



# Western Australian Certificate of Education Examination, 2015

## 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

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#### Time allowed for this paper

Reading time before commencing work: ten minutes  
Working time for paper: 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 fluid/tape, eraser, ruler, highlighters

Special items: non-programmable calculators approved for use in the WACE examinations, approved drawing instruments: a drawing compass, set square, dividers, protractor, templates, the practical (portfolio) examination of up to 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"/>
Graphics	<input type="checkbox"/>
Technical graphics	<input type="checkbox"/>
Dimensional	<input type="checkbox"/>

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 WACE Design Stage 3 examination consists of a written component worth 50 per cent of the total examination score and a practical (portfolio) component 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	26	15
Section Two: Extended response	2	2	120	36	25
	4	1		16	10
<b>Total</b>					50

## Instructions to candidates

- The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2015*. Sitting this examination implies that you agree to abide by these rules.
- Write your answers in this Question/Answer Booklet.
- Section One contains **five (5)** questions. Answer **all** questions.
- Section Two contains **six (6)** questions. You **must** answer Questions 6 and 7. Answer **one (1)** question from Questions 8 to 11.
- 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 that you are continuing to answer at the top of the page.

**Section One: Short response**

**15% (26 Marks)**

This section has **five (5)** questions. Answer **all** questions. Write your answers in the spaces 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 that you are continuing to answer at the top of the page.

Suggested working time: 30 minutes.

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**Question 1**

**(6 marks)**

Identify and describe **two** design principles that explain how the elements of shape and colour have been used in this illustration.

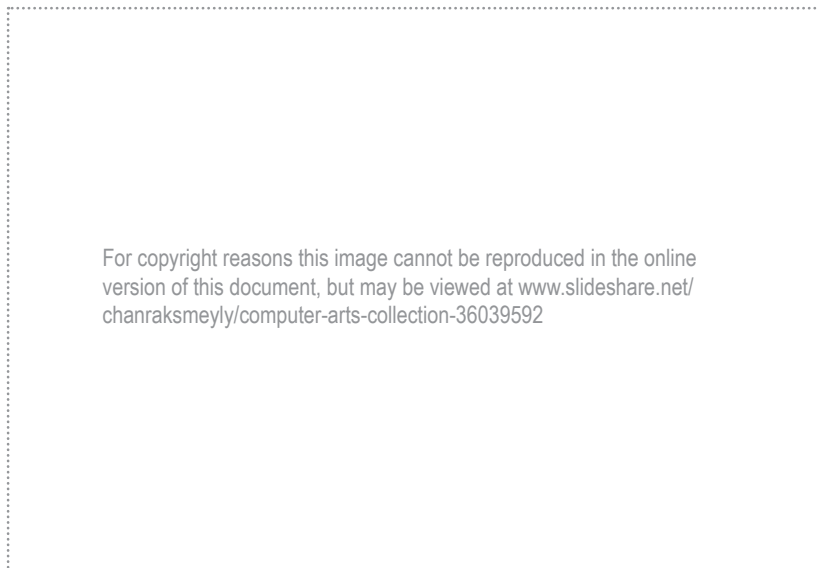


Figure 1: Sarah Mazetti: The Green Man Festival Identity

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Question 2

(6 marks)



Figure 2: Australian Centre for Contemporary Art



Figure 3: Victorian College of the Arts Theatre building

See next page



Quotation one: 'Less is more', Ludwig Mies Van der Rohe  
Quotation two: 'Less is a bore', Robert Venturi

Which quote above applies best to Modernism and which one applies better to Postmodernism? Justify the reasons for your answer by discussing the buildings in Figure 2 and Figure 3 and the design concepts they represent.

Quotation one applies to Figure \_\_\_\_\_

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Quotation two applies to Figure \_\_\_\_\_

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Question 3

(4 marks)



Figure 4: Recycled plastic furniture by Rodrigo Alonso

Many types of plastic materials can now be recycled into outdoor furniture. The seats pictured above use plastic waste obtained from electronic devices, toys, drink trays, stadium seats, etc. The furniture can be re-crushed and re-moulded to form new objects at the end of its lifetime.

Explore the possible reasons why this designer used recycled plastic instead of more traditional materials.

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**End of Section One**

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**Section Two: Extended response****35% (52 Marks)**

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

You **must** answer Question 6, which is common to all contexts, **and** Question 7, which relates to a given stimulus.

You **must** answer **one (1)** context specific question from Questions 8 to 11.

Write your answers in the spaces 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 that you are continuing to answer at the top of the page.

Suggested working time: 120 minutes.

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**Question 6****(18 marks)**

Refer to **one** design project you have undertaken this year that focused on making a political comment or influencing public opinion. Use this project to answer all parts of this question.

- (a) Describe the political comment **or** influence on public opinion that you intended your project to make. (2 marks)

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- (b) Explain how you have used **one** specific design principle to assist you to communicate your solution. (4 marks)

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**Question 6** (continued)

- (c) Reflect on the research you have done on different aspects of your project during the design process. Evaluate how you applied the results of this research to your design solution. (4 marks)

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- (d) Evaluate **two** key questions that you have or could have used to assess how successful your project was in influencing public opinion or making a political comment. (4 marks)

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- (e) Give reasons for the materials and/or production processes, methods and techniques you chose to reinforce the communication of the message in your project. (4 marks)

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## Question 7

(18 marks)

Use the following design brief to answer all parts of this question.

The government is concerned about the increasing number of plastic containers being used for bottled water, which is causing a considerable amount of landfill. It requires a campaign to be designed with a message that will:

- encourage people to drink tap water in preference to bottled water
- demonstrate that tap water is more sustainable than bottled water
- prove that tap water is equal in quality to bottled water.

As part of the design team, you are commissioned to create a prototype for **one** of the following:

- an exhibition display to be used in schools to educate children about both the benefits and issues relating to tap water and bottled water
- a bottle that entices consumers to want to be seen drinking tap water
- an information brochure to be given to parents to educate them to encourage children to drink tap water.

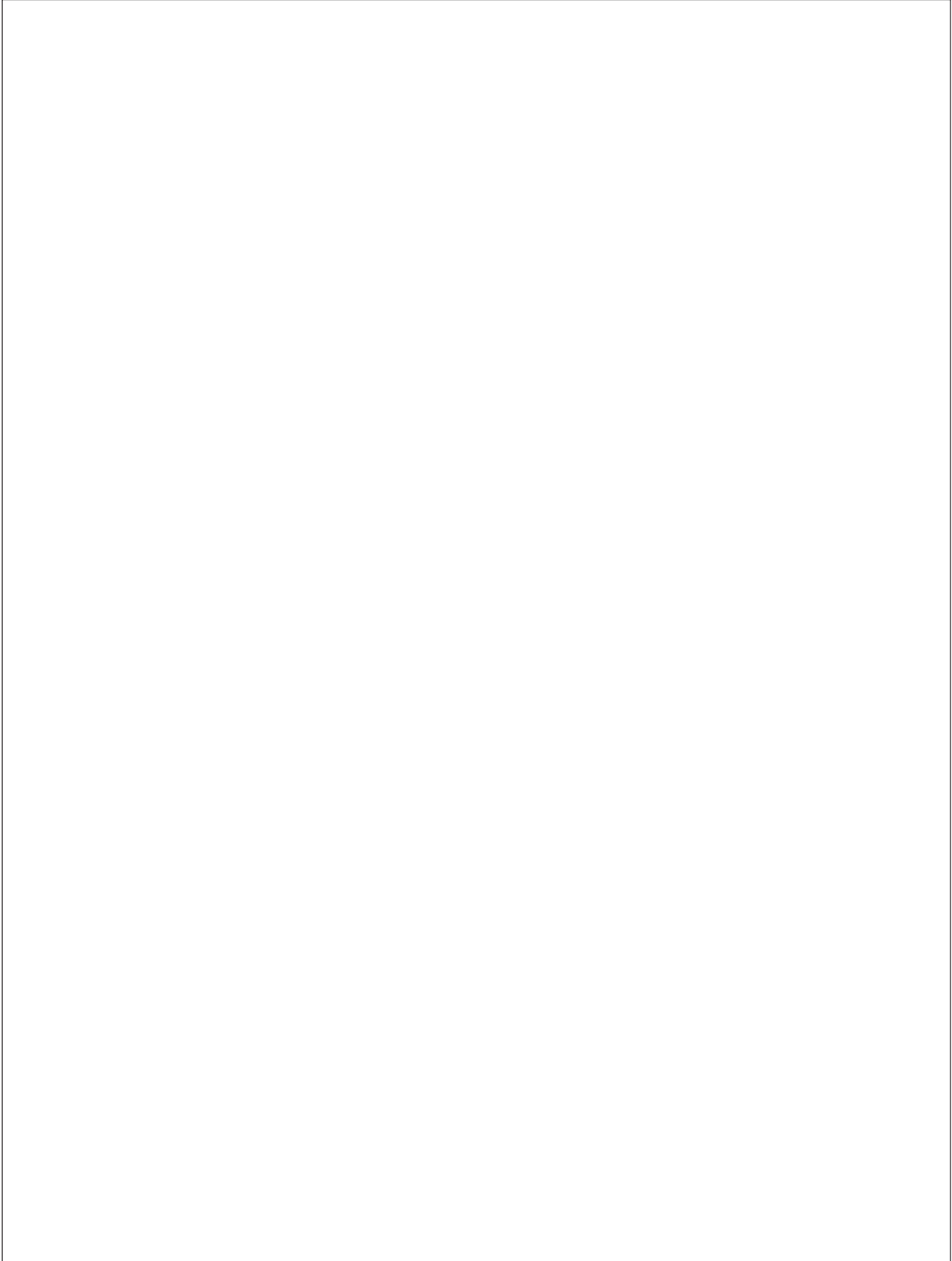
The design team will consist of four members, each of whom will be responsible for **one** product shown in the table below. Tick the product you have chosen.

Design team member	Product	Tick ✓
Technical graphics designer	Exhibition display	
Dimensional designer	Water bottle	
Photographic designer	Photographs for information brochure	
Graphic designer	Information brochure	

You are required to produce designs for your chosen product in the form of drawings, sketches and instructions.

Relate your responses to Questions 7(a) to (d) to the product you have chosen from the above table.

- (a) Create a solution for the brief you have chosen in the space allocated below.
- (i) Develop your ideas through drawing a solution to the brief. (4 marks)
  - (ii) Include brief written notes on your drawing to explain how you developed the solution. (2 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****(16 marks)**

Victoria Ling is a still-life photographer whose compositions are created for high-profile clients and personal projects. Below are two photographs taken by Victoria Ling; Figure 8 is a personal project while Figure 9 is a commercial commission.



Figure 8: Victoria Ling - personal project



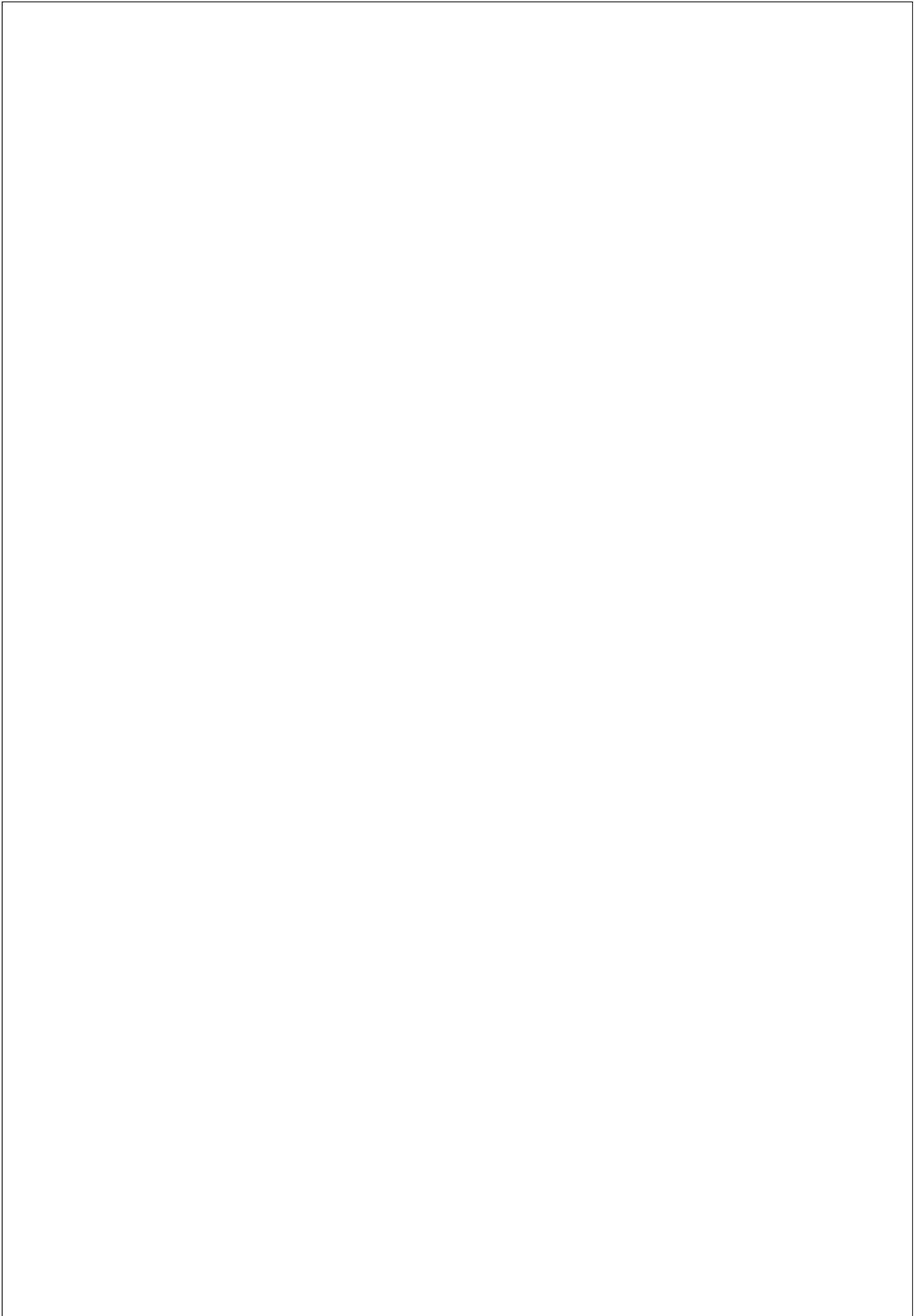
Figure 9: Victoria Ling – Casio G-Mag

See next page





- (ii) Draw the planning diagram (with explanatory notes) for the lighting setup of the photograph in Figure 10. (4 marks)





Question 9: Graphics context

(16 marks)

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Figure 11: Poster





**Question 9** (continued)

- (c) Apart from the poster, other marketing strategies are needed. You have been assigned the task of adapting the design components of the poster and applying them to the template for the brochure stand on the next page without compromising its look and feel.

Your design needs to include the following text:

- Melbourne's Moonlight Cinema
- Summer 13/14 Outdoor Cinema
- moonlight.com.au.

- (i) Use colour to sketch your design on the template in Figure 13 on the next page. (4 marks)
- (ii) Add notes to your sketch to explain your use of the components of the original poster. (4 marks)



Figure 12: Poster

See next page



Figure 13: Brochure stand template

See next page





**Question 10** (continued)

(c) Using Figure 15 and Figure 16, sketch the following technical drawing in the space provided on the next page.

(i) A rear draft elevation with relevant labelling. (4 marks)

(ii) Add notes to your sketch to explain the use of materials for energy and self-sufficiency. (4 marks)

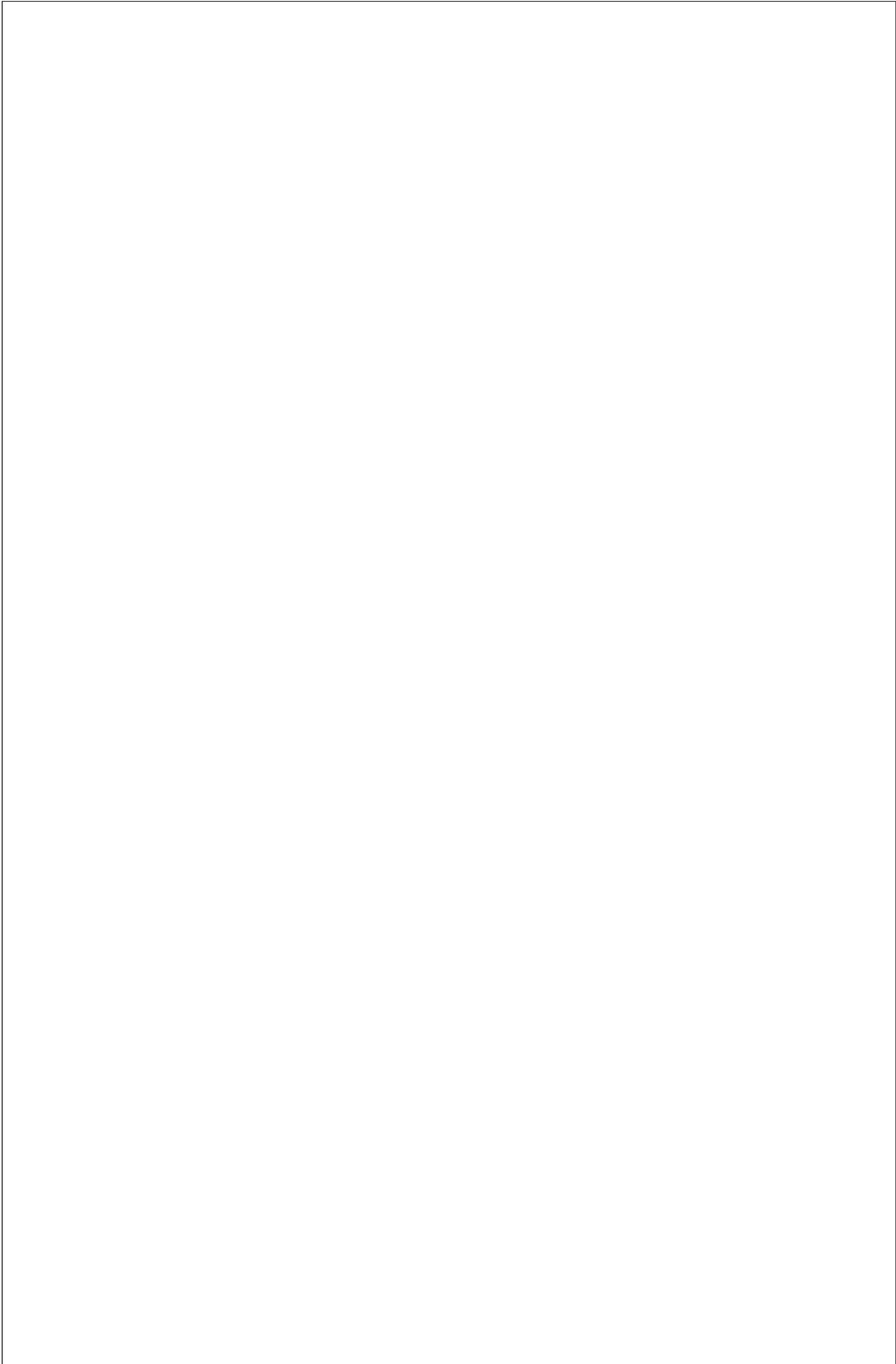
For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at  
[http://sydneydesignawards.com.au/syd14/entry\\_details.asp?ID=13399&Category\\_ID=6020](http://sydneydesignawards.com.au/syd14/entry_details.asp?ID=13399&Category_ID=6020)

Figure 15: Rear View

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[http://sydneydesignawards.com.au/syd14/entry\\_details.asp?ID=13399&Category\\_ID=6020](http://sydneydesignawards.com.au/syd14/entry_details.asp?ID=13399&Category_ID=6020)

Figure 16: Side angle view

**See next page**



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**Question 11: Dimensional design context****(16 marks)**

Jacqueline Ryan creates jewellery that is both wearable and collectable. Her design process always includes drawing from nature to create paper and card dimensional experiments before using her ideas in metal and other materials. Ryan describes her process as a form of abstraction or metamorphosis, because during each stage she moves further away from the actual object of inspiration so that the new object takes on its own unique qualities.

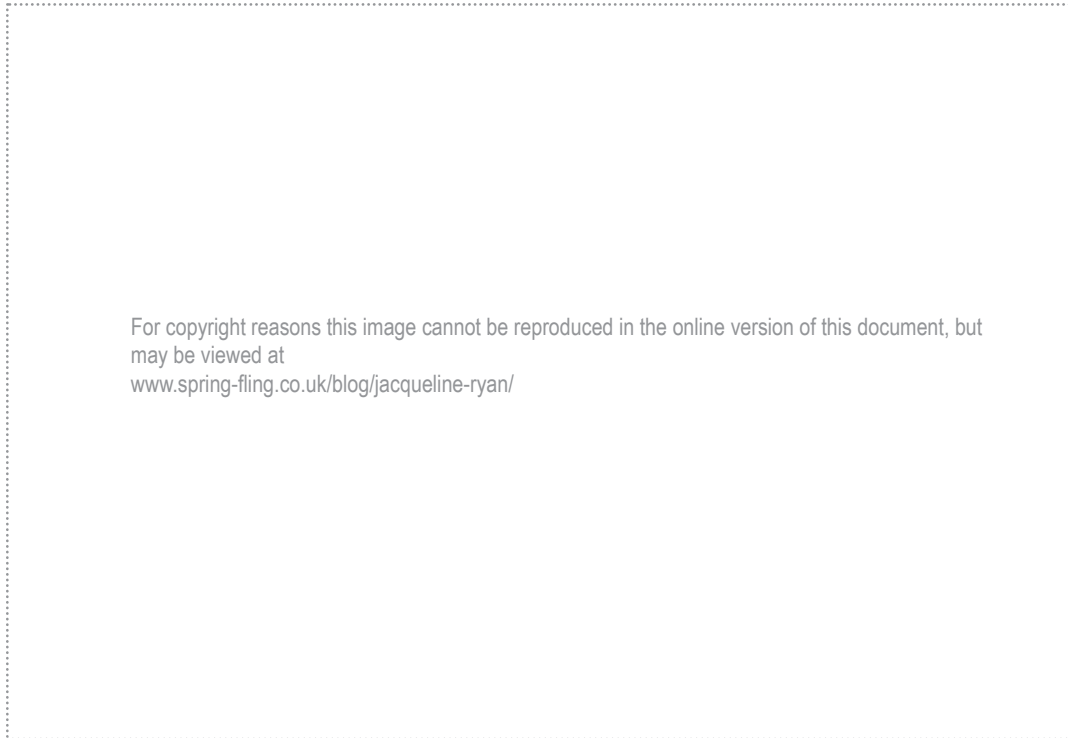


Figure 17: Jacqueline Ryan's sketchbook





**Question 11** (continued)

- (c) Using Ryan's sketch as inspiration, design a piece of wearable jewellery that reflects the influence of the natural environment in the space provided on the next page.
- (i) Use colour to sketch multiple views of your design. (4 marks)
- (ii) Add notes to your sketches to explain your use of materials and production processes. (4 marks)

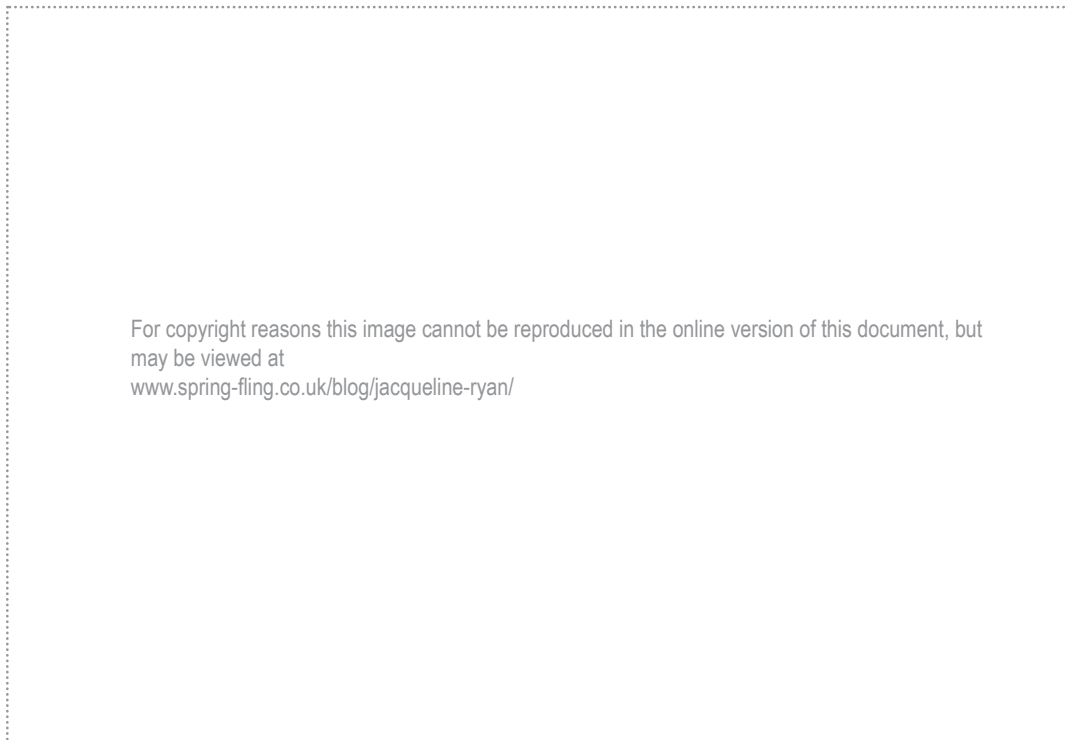
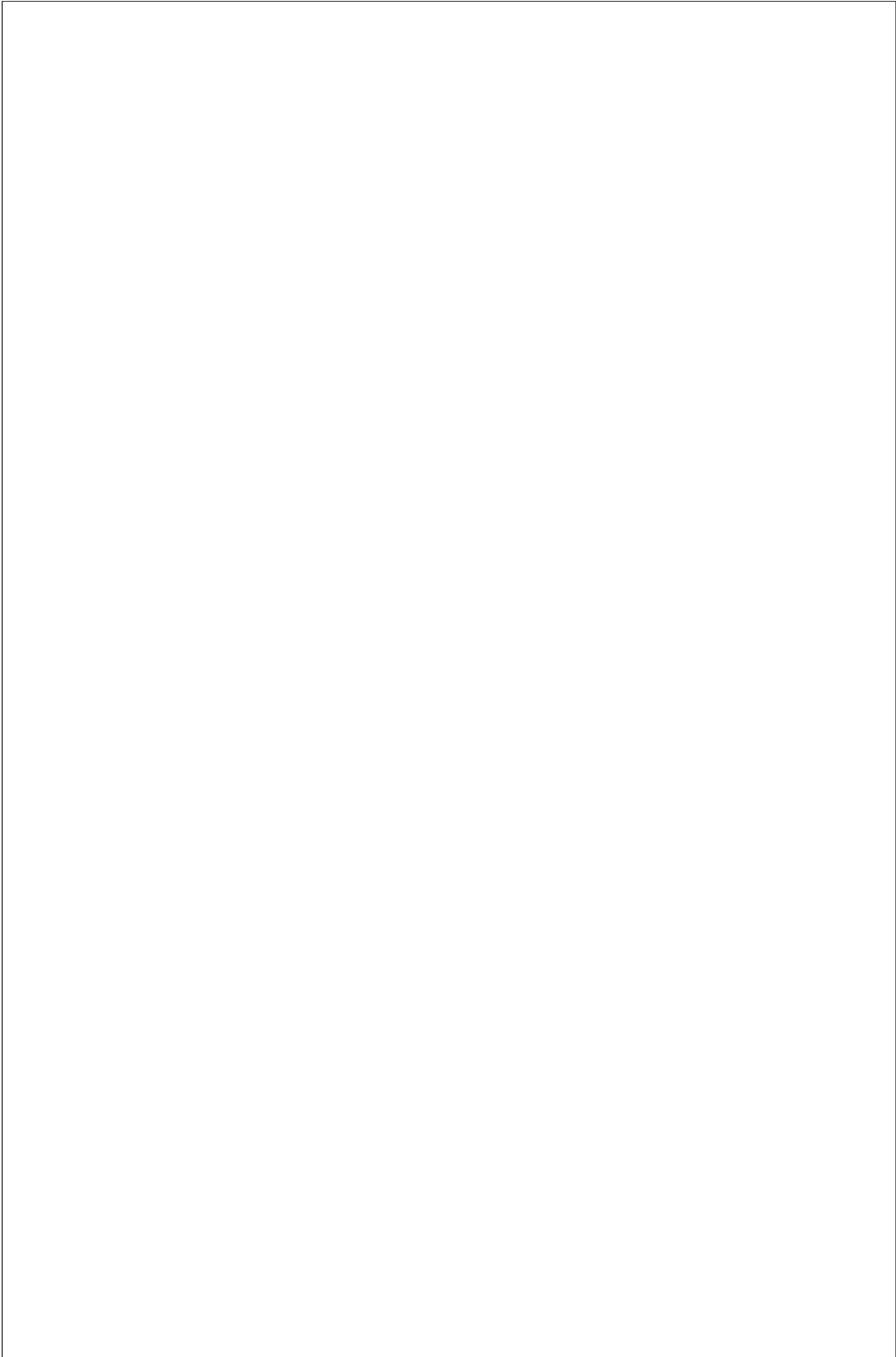


Figure 18: Jacqueline Ryan's sketchbook



















## ACKNOWLEDGEMENTS

### Section One

#### Question 1

##### Figure 1

Mazzetti, S. (2013). [Green Man Festival 'Somewhere' poster]. In Corporate branding and identity: Highlight: The Green Man Festival identity. (2014). *Computer Arts Collection Illustration Annual 2014*, p. 30. Retrieved May, 2015, from [www.slideshare.net/chanraksmeily/computer-arts-collection-36039592](http://www.slideshare.net/chanraksmeily/computer-arts-collection-36039592)

#### Question 2

Photographs by courtesy member of examining panel.

#### Question 3

##### Figure 4

Alonso, R. (2014). *100% recycled plastic furniture, rotomoulded*. Retrieved May, 2015, from <http://ralonso.com/portfolio/100-2/>

#### Question 4

##### Figure 5

Department of Health and Social Security, & Central Office of Information. (1986). Skin care by heroin. In U.S. National Library of Medicine, *Images from the history of medicine (IHM)*. Retrieved May, 2015, from <http://ihm.nlm.nih.gov/luna/servlet/detail/NLMNLM~1~1~101437621~208355:Skin-care-by-heroin-heroin-screws-y#>

##### Figure 6

Kalamandir Foundation. (.n.d.). *Anti-drug campaign: Take control before it does: Say no to drugs* [Campaign poster]. Retrieved May, 2015, from <http://kalamandir.com/category/blog/latest-happenings>

#### Question 5

##### Figure 7

Dr322. (n.d.). *Madagascar-shy and poor african girl with headkerchief* [Shutterstock image ID: 216950611]. Retrieved May, 2015, from [http://s1.picdn.net/pic-216950611/stock-photo-madagascar-shy-and-poor-african-girl-with-headkerchief.html?src=pp-same\\_model-216950605-XoQQz2Jlsp6km1sHiLSSQ-3&ws=1](http://s1.picdn.net/pic-216950611/stock-photo-madagascar-shy-and-poor-african-girl-with-headkerchief.html?src=pp-same_model-216950605-XoQQz2Jlsp6km1sHiLSSQ-3&ws=1)

### Section Two

#### Question 8

##### Figure 8

Ling, V. (2012). *Animal vegetable mineral*. Retrieved May, 2015, from [www.victorialing.com/animal-vegetable-mineral/](http://www.victorialing.com/animal-vegetable-mineral/) (Image 1)

##### Figure 9

Ling, V. (2011). *Casio G-Mag*. Retrieved January, 2015, from [www.victorialing.com](http://www.victorialing.com)

##### Figure 10

Ling, V. (2013). *Play*. Retrieved May, 2015, from [www.victorialing.com/play/](http://www.victorialing.com/play/) (Image 2)

**Question 9****Project overview text**

Adapted from: Design100. (2015). *2014 Sydney Design Awards: Moonlight Cinema*. Retrieved May, 2015, from [http://sydneydesignawards.com.au/syd14/entry\\_details.asp?ID=13297&Category\\_ID=6017](http://sydneydesignawards.com.au/syd14/entry_details.asp?ID=13297&Category_ID=6017)

**Figures 11–13**

Moonlight Cinema, & Amalgamated Holdings Limited. (2013). [Promotional artwork]. In Design100. (2015). *2014 Sydney Design Awards: Moonlight Cinema*. Retrieved May, 2015, from [http://sydneydesignawards.com.au/syd14/entry\\_details.asp?ID=13297&Category\\_ID=6017](http://sydneydesignawards.com.au/syd14/entry_details.asp?ID=13297&Category_ID=6017)

**Question 10****Introductory text**

Design100. (2015). *2014 Sydney Design Awards: Accommodation pod*. Retrieved May, 2015, from [http://sydneydesignawards.com.au/syd14/entry\\_details.asp?ID=13399&Category\\_ID=6020](http://sydneydesignawards.com.au/syd14/entry_details.asp?ID=13399&Category_ID=6020)

**Figures 14–16**

Sumu Design. (2014). [Accommodation pod]. In Design100. (2015). *2014 Sydney Design Awards: Accommodation pod*. Retrieved May, 2015, from [http://sydneydesignawards.com.au/syd14/entry\\_details.asp?ID=13399&Category\\_ID=6020](http://sydneydesignawards.com.au/syd14/entry_details.asp?ID=13399&Category_ID=6020)

**Question 11****Introductory text**

Adapted from: SpringDroid. (2013, April 12). *Jacqueline Ryan: Embrace the philosophy of 'slow' jewellery* [Blog post]. Retrieved May, 2015, from [www.spring-fling.co.uk/blog/jacqueline-ryan/](http://www.spring-fling.co.uk/blog/jacqueline-ryan/)

**Figures 17 and 18**

Ryan, J. (2007). [Jewellery model]. In SpringDroid. (2013, April 12). *Jacqueline Ryan: Embrace the philosophy of 'slow' jewellery* [Blog post]. Retrieved May, 2015, from [www.spring-fling.co.uk/blog/jacqueline-ryan/](http://www.spring-fling.co.uk/blog/jacqueline-ryan/)

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