



## ATAR course examination, 2018

### Question/Answer booklet

# DESIGN

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: two and a half hours

### Materials required/recommended for this paper

#### *To be provided by the supervisor*

This Question/Answer booklet

Number of additional  
answer booklets used  
(if applicable):

#### *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 this examination, approved drawing instruments consisting of a drawing compass, set square, dividers, protractor, templates

### 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 material. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

## Structure of the examination

The Design ATAR course examination consists of a written component and a practical (portfolio) component.

### Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of written examination
Section One Short response	5	5	30	35	30
Section Two Extended response	6	3	120	53	70
<b>Total</b>					100

### Instructions to candidates

- The rules for the conduct of the Western Australian external examinations are detailed in the *Year 12 Information Handbook 2018*. Sitting this examination implies that you agree to abide by these rules.
- Write your answers in this Question/Answer booklet.
- Answer the questions according to the following instructions.  
  
Section One: Contains five questions. Answer all questions.  
  
Section Two: Contains six questions. You must answer Questions 6 and 7. Answer one question from Questions 8 to 11.
- You must be careful to confine your answers to the specific questions asked and to follow any instructions that are specific to a particular question.
- Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

**Section One: Short response****30% (35 Marks)**

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

Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Suggested working time: 30 minutes.

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## Question 1

(10 marks)

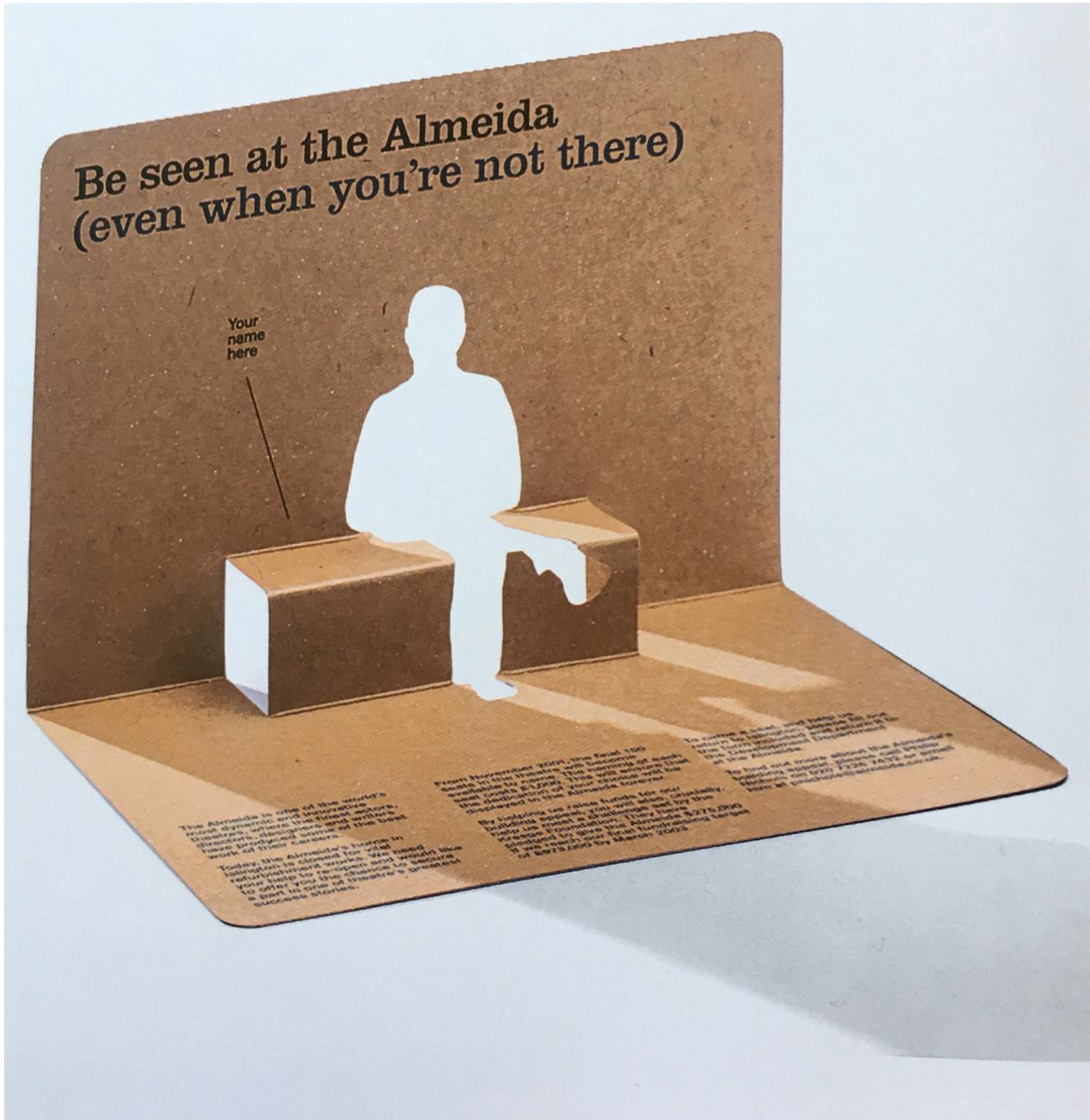


Figure 1: Fundraising postcard for the refurbishment of the Almeida Theatre in London. By donating £1000, members can have their names on seats in the theatre, with funds going toward updating the facility.

- (a) Identify a dominant design element and a dominant design principle evident in Figure 1. (2 marks)

Element: \_\_\_\_\_

Principle: \_\_\_\_\_

- (b) Explain how the design element and design principle you identified in part (a) have been used effectively in Figure 1. (4 marks)

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- (c) Describe how the designer of Figure 1 has used semiotics to appeal to the intended audience. (4 marks)

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Question 2

(4 marks)

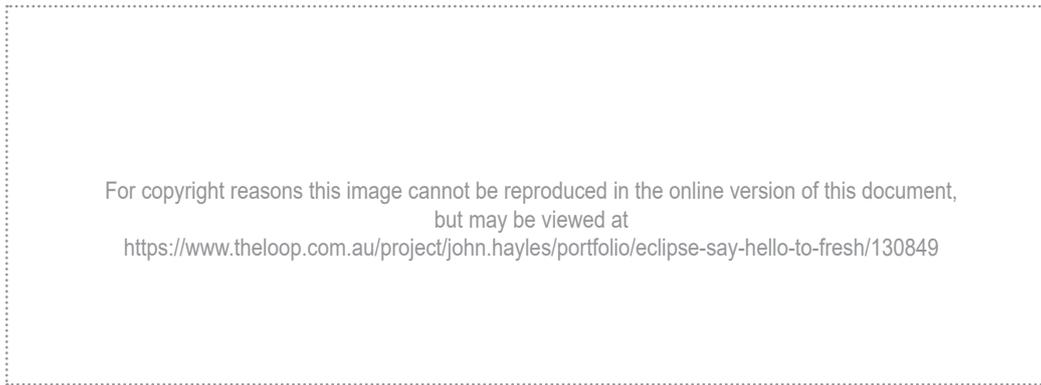


Figure 2: Eclipse mints ‘Say Hello to Fresh’ advertisement

Analyse how colour and type have been used to construct meaning in Figure 2.

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**Question 3****(8 marks)**

- (a) Evaluate which stage of the design process is most important to developing original design solutions. (4 marks)

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- (b) Consider how you could improve your application of the design process when developing design solutions. (4 marks)

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**Question 4**

**(7 marks)**

- (a) Describe **one** production process you have applied to a design solution. (3 marks)

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- (b) Justify how planning for environmental impact or sustainable practices could influence the production of your designs. (4 marks)

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**Question 5****(6 marks)**

Identify and explain **one** benefit and **one** constraint of using a future trend during the production process.

Benefit: \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Constraint: \_\_\_\_\_

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\_\_\_\_\_

**End of Section One**

**See next page**

**Section Two: Extended response**

**70% (53 Marks)**

This section contains **six** questions.

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

Then answer **one** context-specific question from Questions 8 to 11.

Write your answers in the spaces provided.

Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Suggested working time: 120 minutes.

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**Question 6**

**(13 marks)**

Refer to **one** design project you have undertaken this year. Use this project to answer all parts of this question.

- (a) Outline your design brief and the solution you created. (2 marks)

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- (b) Describe how you addressed a potential Occupational Safety and Health issue in the creation of your design solution. (3 marks)

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(c) Justify your selection of **two** specific materials and/or technologies for the production of your design. (8 marks)

One: \_\_\_\_\_

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Two: \_\_\_\_\_

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## Question 7

(16 marks)

Examine the image below to answer all parts of this question.



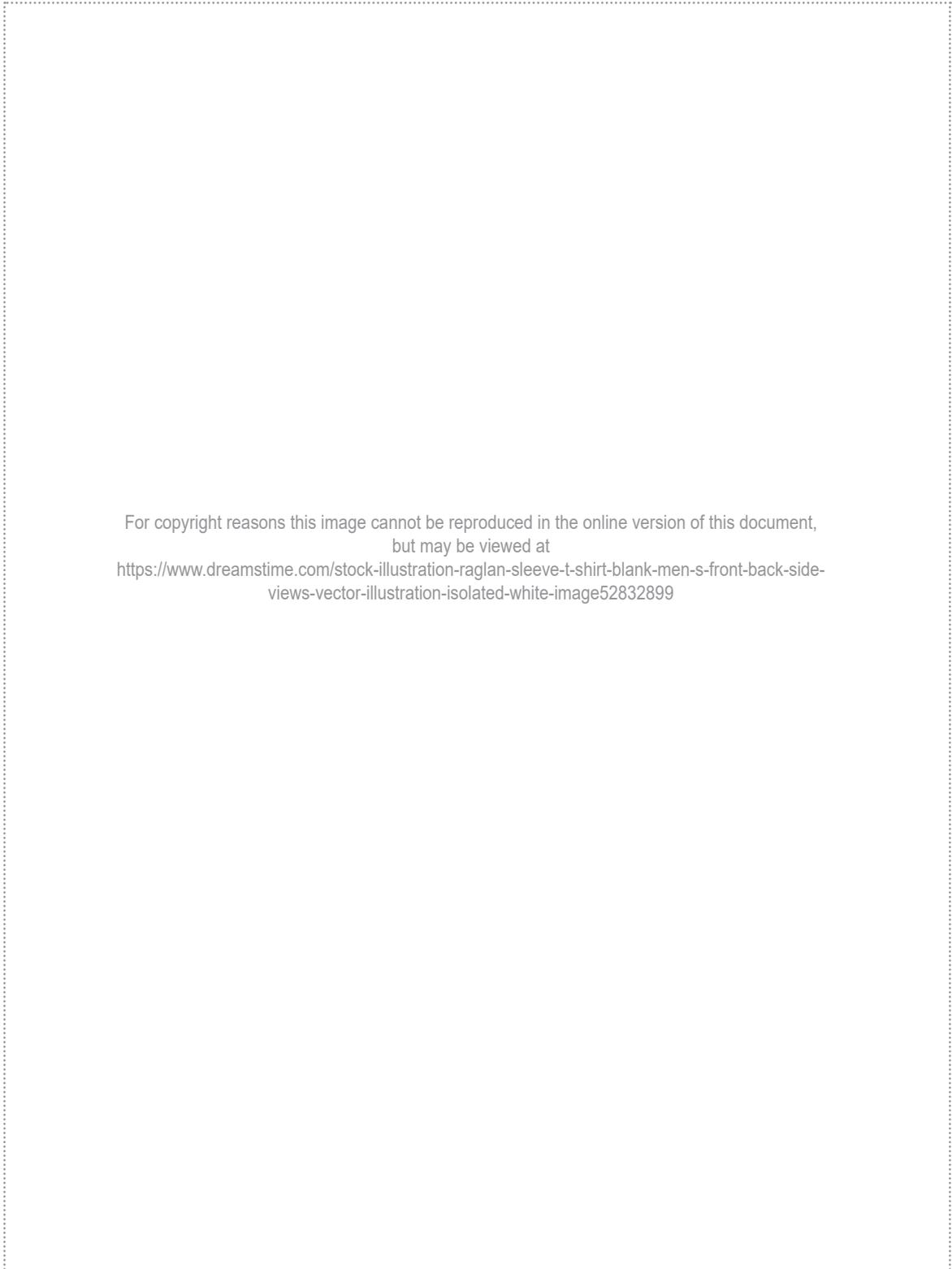
Figure 3: This poster, entitled '*Beach*', was designed in 2009 by advertising agency GPY&R Melbourne for the National Australia Day Council.



**Question 7** (continued)

The 'Change the Date' movement, which seeks to alter the date of our national Australia Day celebration, has been a subject of much discussion.

- (b) In the template below use visual codes to design an Australia Day T-shirt that promotes a culturally-inclusive celebration, acknowledging Indigenous culture and Australia's diversity. (5 marks)



For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at <https://www.dreamstime.com/stock-illustration-raglan-sleeve-t-shirt-blank-men-s-front-back-side-views-vector-illustration-isolated-white-image52832899>



**Section Two: Extended response: Context-specific**

Answer **one** question from Questions 8 to 11 in relation to your chosen context. Tick **one** of the boxes below to indicate your context.

Context	Tick ✓	Question	Pages
Photography	<input type="checkbox"/>	8	18–21
Graphic design	<input type="checkbox"/>	9	22–25
Dimensional design	<input type="checkbox"/>	10	26–29
Technical graphics	<input type="checkbox"/>	11	30–33

Examine the stimulus material below and on page 17 to answer your context-specific question.

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**Stimulus material**

Architect Walter Gropius founded the Bauhaus school of design in Germany, almost 100 years ago, in 1919. Although the school only existed for 14 years, the Bauhaus and the associated Modernist movement continue to influence global design today.

The mission of the Bauhaus was to provide affordable, artistic and practical design for everyone. Everything created at the Bauhaus was meant to embody one central theme: form should always reflect and enhance function.

Traditional fine art and craft practices were taught along with industrial design and manufacturing techniques, with students developing skills in photography, graphic design, product and furniture design.

In 2019, the world will celebrate the centenary of the Bauhaus movement, culminating in the opening of an exhibition at the new Bauhaus Museum in Dessau, Germany. You will design a celebratory item to be included at this event, taking inspiration from this information and the Bauhaus imagery shown in Figure 4 on the following page.

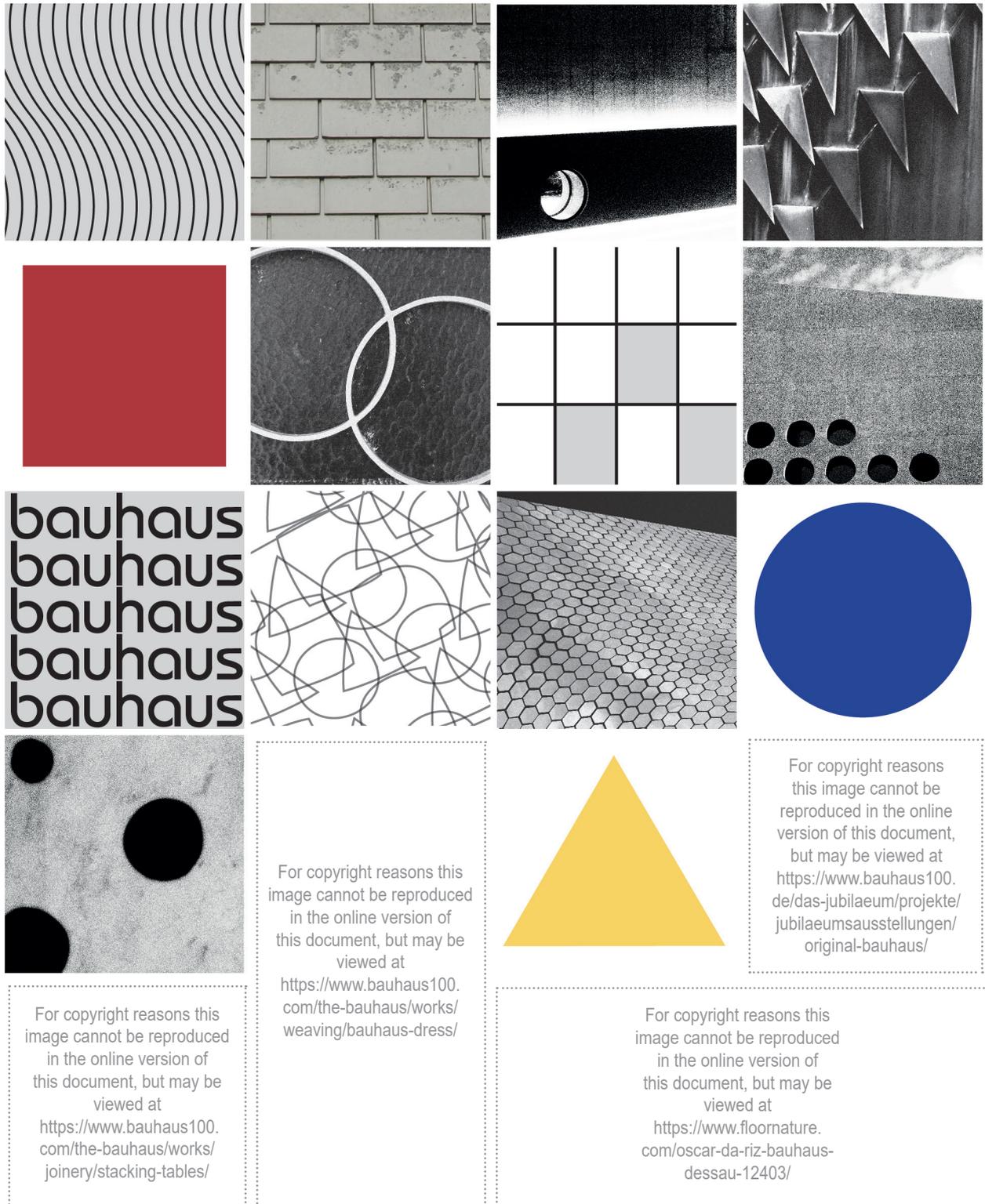


Figure 4: Bauhaus imagery

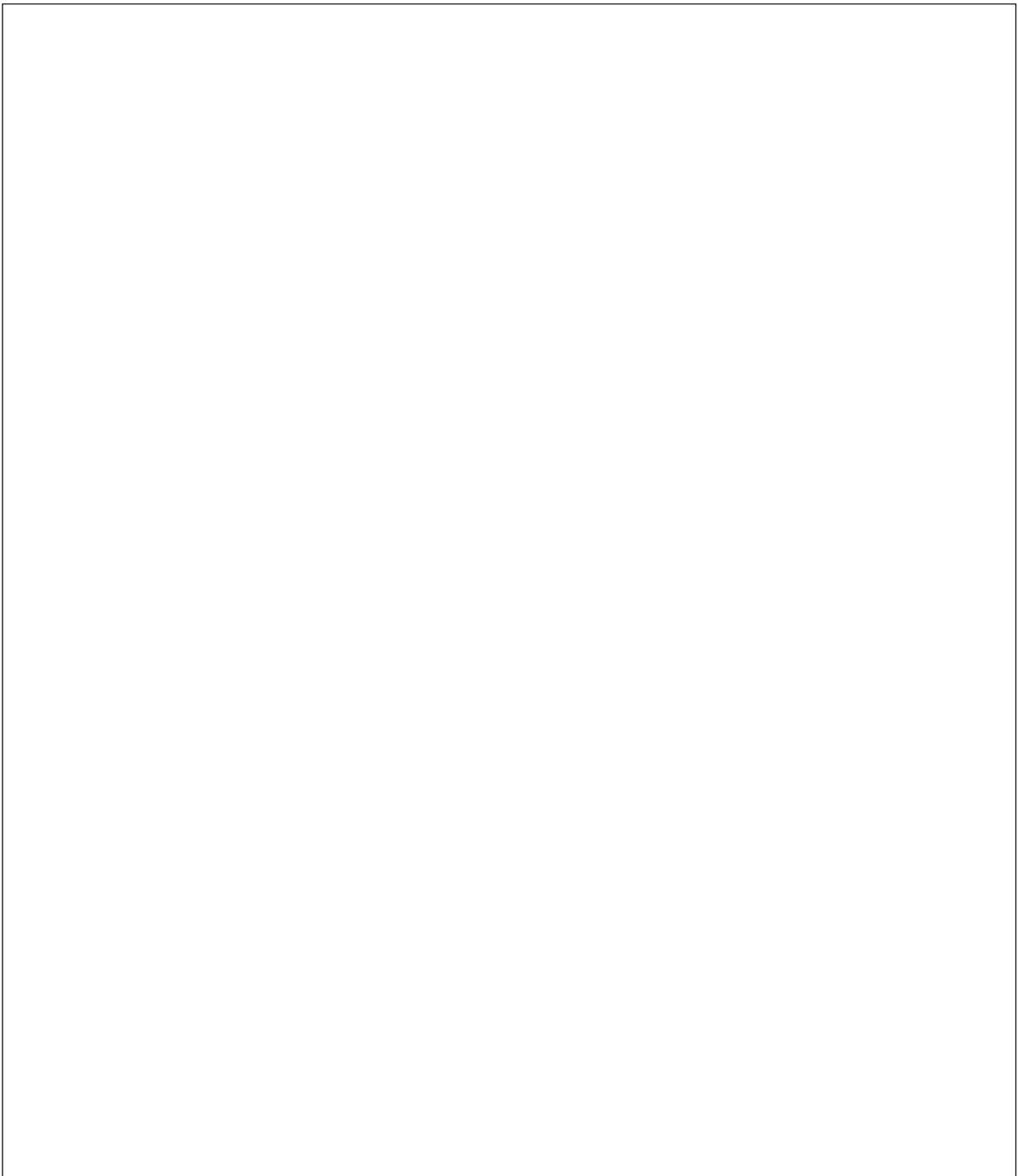
**Question 8: Photography****(24 marks)**

Use the following design brief and the stimulus material on pages 16 and 17 to answer all parts of this question.

As part of the centenary celebrations, you are responsible for designing a photographic cover of the Bauhaus exhibition catalogue. Your design must incorporate the following Bauhaus design principles:

- form follows function
- unity of shape
- balanced application of primary colours
- creative application of sans-serif type.

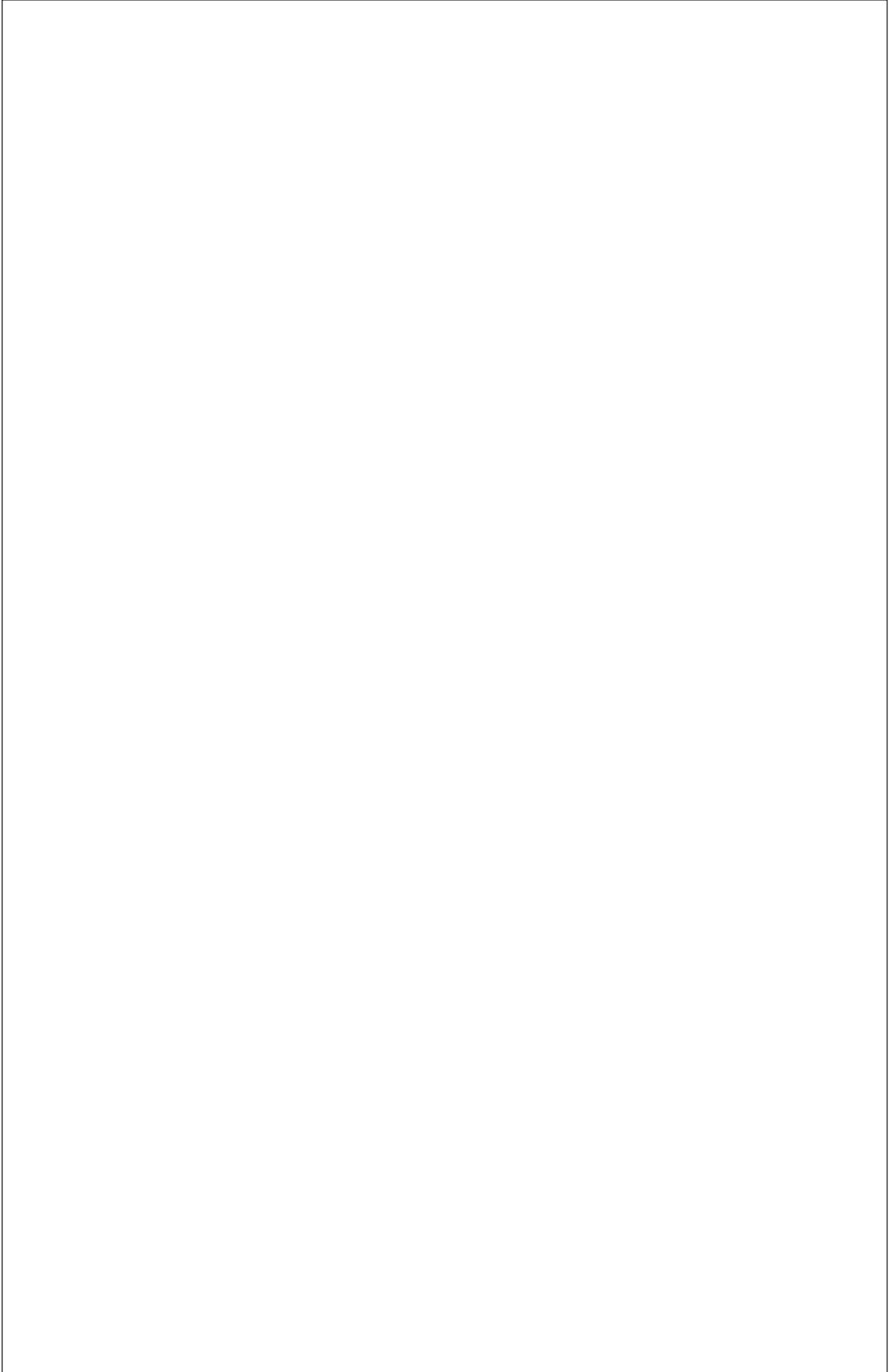
- (a) In the space below, create a detailed mind map that explores and develops ideas relevant to the design brief. **(6 marks)**



**See next page**

- (b) In the space below, sketch **two** possible concepts for the cover design.  
Note: Do **not** draw a detailed resolved design solution.

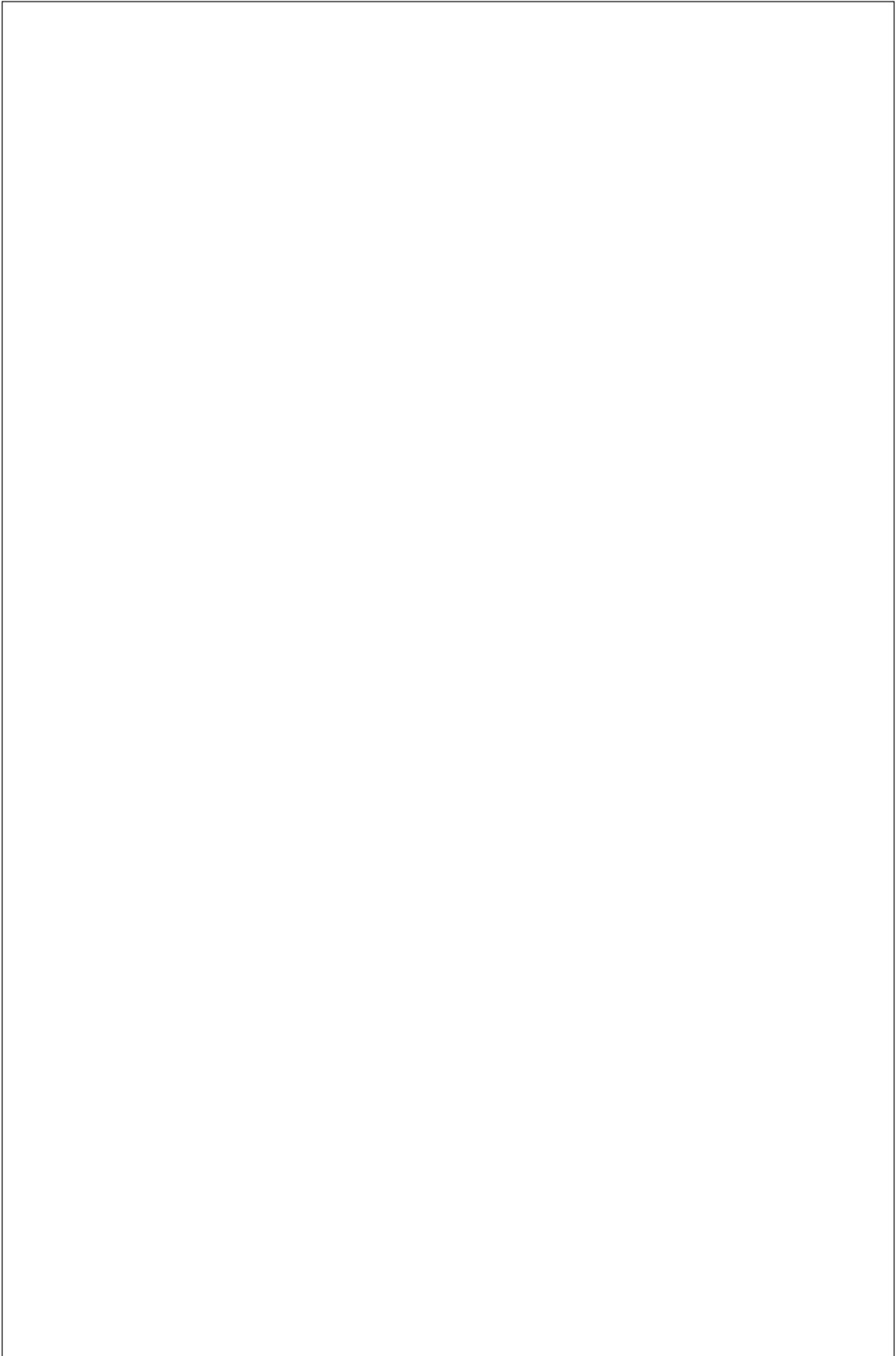
(6 marks)



See next page

**Question 8** (continued)

- (c) In the space below, draw and annotate a detailed design solution to the brief. (6 marks)

A large, empty rectangular box with a thin black border, intended for drawing and annotation. It occupies the majority of the page's vertical space below the question text.

**See next page**



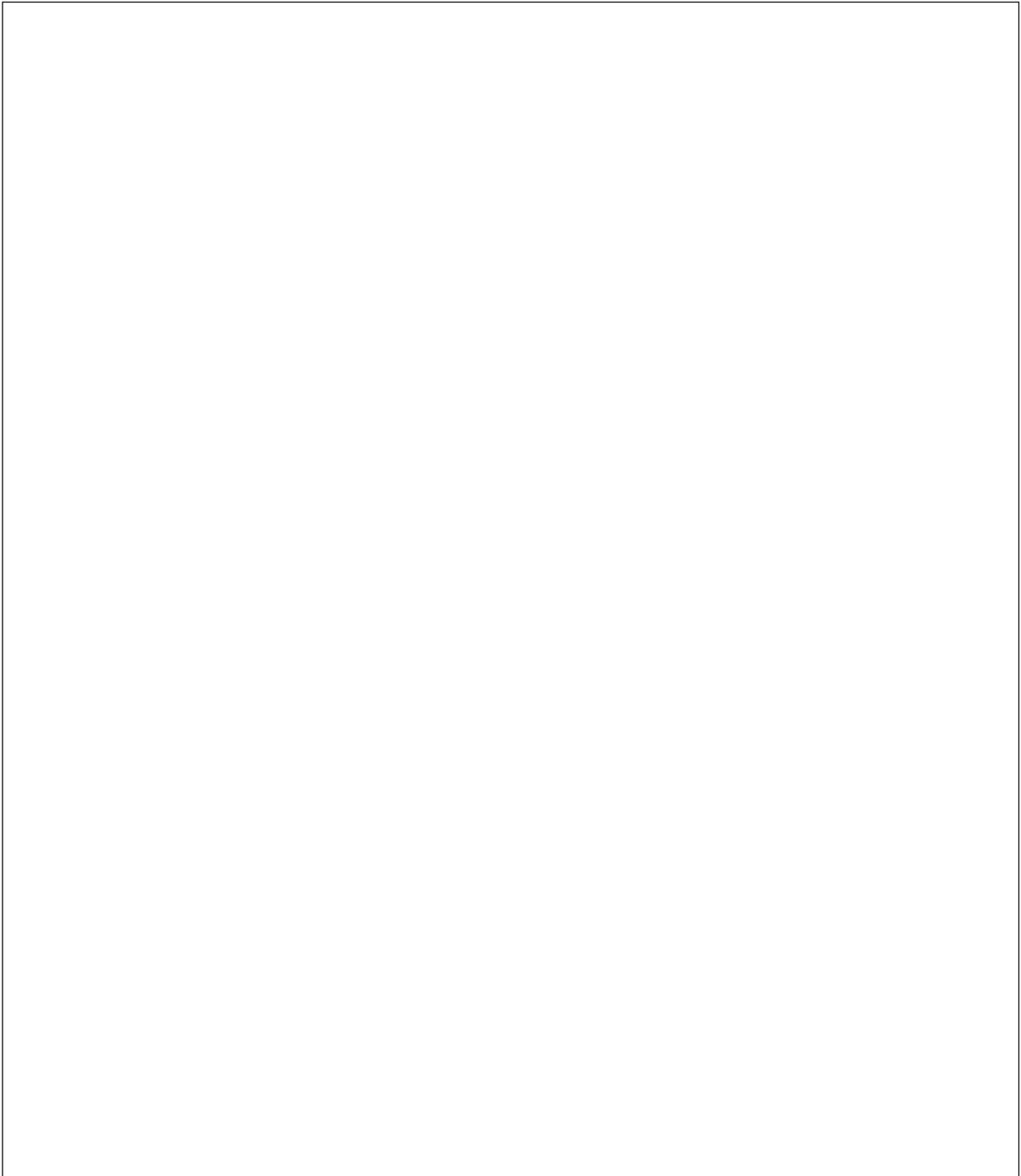
**Question 9: Graphic design****(24 marks)**

Use the following design brief and the stimulus material on pages 16 and 17 to answer all parts of this question.

As part of the centenary celebrations, you are responsible for designing a graphic Bauhaus exhibition banner. Your design must incorporate the following Bauhaus design principles:

- form follows function
- unity of shape
- balanced application of primary colours
- creative application of sans-serif type.

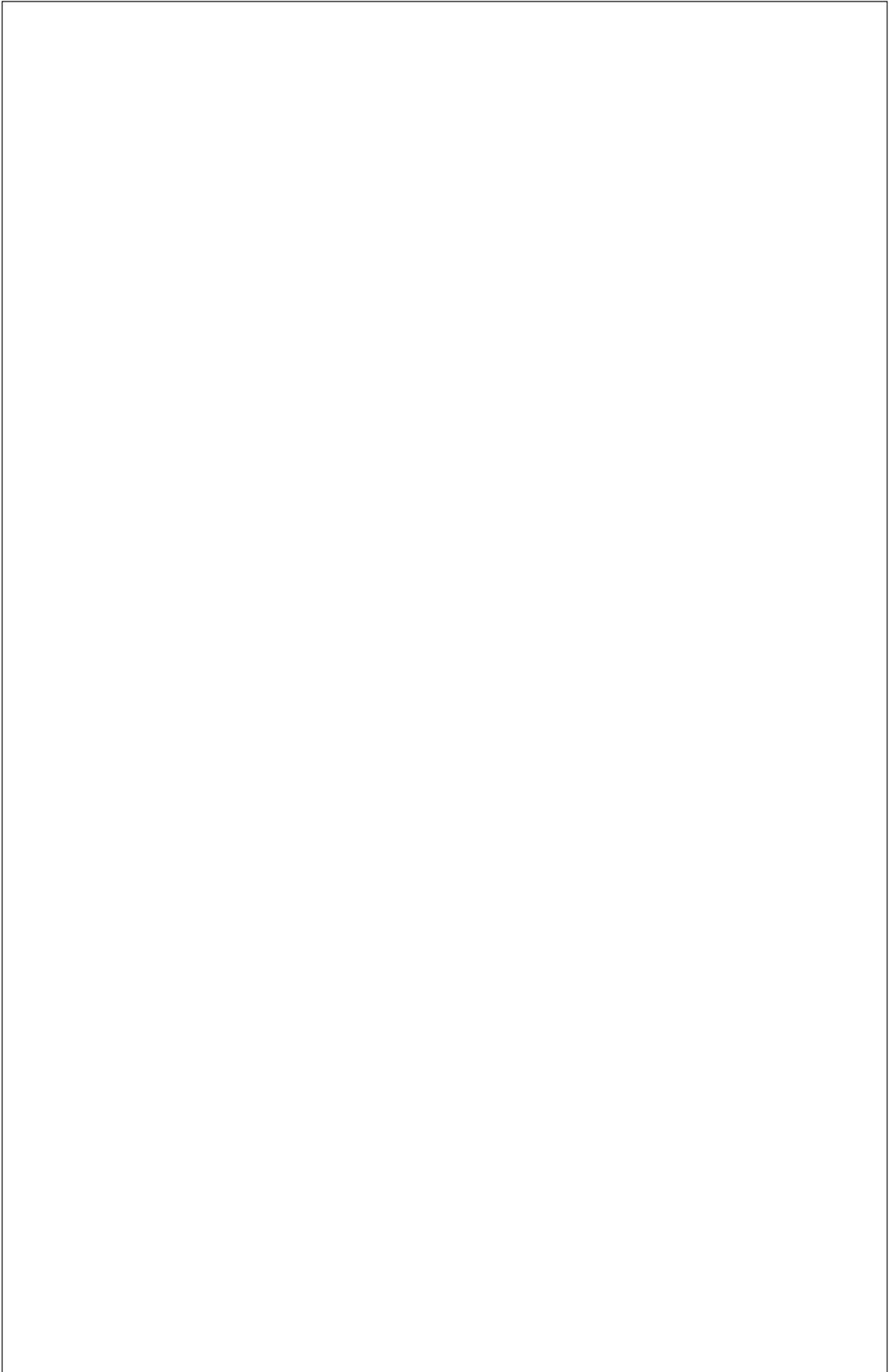
- (a) In the space below, create a detailed mind map that explores and develops ideas relevant to the design brief. (6 marks)



**See next page**

- (b) In the space below, sketch **two** possible concepts for the banner design.  
Note: Do **not** draw a detailed resolved design solution.

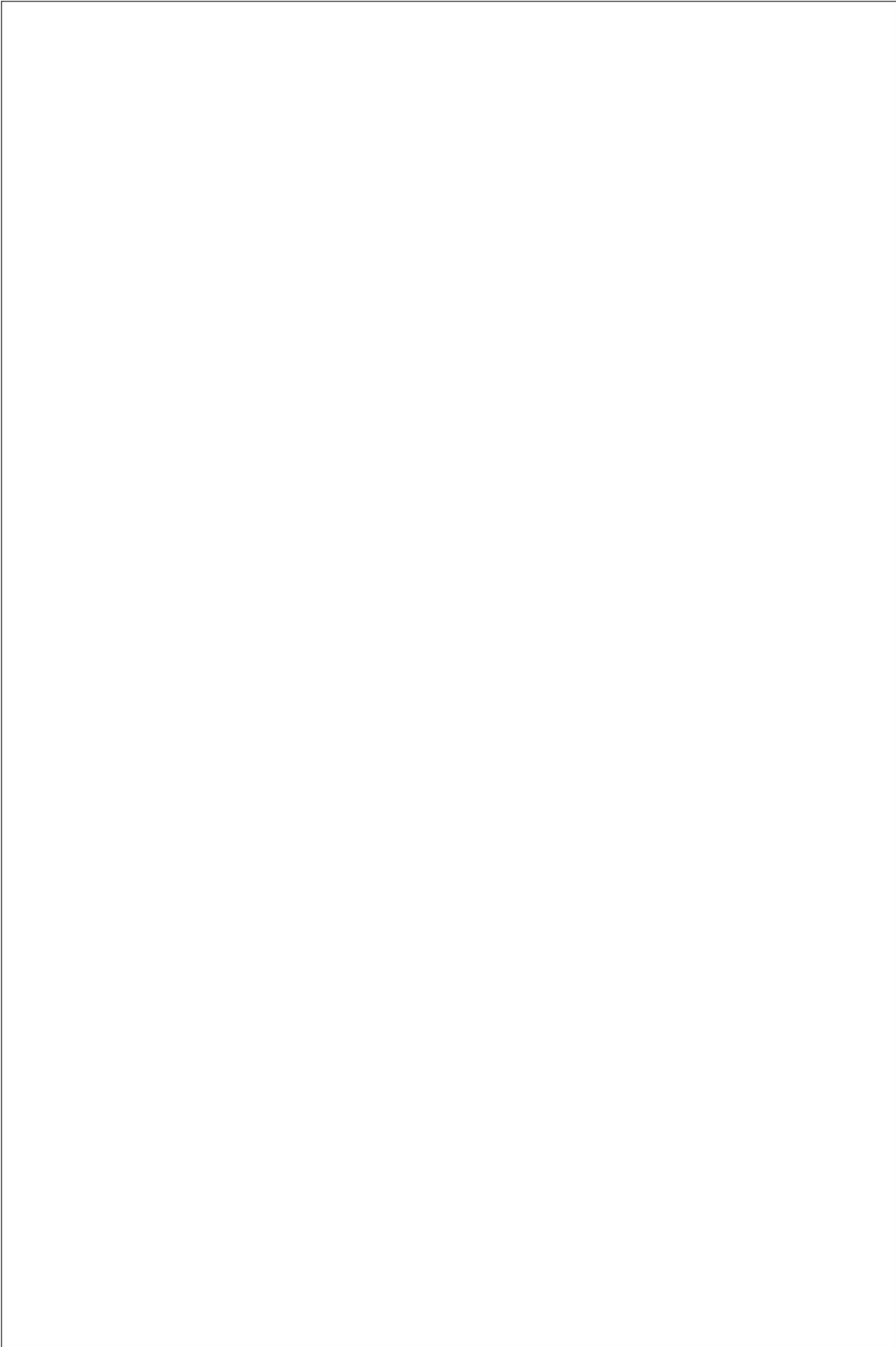
(6 marks)



See next page

**Question 9** (continued)

(c) In the space below, draw and annotate a detailed design solution to the brief. (6 marks)





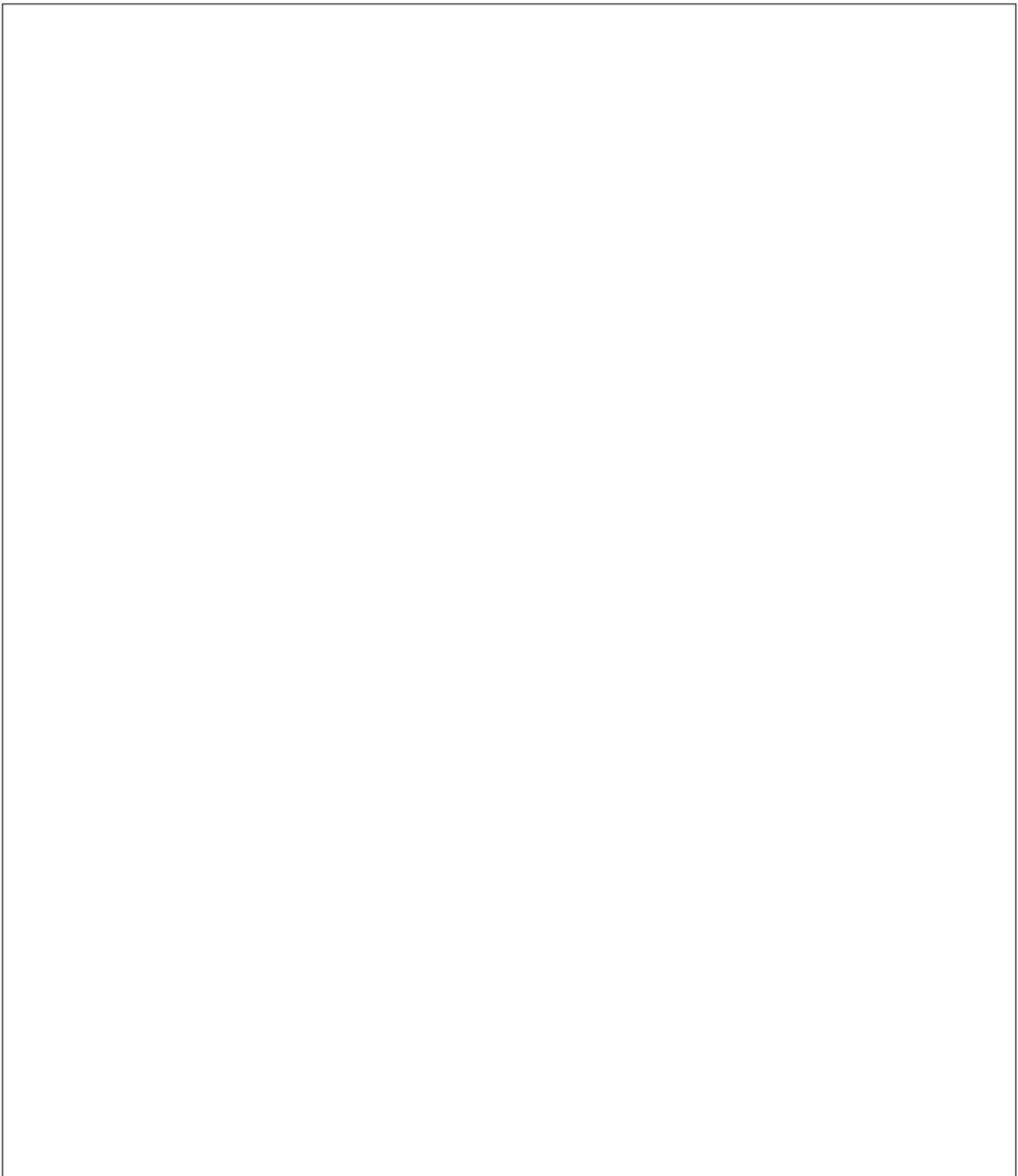
**Question 10: Dimensional design****(24 marks)**

Use the following design brief and the stimulus material on pages 16 and 17 to answer all parts of this question.

As part of the centenary celebrations, you are responsible for designing a limited edition Bauhaus commemorative vase. Your design must incorporate the following Bauhaus design principles:

- form follows function
- unity of shape
- balanced application of primary colours
- creative application of sans-serif type.

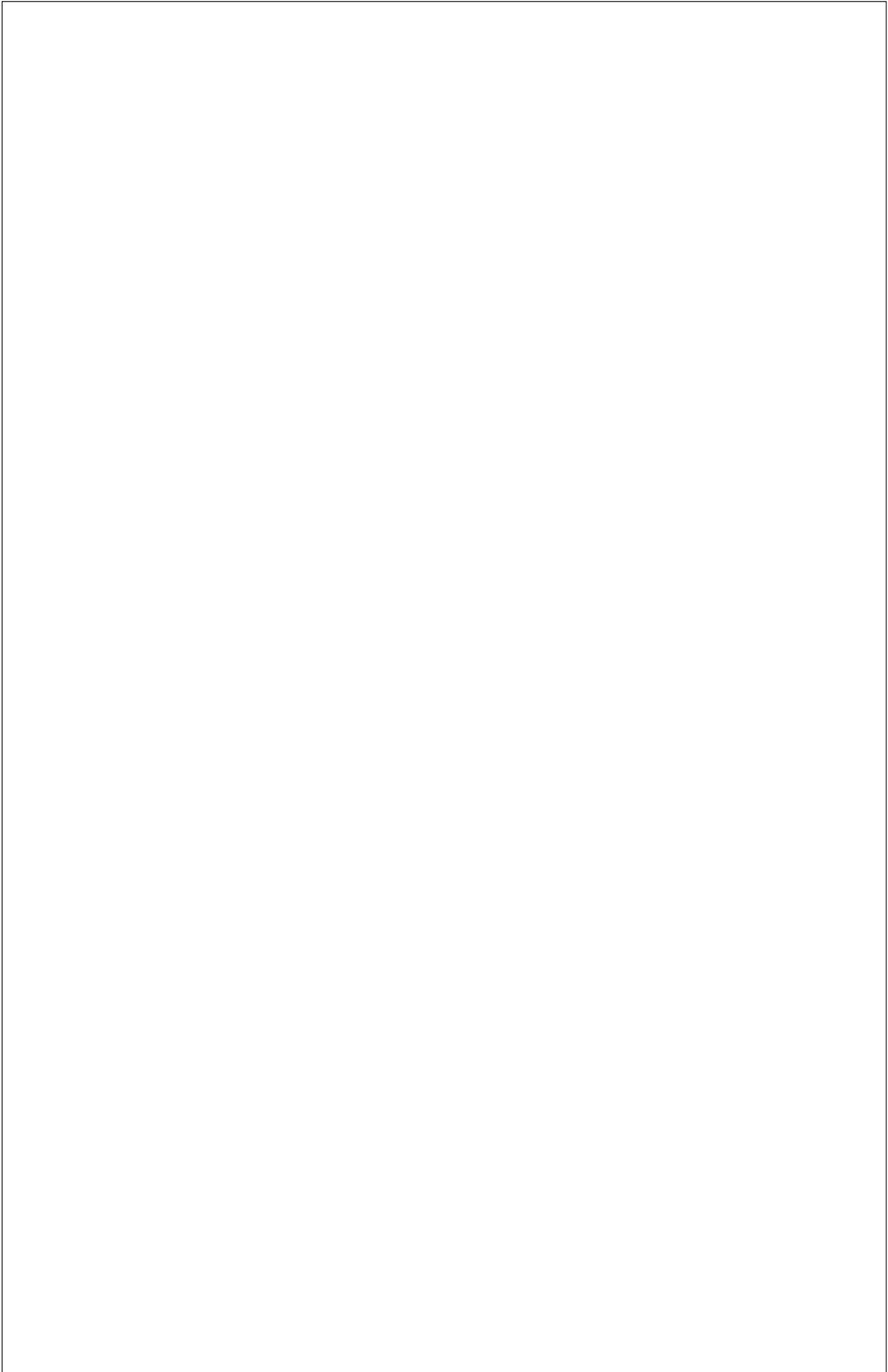
- (a) In the space below, create a detailed mind map that explores and develops ideas relevant to the design brief. **(6 marks)**



**See next page**

- (b) In the space below, sketch **two** possible concepts for the vase design.  
Note: Do **not** draw a detailed resolved design solution.

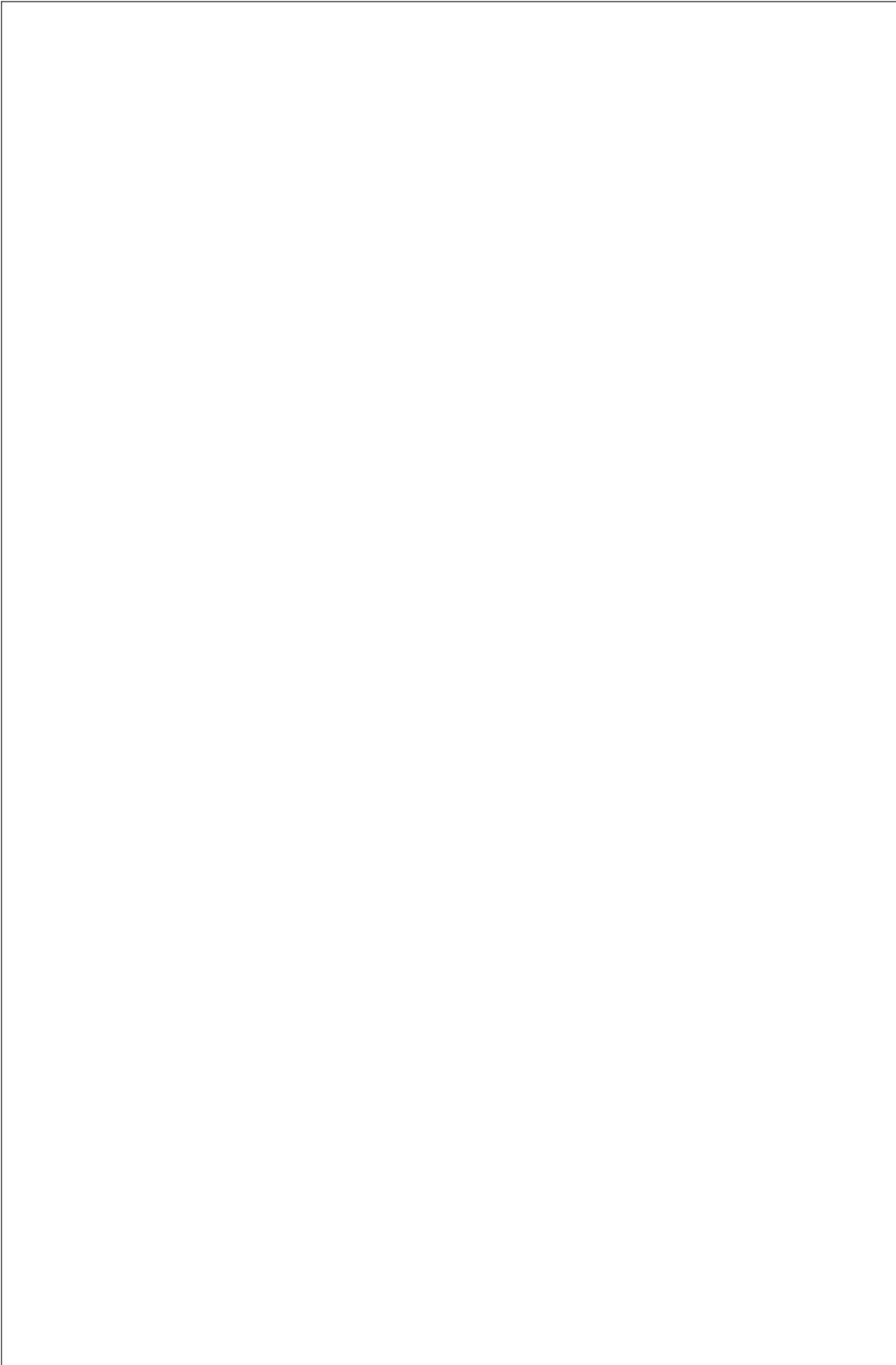
(6 marks)



See next page

Question 10 (continued)

(c) In the space below, draw and annotate a detailed design solution to the brief. (6 marks)





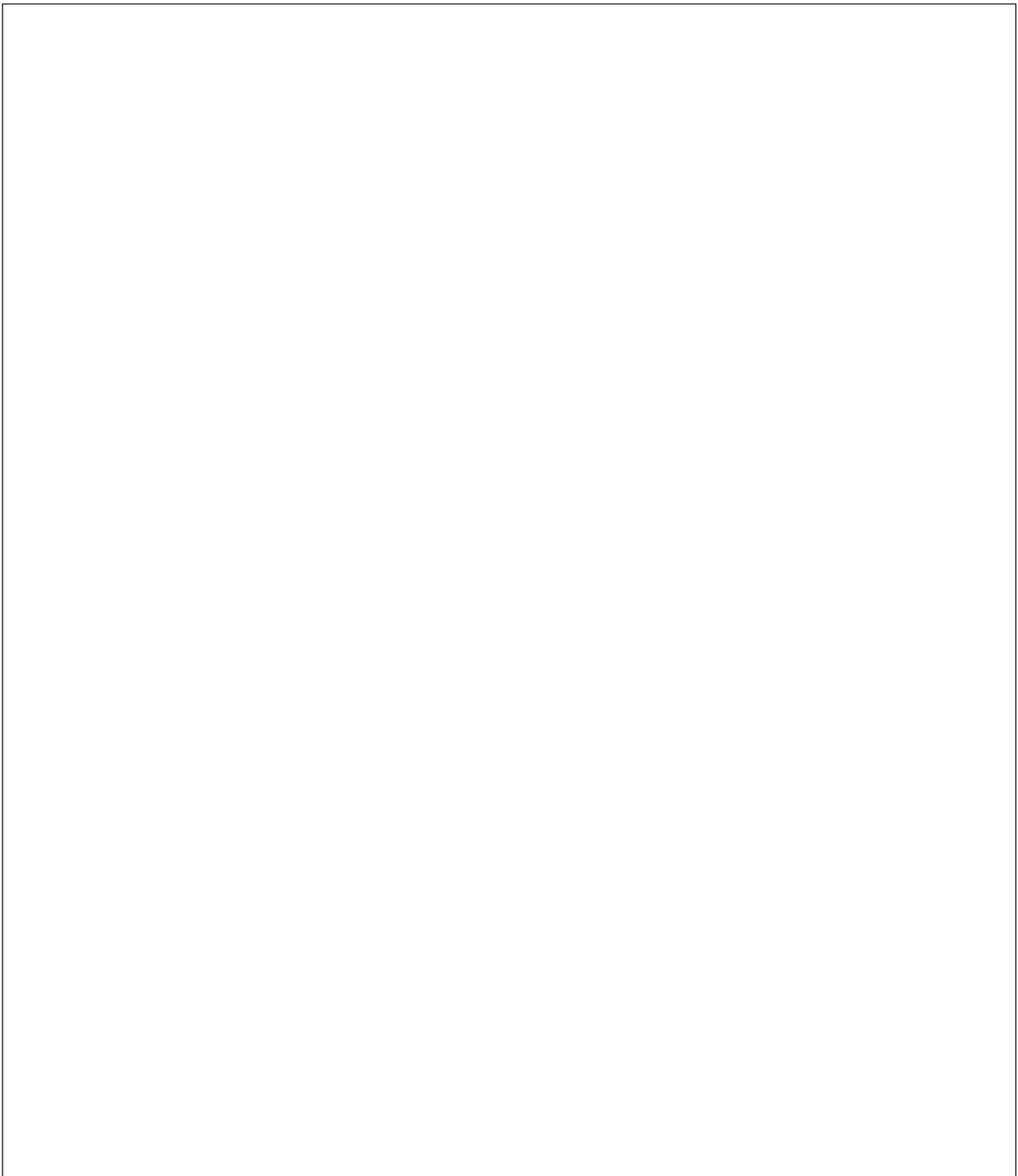
**Question 11: Technical graphics****(24 marks)**

Use the following design brief and the stimulus material on pages 16 and 17 to answer all parts of this question.

As part of the centenary celebrations, you are responsible for designing a limited edition Bauhaus commemorative chair. Your design must incorporate the following Bauhaus design principles:

- form follows function
- unity of shape
- balanced application of primary colours
- creative application of sans-serif type.

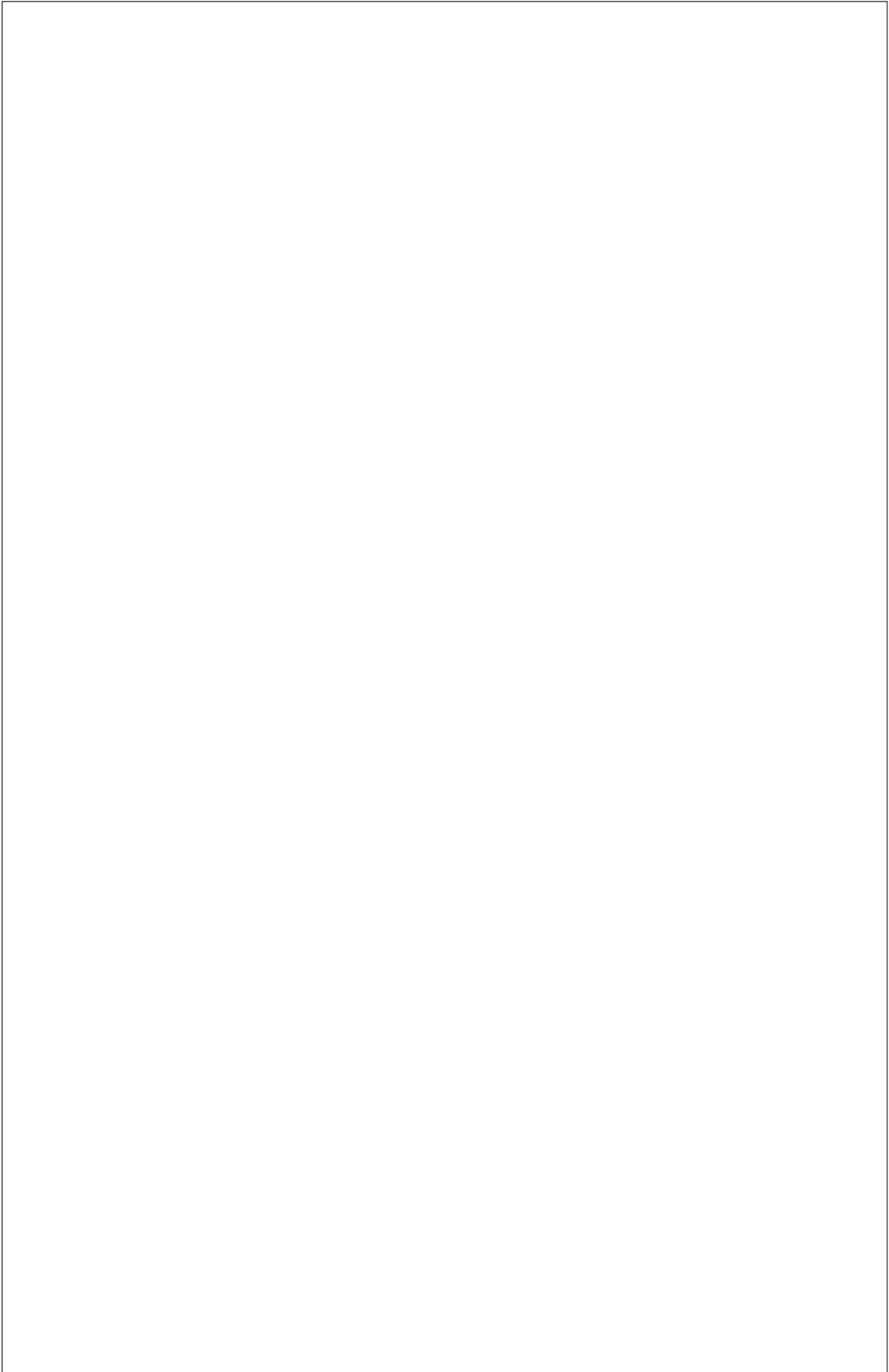
- (a) In the space below, create a detailed mind map that explores and develops ideas relevant to the design brief. **(6 marks)**



**See next page**

- (b) In the space below, sketch **two** possible concepts for the chair design.  
Note: Do **not** draw a detailed resolved design solution.

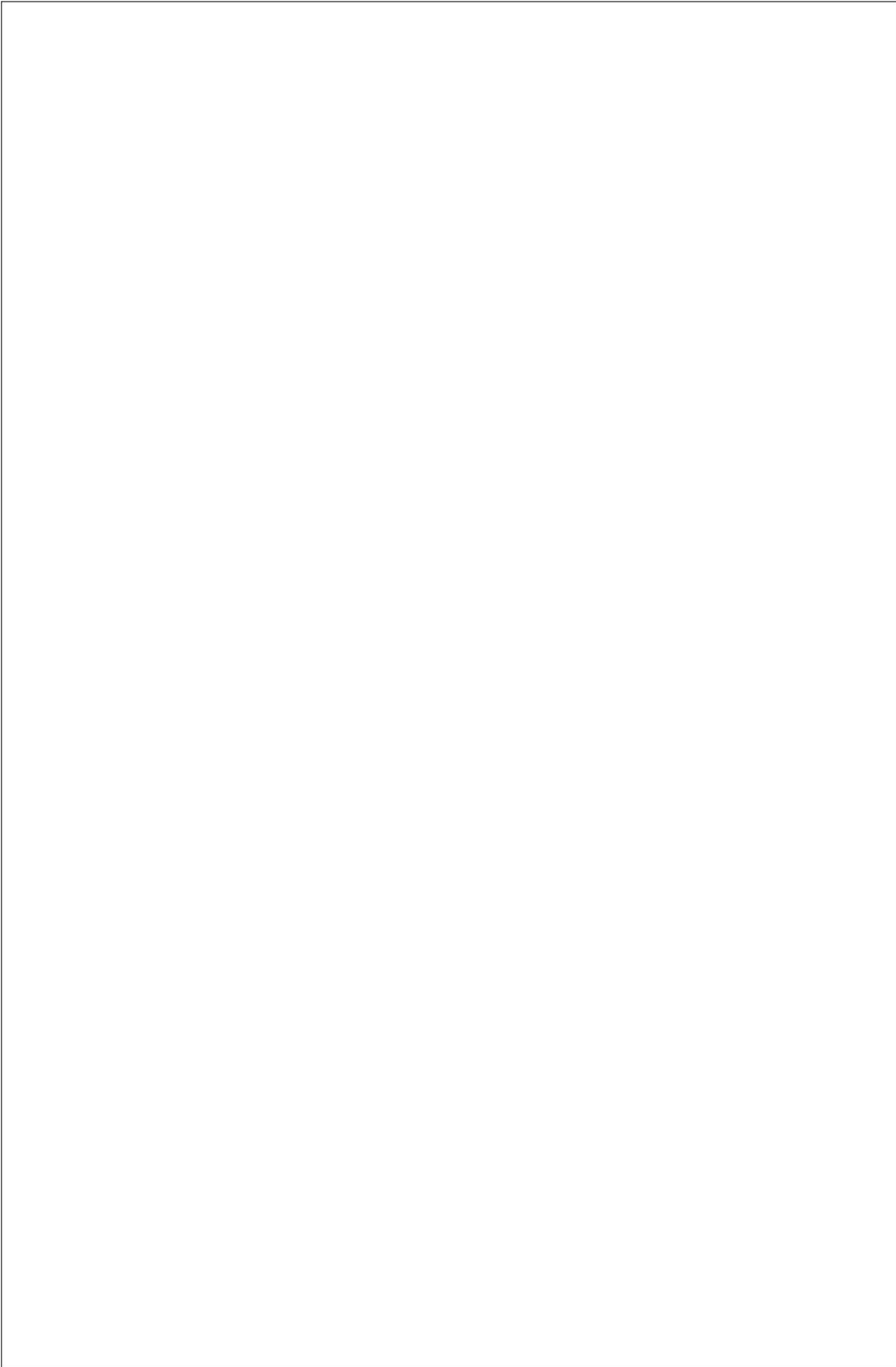
(6 marks)



See next page

Question 11 (continued)

(c) In the space below, draw and annotate a detailed design solution to the brief. (6 marks)

















## ACKNOWLEDGEMENTS

- Question 1**                    **Figure 1**  
Herriott, L. (Compiler). (2007). *The packaging and design templates sourcebook*. Mies, Switzerland: RotoVision, p. 154.
- Question 2**                    **Figure 2**  
Hayles, J. (n.d.). *Eclipse 'Say hello to fresh' graphic design*. Retrieved March, 2018, from <https://www.theloop.com.au/john.hayles/portfolio/Graphic-Designer/Sydney> (top left image)
- Question 7**                    **Figure 3**  
Image from: George Patterson Y&R. (2009). *Fellow countrymen: Storm the beaches: This Australia Day* [Advertising poster]. Retrieved March, 2018, from <https://www.coloribus.com/adsarchive/outdoor/national-public-holiday-beach-15289855/>
- Question 7(b)**                Image from: Aunauna. (n.d.). *Raglan sleeve t-shirt* [Illustration]. Retrieved March, 2018, from <https://www.dreamstime.com/stock-illustration-raglan-sleeve-t-shirt-blank-men-s-front-back-side-views-vector-illustration-isolated-white-image52832899>
- Question 8–11**                **Figure 4**  
'Bauhaus' typeface: *Bauhaus font*. (n.d.). Retrieved March, 2018, from <http://freakfonts.com/fonts/bauhaus11478.html>  
Dress image: Volger, A. H., & Davids, E. (n.d.). *Bauhaus dress* [Photograph]. Retrieved May, 2018, from <https://www.bauhaus100.de/en/past/works/design-classics/bauhaus-kleid/index.html>  
Teapot image: Moholy, L. (1924). *Tea infuser (MT 49)* [Photograph]. Retrieved May, 2018, from <https://www.bauhaus100.de/en/past/works/design-classics/tee-extraktkaennchenmt49-brandt-moholy/index.html>  
Nest of tables image: Klassik Stiftung Weimar. (n.d.). *Stacking tables* [Photograph]. (n.d.). Retrieved May, 2018, from <https://www.bauhaus100.de/en/past/works/design-classics/satztische/index.html>  
Building image: Da Riz, O. (n.d.). *Oskar Da Riz. Bauhaus Dessau* [Photograph]. Retrieved March, 2018, from <http://www.floornature.com/oscar-da-riz-bauhaus-dessau-12403/> (top image)  
All other images courtesy of examining panel.

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