



Western Australian Certificate of Education Examination, 2010

Question/Answer Booklet

DESIGN

Stage 2

Please place your student identification label in this box

Student Number: In figures

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In words

Time allowed for this paper

Reading time before commencing work: ten minutes
Working time for paper: two hours and thirty minutes

Materials required/recommended for this paper

To be provided by the supervisor

This Question/Answer Booklet

To be provided by the candidate

Standard items: pens, pencils, eraser, 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	10	10	60	40	20
Section Two: Extended response	2	2	90	60	30
Total					50

Instructions to candidates

- 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.
- Answer the questions according to the following instructions.

Sections One and Two: Write your answers in this Question/Answer Booklet.
- 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.
- 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

20% (40 Marks)

This section has ten (10) 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: 60 minutes.

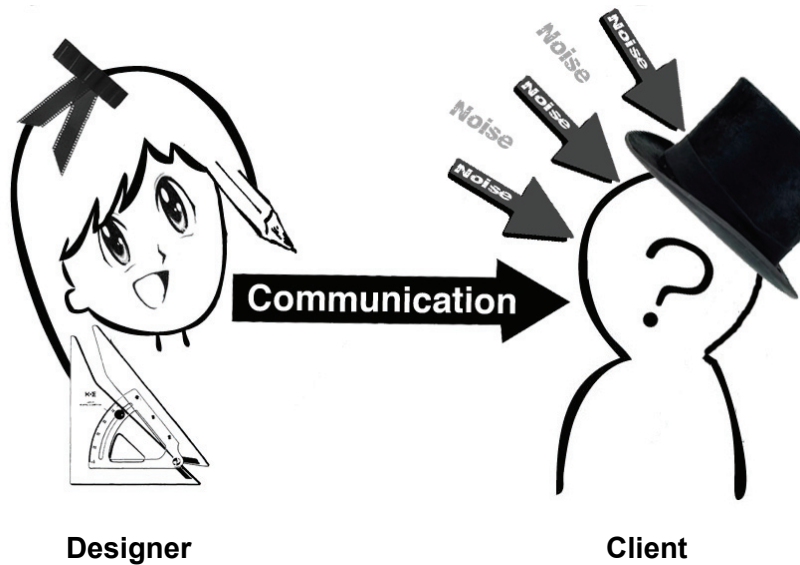
Questions 1–6 in this section require you to refer to an example of design work that you have created or studied this year.

You may use sketches and diagrams, where appropriate, to help clarify your answers.

Question 1

(3 marks)

This diagram shows a basic Shannon and Weaver communication model.



(a) According to the Shannon and Weaver communication model, what is noise? (1 mark)


(b) With reference to a design work, give two examples to describe how noise affects communication. (2 marks)

Question 2

(5 marks)

Outline how you have applied a communication model in a design work.

You may use sketches and diagrams to assist you with your answer.



Question 3

(7 marks)

3D form is a design element.

(a) What are the **three** dimensions?

(3 marks)

One: _____

Two: _____

Three: _____

(b) Describe **one** example of 3D form in your design work this year.

(4 marks)

Question 4

(6 marks)

- (a) Outline **two** attitudes, values or beliefs of a specific target audience for whom you produced design work. (2 marks)

One: _____

Two: _____

- (b) Describe how these attitudes, values or beliefs led you to make choices in your design process. For example, you may have chosen certain colours over others. Support your answer with an example. (4 marks)

Question 5

(2 marks)

Choose a code or convention relevant to your design context and refer to an example of design work that you have created or studied this year.

Code or Convention: _____

Explain how this code or convention has been used in a design to communicate to a specific audience.

Question 6

(3 marks)

In order to address sustainability, designers must make decisions and/or choices that may influence their design. Describe a decision and/or choice that you (or a designer) made with reference to sustainability and explain how it influenced a design work.

Question 7

(4 marks)

Describe **two** features of typography that could be used to give a message to a specific target audience. Illustrate your answers with examples.

Feature 1	Example

Feature 2	Example

See next page

Question 8**(4 marks)**

'Form follows function' is basic to design.

Outline an example of a design situation where form and function need to be considered.
Explain the relationship between form and function and the requirements of the design.

Question 9

(4 marks)

Designers are required to communicate certain production specifications to the producers or end users of their designs. Describe how you have communicated **two** of these production specifications in the context you have studied this year.

You may wish to use diagrams to help you to clarify your description.

<p>Production specification 1</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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<p>Production specification 2</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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Question 10

(2 marks)

The image below is an example of which principle of Gestalt theory? Give a reason to support your answer.



End of Section One

See next page

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(b) Construct a table listing the advantages and disadvantages of the use of the alternative material, tool or process. (10 marks)

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- (c) Describe any costs, benefits and constraints associated with using this alternative material, tool or process. (10 marks)

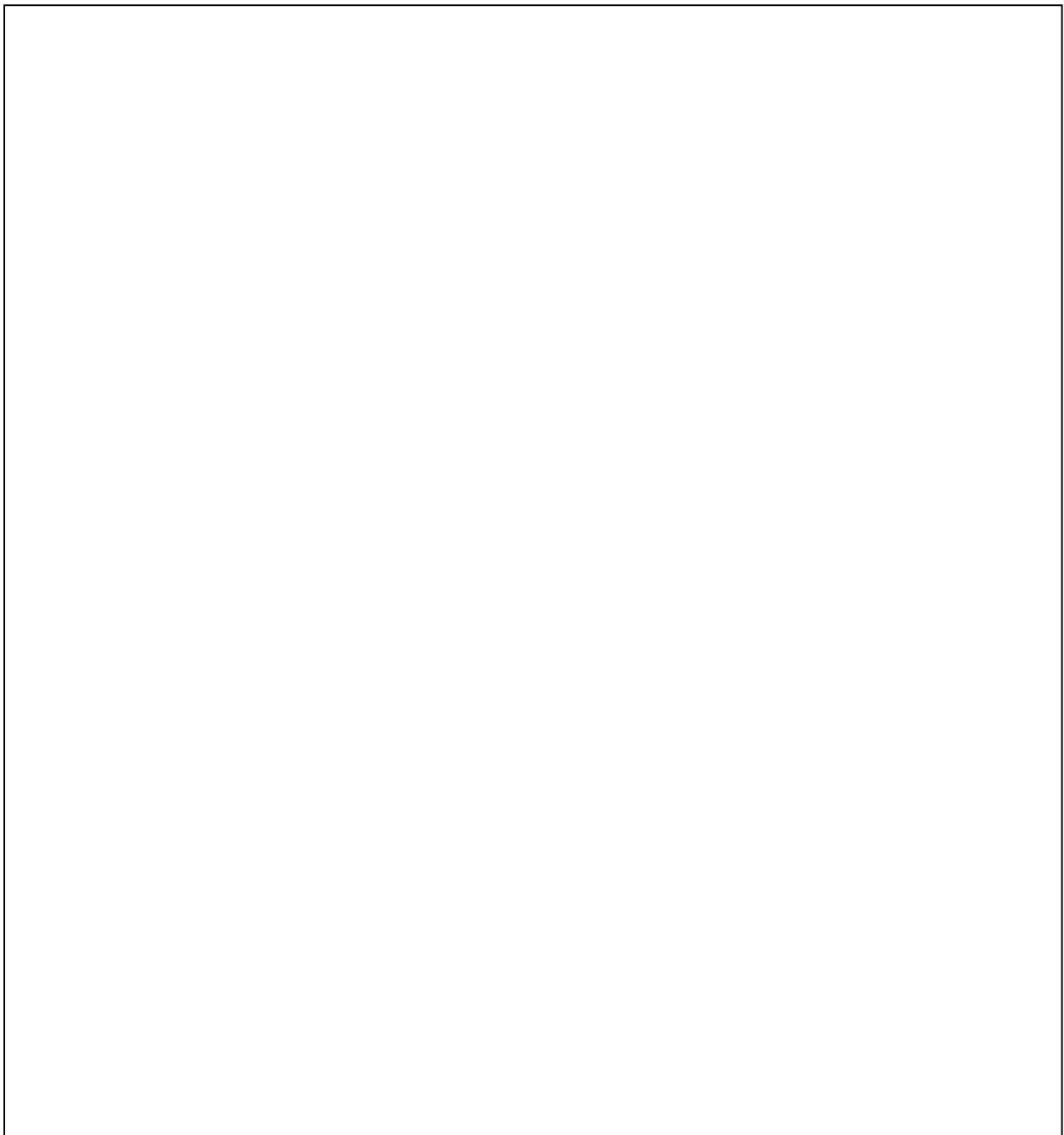
Question 2**(30 marks)**

Designers develop thorough connected documentation at each stage of a design process. They compile and record verbal, visual and other information as they create possible solutions to design challenges.

Stages of a design process might include, in no particular order:

- critical reflection
- analysis
- idea development
- research.

- (a) With reference to a design you have created this year, draw a flowchart, diagram, or timeline showing each stage and how much time you allocated to it. Include brief notes.

(13 marks)**See next page**

(b) Select one element of the design process you have outlined in part (a). Describe a cultural or economic factor you considered and how it affected your design.

(12 marks)

(c) Describe briefly an Occupation Safety and Health (OSH) issue relevant to your design outlined in part (a).

(2 marks)

(d) Describe how you addressed the OSH issue.

(3 marks)

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