



Western Australian Certificate of Education Examination, 2010

Question/Answer Booklet

DESIGN Stage 3

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, correction fluid/tape, ruler, highlighters

Special items: non-programmable calculators satisfying the conditions set by the Curriculum Council for this course, approved drawing instruments consisting of coloured pencils, drawing compass, set square, dividers, protractor, templates, the practical (portfolio) examination of exactly 15 A3 single-sided sheets

Tick (✓) one of the boxes below to indicate the context that you studied this year.	
Context	✓
Photography	<input type="checkbox"/>
Graphic	<input type="checkbox"/>
Technical graphics	<input type="checkbox"/>
Dimensional	<input type="checkbox"/>

Important note to candidates

No other items may be taken into the examination room. It is **your** responsibility to ensure that you do not have any unauthorised notes or other items of a non-personal nature in the examination room. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

Structure of the examination

The Design examination comprises a written examination worth 50 per cent of the total examination score and a practical (portfolio) examination worth 50 per cent of the total examination score.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of total exam
Section One: Short response	5	5	30	30	15
Section Two: Extended response	3	3	120	70	35
Total					50

Instructions to candidates

1. The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2010*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers in this Question/Answer Booklet.
3. Section Two contains three questions. Questions 6 and 7 require you to make reference to design projects from your portfolio. Each response must make reference to a different design project.
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 pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.
 - Planning: If you use the spare pages for planning, indicate this clearly at the top of the page.
 - Continuing an answer: If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question(s) that you are continuing to answer at the top of the page.

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Section One: Short response**15% (30 Marks)**

This section has **five (5)** questions. Answer **all** questions. Write your answers in the space provided.

Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.

- Planning: If you use the spare pages for planning, indicate this clearly at the top of the page.
- Continuing an answer: If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question(s) that you are continuing to answer at the top of the page.

Suggested working time: 30 minutes.

The design scenario below is to be used as the basis for your answers to questions 1–4.

Design scenario

You have just been commissioned by a new client, a local city council. The design brief requires you to help to create an Art/Design Gallery in an old abandoned industrial warehouse near an important environmental area.

In order to meet the requirements of the design brief, you are to become a member of a small team that is responsible for designing

- the gallery
- the gallery interior
- associated graphics
- photographs.

The design team will consist of four members. Each member is responsible for one of the following roles:

Design team member	Role	(✓)
Technical graphics designer	The gallery building	
Dimensional designer	Interior design of the rooms	
Photographic designer	Photographs for environmental posters	
Graphic designer	Environmental posters	

As a member of the design team, you are required to act in one of the above roles to produce designs in the forms of drawings, sketches, roughs and instructions. Your designs will enable another business to create what is specified by your designs.

For questions 1–4 that follow, you must relate your response to one of the roles in the design team. Tick (✓) **one** box in the above table to indicate your chosen role.

Question 1

(6 marks)

(a) Describe a design principle that you would use in your chosen role in the scenario.

(2 marks)

(b) Explain how you might use the above design principle in your chosen role. You may use sketches, thumbnails and roughs to help to communicate your answer.

(4 marks)

Question 2

(6 marks)

As a member of the design team, discuss briefly the methods you might use to communicate effectively your ideas and concepts for your design to the client. You may use sketches, thumbnails, diagrams and roughs as part of your answer.

Question 4

(6 marks)

- (a) Describe one ethical issue a designer in your chosen role might need to consider according to the design scenario described previously. (2 marks)

- (b) Discuss briefly how, as a designer in your chosen role, you would manage the ethical issue. (4 marks)

Question 5

(6 marks)

Consider a production method **or** technique you have used in the production of one of your designs over the course of this year. Complete the table below. Describe briefly the advantages and disadvantages of the method or technique for your design. (6 marks)

<p>Design (brief overview):</p>	<hr/> <hr/> <hr/>	
<p>Production method or technique:</p>	<hr/> <hr/> <hr/>	
<p>Describe briefly three advantages of the method or technique used in your design</p>		<p>Describe briefly three disadvantages of the method or technique used in your design</p>
<p>One: _____</p> <hr/> <hr/> <hr/>	<p>One: _____</p> <hr/> <hr/> <hr/>	
<p>Two: _____</p> <hr/> <hr/> <hr/>	<p>Two: _____</p> <hr/> <hr/> <hr/>	
<p>Three: _____</p> <hr/> <hr/> <hr/>	<p>Three: _____</p> <hr/> <hr/> <hr/>	

Section Two: Extended response**35% (70 Marks)**

This section contains **three (3)** questions. You must answer **all** questions. Write your answers in the space provided.

Questions 6 and 7 require you to make reference to design projects from your portfolio. For each question, you must refer to a different design project.

Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.

- **Planning:** If you use the spare pages for planning, indicate this clearly at the top of the page.
- **Continuing an answer:** If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question(s) that you are continuing to answer at the top of the page.

Suggested working time: 120 minutes.

Question 6**(25 marks)**

Select one of your design projects from your portfolio to complete the three following parts to this question.

- (a) 'All designed products are intended to affect the feelings, thinking and behaviour of users.'

Discuss how one of your designs affects feeling, thinking and behaviour. (10 marks)

See next page

(b) Analyse how your design project considered the needs and limitations of those who would be responsible for manufacturing your design. (5 marks)

Question 7

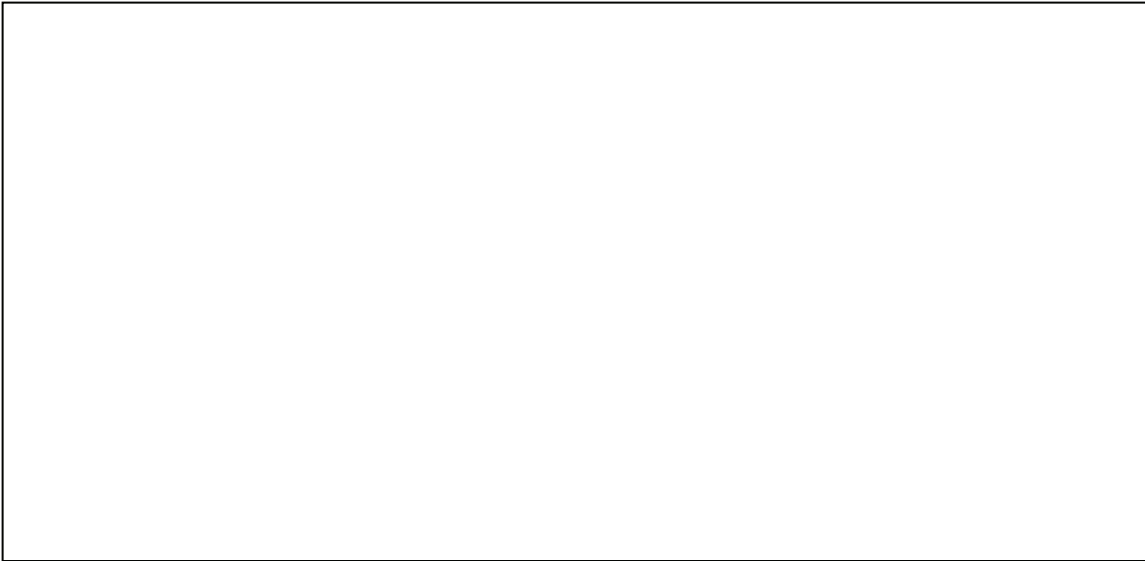
(25 marks)

Select one design project from your portfolio to complete the following three parts to this question. You must use a different design project to the one referred to in Question 6.

- (a) Outline the formal design process you used in the design project. You may use sketches, bullet lists or text to explain your answer. (5 marks)

(b) Describe how you used critical reflective analysis in your design process. (5 marks)

- (c) Use your design project as an example to discuss how a designer can undertake efficient project planning that considers cost and funding issues. You may use sketches, thumbnails and roughs to help to communicate your answer. (15 marks)



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Question 8

(20 marks)

Review the six examples of typefaces below.

Lazar

VIEWING QUIZZI

Sandscript BTN

The quick brown fo

Andrade

Playing jazz vibe ch

Black Monday

LAZY MOVERS

SavoryPaste™

GRUMPY WIZARDS M

Calafragalistic

Fixing the razor, J.S. Bach

You have been asked to choose a typeface that will be used in all communications of a local Youth Centre, including its signage, magazine, webpage and equipment identification. Choose one of the typefaces and answer all of the following questions.

- (a) Justify your choice of typeface in terms of an environmental or political theme for the Youth Centre. (10 marks)

(b) Describe four typographical characteristics of your chosen typeface.

(4 marks)

(c) Reflect on the typographical characteristics of your chosen typeface. Use typographic and communication concepts to discuss how the typeface is suited to **one** of its roles in the Youth Centre (signage, magazine, webpage or equipment identification). (6 marks)

ACKNOWLEDGEMENTS

Section Two

Question 8 Lazar font: Discourse Type. Retrieved March, 2010, from MyFonts website: <http://new.myfonts.com/fonts/discourse/lazar/>.

Sandscript BTN font: Stuart Sandler/ Breaking the Norm. Retrieved March, 2010, from MyFonts website: <http://new.myfonts.com/fonts/btn/sandscript-btn/>.

Andrade font: Dino dos Santos/DSType. Retrieved March, 2010, from MyFonts website: <http://new.myfonts.com/fonts/dstype/andrade/>.

Black Monday font: James Walker & Silas Dilworth/TypeTrust. Retrieved March, 2010, from MyFonts website: <http://new.myfonts.com/fonts/typetrust/black-monday/>.

SavoryPaste™ font: Jeremy Dooley/insigne. Retrieved March, 2010, from MyFonts website: <http://new.myfonts.com/fonts/insigne/savory-paste/>.

Califragalistic font: Bob Alonso/BA Graphics. Retrieved March, 2010, from MyFonts website: <http://new.myfonts.com/fonts/bagraphics/calafragalistic/>.

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