing instances where good design can both re-educate audiences and create products which are more environmentally friendly. Focus your discussion on environmental issues relating to design and examples of design solutions.

[25 marks]

Question 32

Using an example different to the one used in question 30 write a description of a design process in your chosen field of design that demonstrates the relationship between design and society.

- 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

[25 marks]

ACKNOWLEDGEMENTS

SECTION ONE

CONTEXT 1: PHOTOGRAPHY

- Question 1:** Extract from: Design Museum. (n.d.). *Rockstar Games: Multimedia designers*. Retrieved September, 2007, from <http://www.designmuseum.org/design/rockstar-games>.
- Question 2:** Image from: Adbusters. (n.d.). *Spoof ads (Food)*. Retrieved September, 2007, from <http://adbusters.org/spoofads/food/chicken/>.
- Question 4:** Extract from: Environmental Protection Authority. (2007, July 2). *EPA reveals Western Australia's environment report card* [Media statement]. Retrieved September, 2007, from <http://www.epa.wa.gov.au/article.asp?ID=2529&area=News&CID=18&Category=Media+Statements>.

CONTEXT 2: GRAPHIC

- Question 6:** Extract from: Design Museum. (n.d.). *Rockstar Games: Multimedia designers*. Retrieved September, 2007, from <http://www.designmuseum.org/design/rockstar-games>.
- Question 7:** Image from: Adbusters. (n.d.). *Spoof ads (Food)*. Retrieved September, 2007, from <http://adbusters.org/spoofads/food/chicken/>.

CONTEXT 3: TECHNICAL GRAPHICS

- Question 11:** Extract from: Design Museum. (n.d.). *Rockstar Games: Multimedia designers*. Retrieved September, 2007, from <http://www.designmuseum.org/design/rockstar-games>.
- Question 12:** Extract from: Design Museum. (n.d.). *Design in Britain: Jonathan Ive*. Retrieved September, 2007, from <http://www.designmuseum.org/design/jonathan-ive>.

Image from: Apple.

CONTEXT 4: DIMENSIONAL

- Question 16:** Extract from: Design Museum. (n.d.). *Rockstar Games: Multimedia designers*. Retrieved September, 2007, from <http://www.designmuseum.org/design/rockstar-games>.
- Question 17:** Extract from: Environmental Protection Authority. (2007, July 2). *EPA reveals Western Australia's environment report card* [Media statement]. Retrieved September, 2007, from <http://www.epa.wa.gov.au/article.asp?ID=2529&area=News&CID=18&Category=Media+Statements>.

Question 18: Image A

Schreyer, L. (1921). [Watercolour postcard for the kite festival]. In Bauhaus Archiv & Droste, M. (1990). *Bauhaus 1919–1933* (p. 39). Köln: Benedikt Taschen.

Image B

Steelform.com. (2007). *Wassily Chair by Marcel Breuer (1925)*. Retrieved September, 2007, from <http://www.steelform.com/wassily.html>.

Image C

Bauhaus Archiv & Droste, M. (1990). *Bauhaus 1919–1933*. Köln: Benedikt Taschen, p. 93.

DRAFT (WEB VERSION ONLY)