



Western Australian Certificate of Education Examination, 2012

Question/Answer Booklet

DESIGN Stage 3	Please place your student identification label in this box
Student Number: In figur	es
In word	is
Time allowed for this paper Reading time before commencing working time for paper:	rk: ten minutes two and a half hours

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 (blue/black preferred), pencils (including

coloured), sharpener, correction tape/fluid,

eraser, ruler, highlighters

Special items: non-programmable calculators approved for

use in the WACE examinations, approved drawing instruments consisting of a drawing compass, set square, dividers, protractor,

templates, the practical (portfolio)

examination of up to 15 A3 single-sided sheets

Tick (\checkmark) one of the boxes below to indicate the context that you studied this year.		
Context	✓	
Photography		
Graphic		
Technical graphics		
Dimensional		

Number of additional	
answer booklets used	
(if applicable):	

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 exam
Section One: Short response	5	5	30	27	15
Section Two:	2	2	120	20	25
Extended response	4	1	120	38	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 2012*. Sitting this examination implies that you agree to abide by these rules.
- 2. Write your answers in this Question/Answer Booklet.
- 3. Section One contains five questions. Answer **all** questions.
- 4. Section Two contains six questions. You **must** answer Questions 6 and 7. Answer **one** question from Questions 8 to 11.
- 5. 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.
- 6. 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 that you are continuing to answer at the
 top of the page.

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Section One: Short response 15% (27 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 guestion that you are continuing to answer at the top of the page.

Suggested working time: 30 minutes.

Question 1 (9 marks)

Using the following brief, give a detailed plan of the process you would use to implement the project.

A school has decided to redesign its central courtyard/quadrangle area. As a designer in your context you have been asked to contribute to this project. The brief includes the development of:

- a photographic display of school events and history
- an honour board
- an open air stage for small productions
- sculptures
- wall art
- banners
- informal seating.

a)	Discuss a production process that could be used to create one of the items in the	brief. 3 marks
b)	Describe the production tools that you would use to create the item referred to in	
	Question 1(a).	3 marks

STAG	E 3 5	DESIGN
(c)	Give reasons for the process you selected in Ques	stion 1(a). (3 marks)
Quest	ion 2	(4 marks)
Evalua work.	ate how research and investigation processes can b	e used to create meaning in design

DESIGN	6	STAGE 3
Question 3		(3 marks)
Discuss how environmental suscentext.	stainability would influence the des	ign choices made in your
		_
	_	

Question 4 (5 marks)

Compare and contrast the two different forms of typography used to convey the meaning or message in the illustrations shown in Figure 1.

Identify the differences between the two examples of typography.	(2 mark
Discuss how individuals might perceive these two typographic examples.	(3 mark
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Figure 1

DESIGN 8 STAGE 3

Question 5 (6 marks)

Produce a three stage visual development for either the manufacturing or the marketing/ advertising of the product shown in Figure 2, using annotated diagrams to show the transition from initial concept through to final client drawing. Your annotations should explain the transition of features to the client or reader. For copyright reasons the image of the toy train cannot be reproduced in the online version of this document. Figure 2

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End of Section One

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Section Two: Extended response

35% (38 Marks)

This section contains **six** (6) questions.

You **must** answer Question 6, common to all contexts and Question 7 related to a given stimulus. Then answer **one** (1) context specific question from Questions 8 to 11.

Write your answers in the spaces provided.

You must make reference where possible to a different design project when responding to each 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 that you are continuing to answer at the top of the page.

Suggested working time: 120 minutes.

Question 6 (12 marks)

Using the following design brief as source material, demonstrate the design methods and processes that you would use to address the brief. You can use words and diagrams in your answer.

Design Brief

A new company has been created to compete with major businesses that combine transport, telephone and broadband services. It intends to provide budget airline, mobile phone and wireless internet services.

You have been asked by the company to give a presentation to management showing how you would approach the design of the products associated with the business. It is not essential to execute the actual design: what they want to know is how you would carry out the task.

Choose one of the designs that would be used. Designs could include telephones, aircraft interiors, office buildings, advertising material, publicity photographs and others that you may choose to consider.

a)	Describe how you would apply a design process including a formal process of reflective analysis to devise and evaluate solutions. Justify your overall approatask.	

Explain how you would select type styles and colours for the task you have cho Question 6(a).	(4 mar
Outline the major factors that would influence your choice of design in Question justify your approach.	
	n 6(a) a (4 mar

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Question 7 (14 marks)

The following question requires you to make reference to a project that required environmental sustainability or political censorship to be the focus of the brief.

- (a) Discuss in detail where you have considered **one (1)** of the following as a key issue relating to the design:
 - ethical/legal responsibilities
 - sustainability
 - life cycle costing
 - propaganda
 - political censorship.

This may take the form of criteria related to the product itself or related to the p specifications you considered as part of the design phase.	roduction (3 marks)

effectiveness outcome.	perception or p of this model, a	and recomm	e intended a end change	audience in t es or addition	this project. ns that wou	Evaluat Id impro (7 r

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)	Evaluate critically how your design solution reinforced or challenged the values, ideologies and belief systems that were held by the audience.	(4 marks)

Section Two: Extended response: Context specific

Answer **one (1)** question from Questions 8 to 11 in relation to your chosen context. Write your answers in the spaces provided.

Examine the stimulus provided to answer the questions.

Question 8: Photography context

(a)

(12 marks)

Examine Figure 3 and answer the following questions.

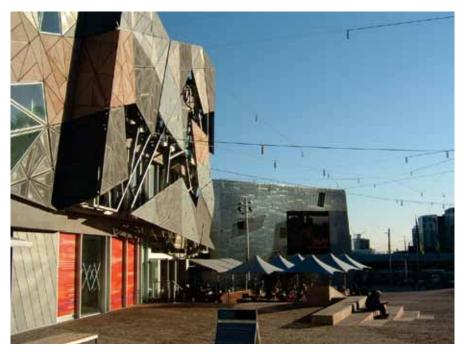


Figure 3

Analyse the design elements and principles evident in Figure 3.	(4 marks

Assess whether the integration of design elements and principles has been suc Justify your reasoning.	ccessful. (4 marks)

c)	Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience. (4 marks			

Quest	ion 9: Dimensional context	(12 marks)
Exami	ne Figure 4 and answer the following questions.	
	For copyright reasons the image cannot be reproduced in the online version of this document.	
	Figure 4	
(a)	Analyse the design elements and principles evident in Figure 4.	(4 marks)

STAGE 3	19	DESIGN
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(b)	Assess whether the integration of design elements and principles has been successful. Justify your reasoning. (4 marks)

DESIGN	20	STAGE
JESIGIN	20	SIAG

(C)	Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience. (4 marks

Question 10: Graphic context		(12 marks)
Examine Figure 5 and answer the fo	ollowing questions.	
For copyright reasons th	nis image cannot be reproduced in the online version of this document.	
ļ	Figure 5	
	Figure 5	
(a) Analyse the design elements	and principles evident in Figure 5.	(4 marks)

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(b)	Assess whether the integration of design elements and principles has been succ Justify your reasoning.	cessful. (4 marks)

(C)	Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience. (4 marks

Question 11: Technical Graphics context

(12 marks)

Examine Figure 6 and answer the following questions.



Figure 6

Analyse the design elements and principles evident in Figure 6.	(4 marks

(b)	Assess whether the integration of design elements and principles has been suc Justify your reasoning.	cessful. (4 marks

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(c)	Deduce a plausible purpose and potential intended audience for the design. Explain the relationships between purpose, design and intended audience. (4 marks)

Spare answer pages:	(✓)
Planning	
Continuing an answer	
Question number	
Question number	

Spare answer pages:	(✓)
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Additional working space	

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ACKNOWLEDGEMENTS

Section One

Figure 1 Price, B. (n.d.). Roller doors [Image].

Figure 2 Toy train (Image 100679411). Retrieved March, 2012, from

www.thinkstock.com.au.

Section Two

Figure 3 Freeman, J. (n.d.). Federation Square [Image].

Figure 4 Panel curtains [Image] from: Ikea USA. (n.d.). Catalogue 2010. Conshohocken,

PA: Ikea USA, pp. 218-219. Retrieved April 24, 2012, from

www.housemagz.com/.

Figure 5 Grundy, P. (n.d.). Speedy 'Oneplan' [Image]. Retrieved April 24, 2012, from

www.grundini.com.

Figure 6 Price, B. (n.d.). *Building* [Image].

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