



## ATAR course examination, 2021

### Question/Answer booklet

# DESIGN

Please place your student identification label in this box

WA 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: up to three calculators, which do not have the capacity to create or store programmes or text, are permitted in this ATAR course 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	41	30
Section Two Extended response	6	3	120	59	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 2021: Part II Examinations*. 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% (41 Marks)**

This section has **five** questions. Answer **all** questions. 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: 30 minutes.

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Question 1

(10 marks)



Figure 1: Elizabeth Quay Bridge, Perth. Designed by Arup Associates.

See next page







Question 3

(8 marks)

For copyright reasons this image cannot be reproduced in the online version of this document , but may be viewed at <https://logonoid.com/opeth-logo>

For copyright reasons this image cannot be reproduced in the online version of this document, buit may be viewed at [http://pm1.narvii.com/5695/cccf1bf48f47a1857b8446f294b69fbde7d6e33\\_00.jpg](http://pm1.narvii.com/5695/cccf1bf48f47a1857b8446f294b69fbde7d6e33_00.jpg)

Figure 2: Opeth logo (Metal musical band)

Figure 3: Orange Caramel logo (Pop musical band)

(a) Identify **two** similarities and **two** differences in the type used in Figures 2 and 3. (4 marks)

Similarities

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Differences

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_







## Question 5

(6 marks)

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For copyright reasons this image cannot be reproduced in the online version of this document, but may be viewed at <https://borislancelot.com/AC-research>

Figure 4: Active Classroom, Studio Lancelot, 2020

A series of primary school stools supporting multiple seating positions. Encouraging children to frequently change seating position increases concentration levels and encourages natural posture.

**See next page**



**Section Two: Extended response**

**70% (59 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 that you have undertaken this year. Use this project to answer all parts of this question.

- (a) Describe your design brief and proposed design solution. (3 marks)

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**Question 6** (continued)

- (c) Outline **two** relevant Occupational Safety and Health (OSH) measures from your own work practice as a designer that ensures a safe workplace for yourself and others. (4 marks)

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

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## Question 7

(16 marks)

Refer to Figures 5 and 6 to answer all parts of this question.

- (a) Identify how the designers of Figures 5 and 6 have manipulated visual codes and employed communication strategies to present a particular viewpoint to the intended audience. Provide your response by annotating around the advertisements. (6 marks)

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Figure 5: If only they were this easy to reproduce  
IFAW - International Fund for Animal Welfare advertisement

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Figure 6: Words kill wars  
Ukraine - Russia Dialogue for Peace advertisement

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**Section Two: Extended response: Context-specific****(30 Marks)**

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 ✓	Product	Question	Pages
Photography	<input type="checkbox"/>	Interactive photographs	8	23–26
Graphic design	<input type="checkbox"/>	Interactive park character	9	27–30
Dimensional design	<input type="checkbox"/>	Interactive public artwork	10	31–34
Technical graphics	<input type="checkbox"/>	Interactive play equipment	11	35–38

Examine the design brief below to answer your context-specific question.

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**Design brief**

The Department of Biodiversity, Conservation and Attractions (DBCA) in Western Australia is planning a new wildlife park, which they intend to name 'Karlup Gnagagin'. Karlup Gnagagin means 'home, place of fresh water' in Aboriginal Noongar language.

The DBCA is committed to developing the park to align with Western Australian culture, past and present, welcoming all visitors. The focus of the park is to educate the community and promote conservation. The park will offer free wi-fi and feature modern and engaging interactive technologies.

You have been asked to propose designs for a range of immersive, sensory and interactive visitor experiences at the wildlife park. The DBCA has requested that your design solution should:

- educate visitors about endangered animal and plant species and their environment.
- apply contemporary and/or future trends in production processes
- celebrate connection to community, land, water and sky
- be relevant to the cultural values, ideologies and belief systems that are important to society and individuals.

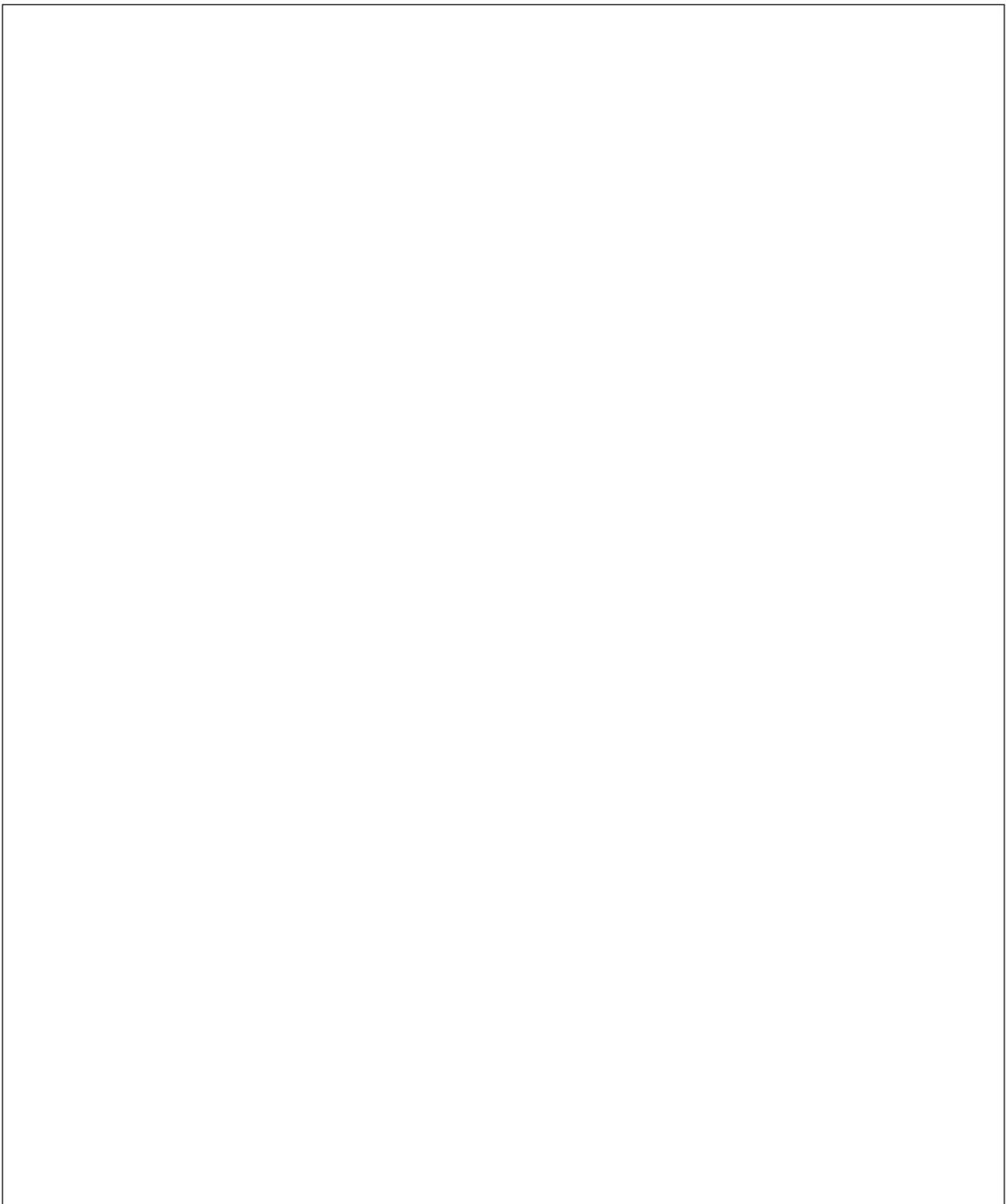
**Question 8: Photography****(30 marks)**

Use the design brief on page 22 to answer all parts of this question.

As one of the design team, you are responsible for producing interactive displays of photographs that:

- are educational
- apply contemporary and/or future trends
- celebrates connection to community, land, water and sky
- are relevant to the cultural values, ideologies and belief systems that are important to society and individuals.

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



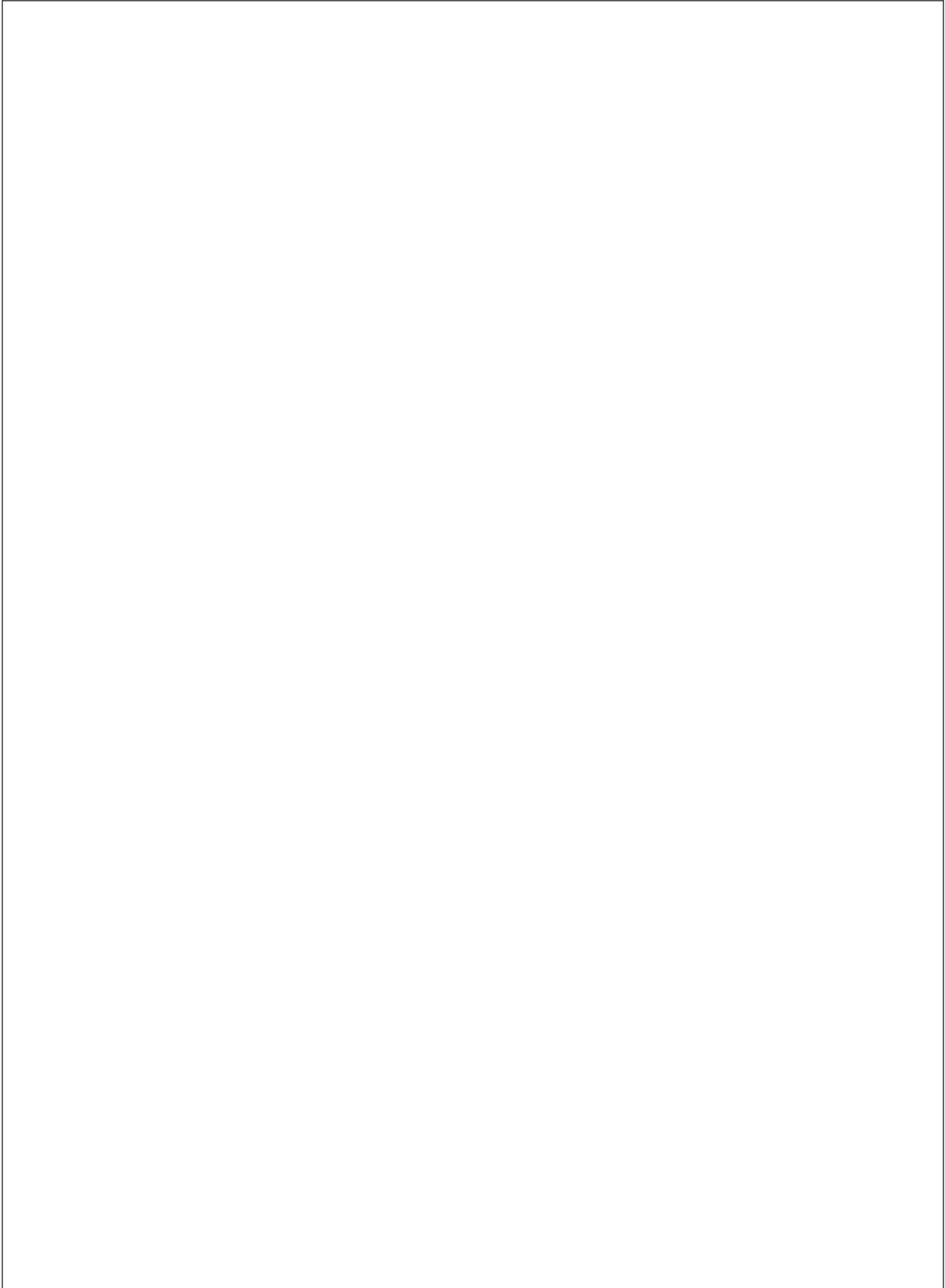
**See next page**

**Question 8** (continued)

(b) In the space below, create a design solution of your concept for an interactive display of photographs.

(i) Sketch a possible solution to the design brief. (4 marks)

(ii) Annotate your design to help communicate your solution. (6 marks)







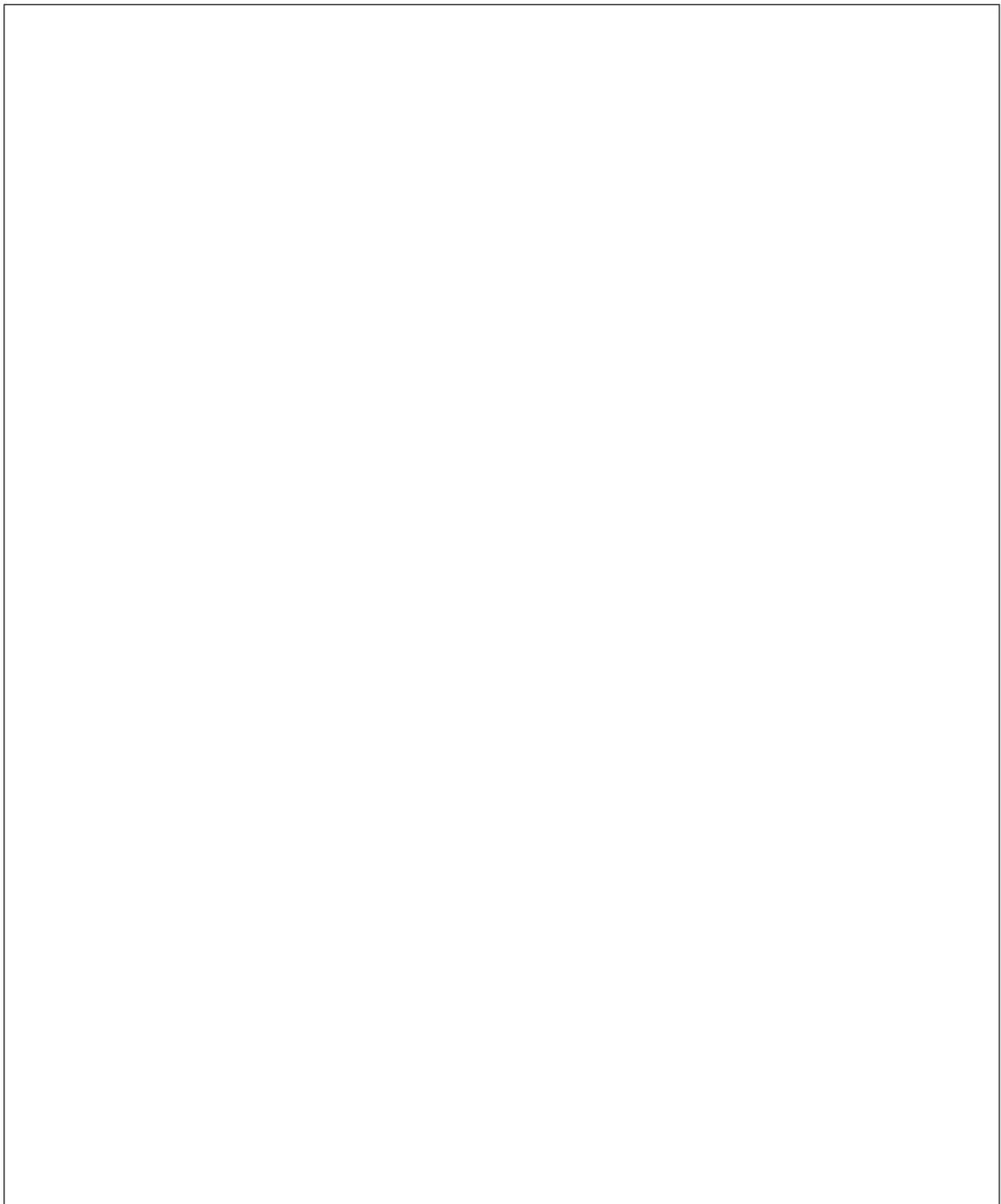
**Question 9: Graphic design****(30 marks)**

Use the design brief on page 22 to answer all parts of this question.

As part of the design team, you are responsible for creating a computer based interactive park character that:

- is educational
- applies contemporary and/or future trends
- celebrates connection to community, land, water and sky
- is relevant to the cultural values, ideologies and belief systems that are important to society and individuals.

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



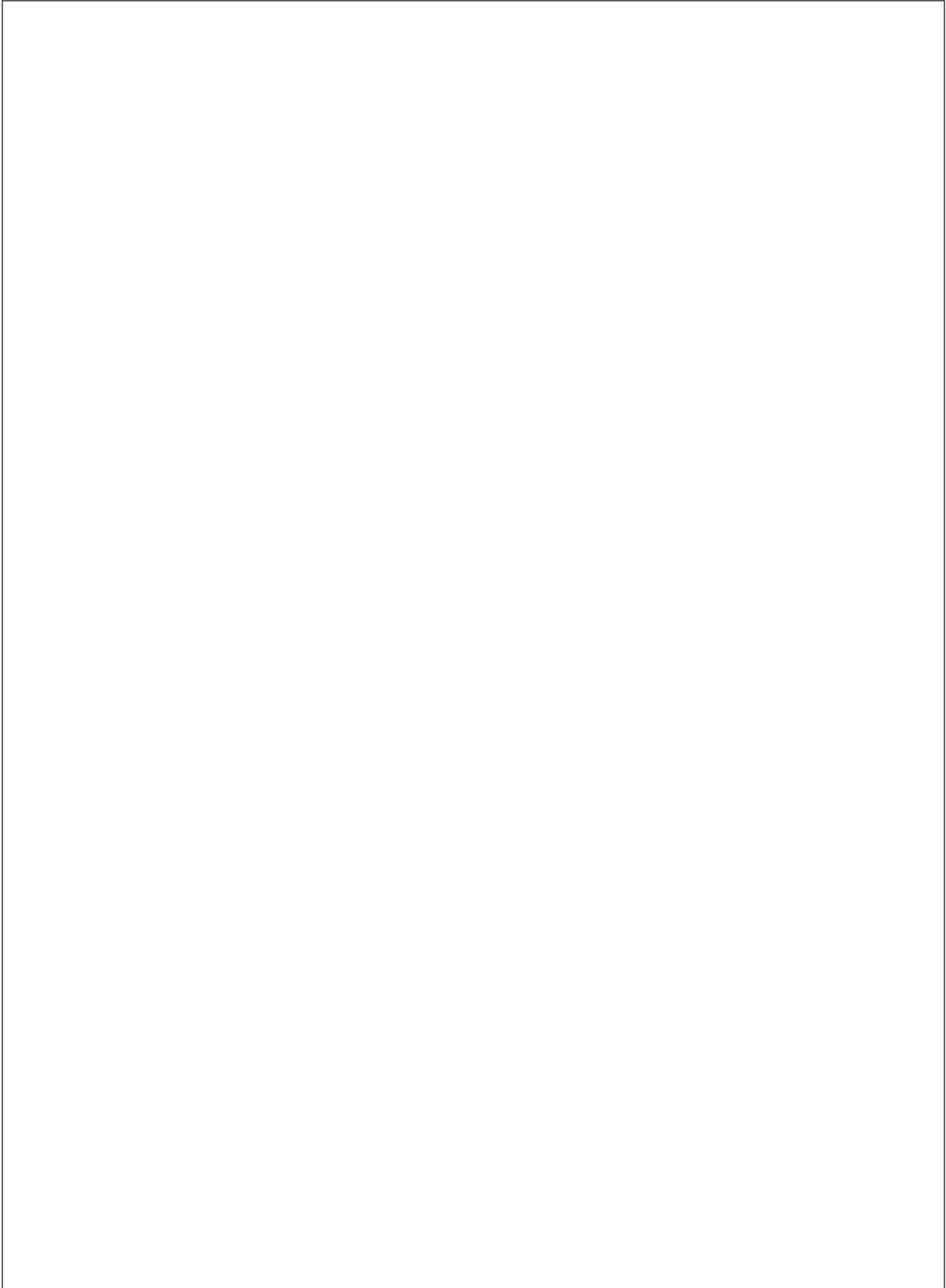
**See next page**

**Question 9** (continued)

(b) In the space below, create a design solution of your concept for an interactive park character.

(i) Sketch a possible solution to the design brief. (4 marks)

(ii) Annotate your design to help communicate your solution. (6 marks)







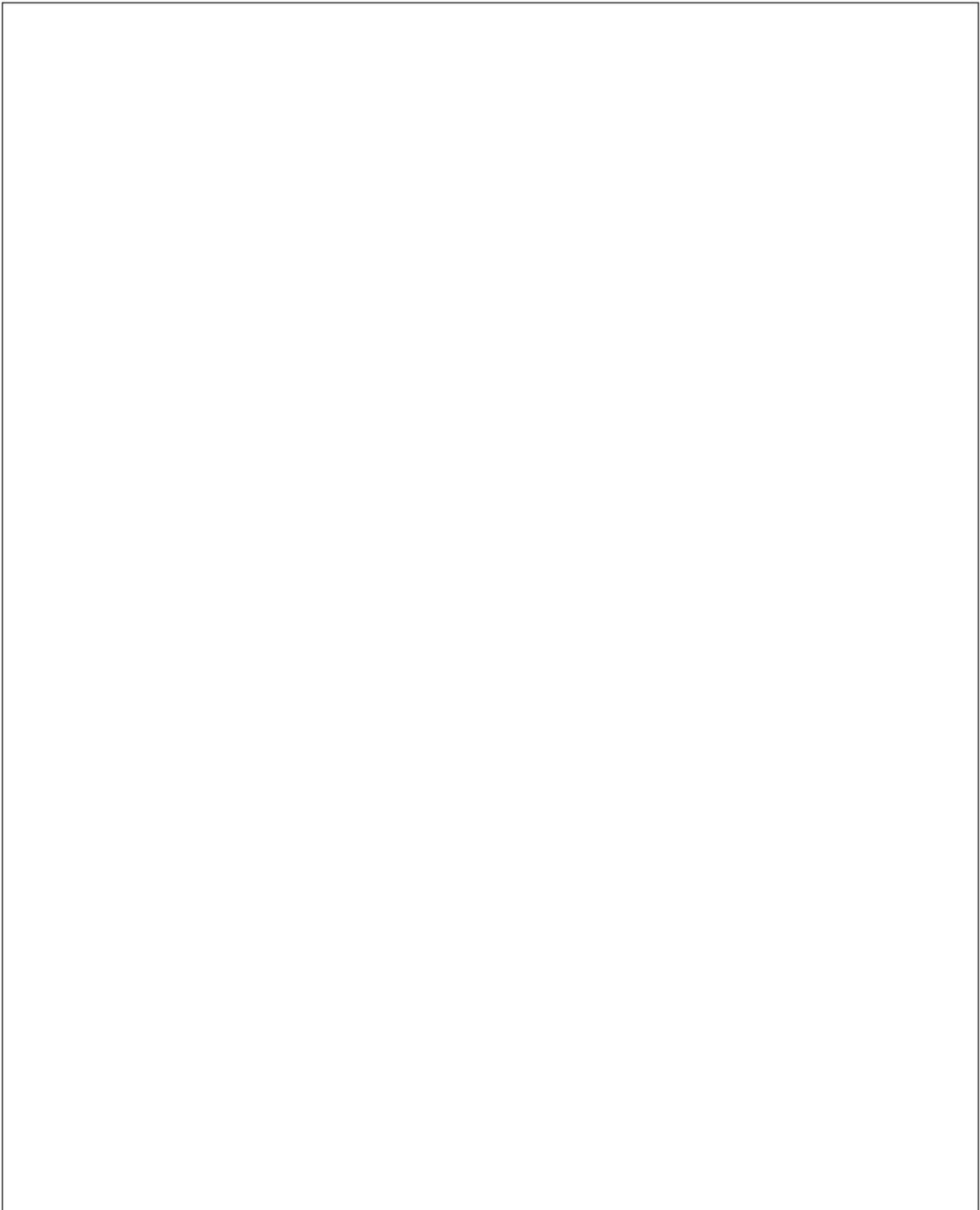
**Question 10: Dimensional design****(30 marks)**

Use the design brief on page 22 to answer all parts of this question.

As part of the design team, you are responsible for creating an interactive public artwork that:

- is educational
- applies contemporary and/or future trends
- celebrates connection to community, land, water and sky
- is relevant to the cultural values, ideologies and belief systems that are important to society and individuals.

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



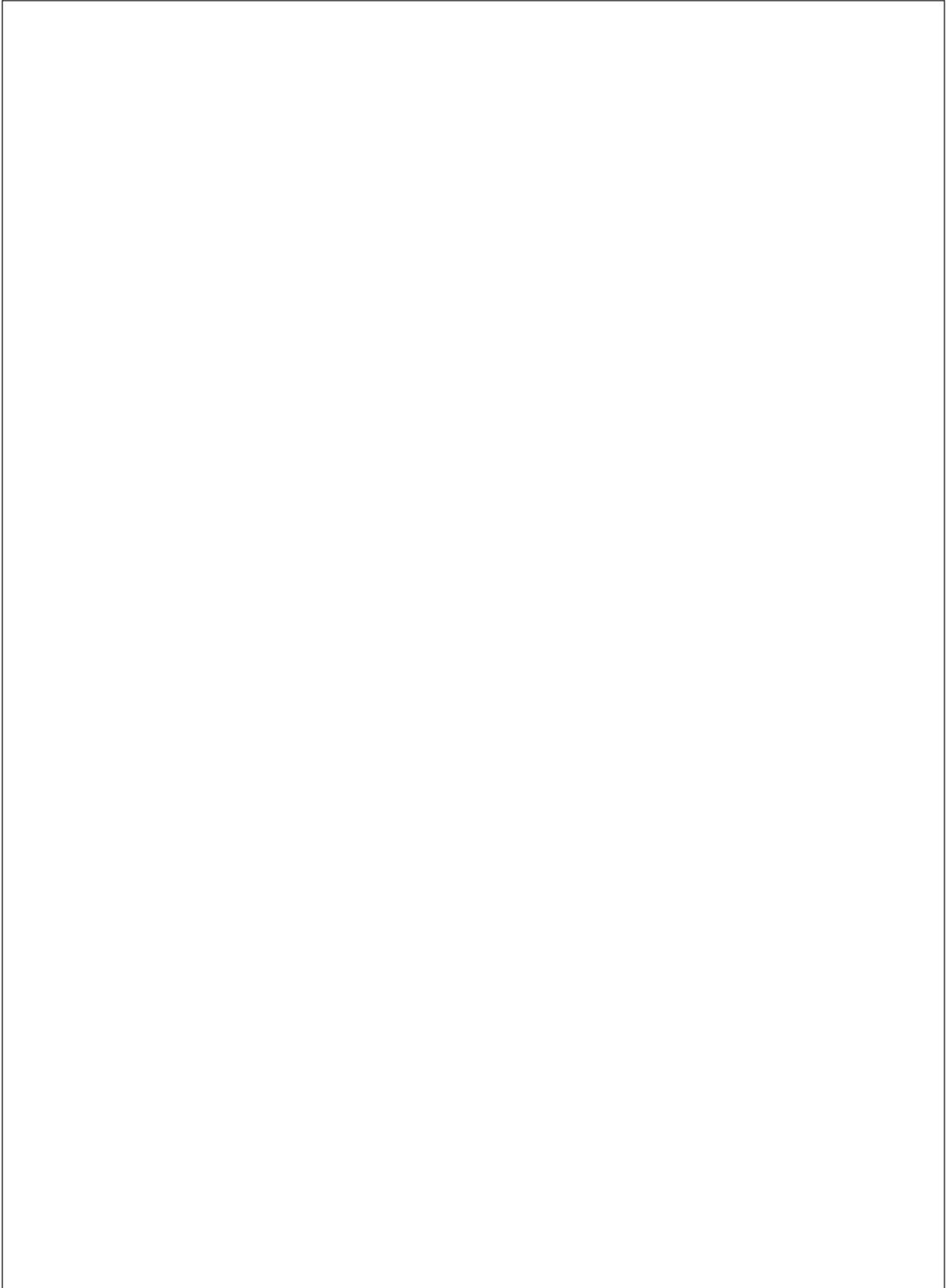
**See next page**

**Question 10** (continued)

(b) In the space below, create a design solution of your concept for an interactive public artwork.

(i) Sketch a possible solution to the design brief. (4 marks)

(ii) Annotate your design to help communicate your solution. (6 marks)



**See next page**





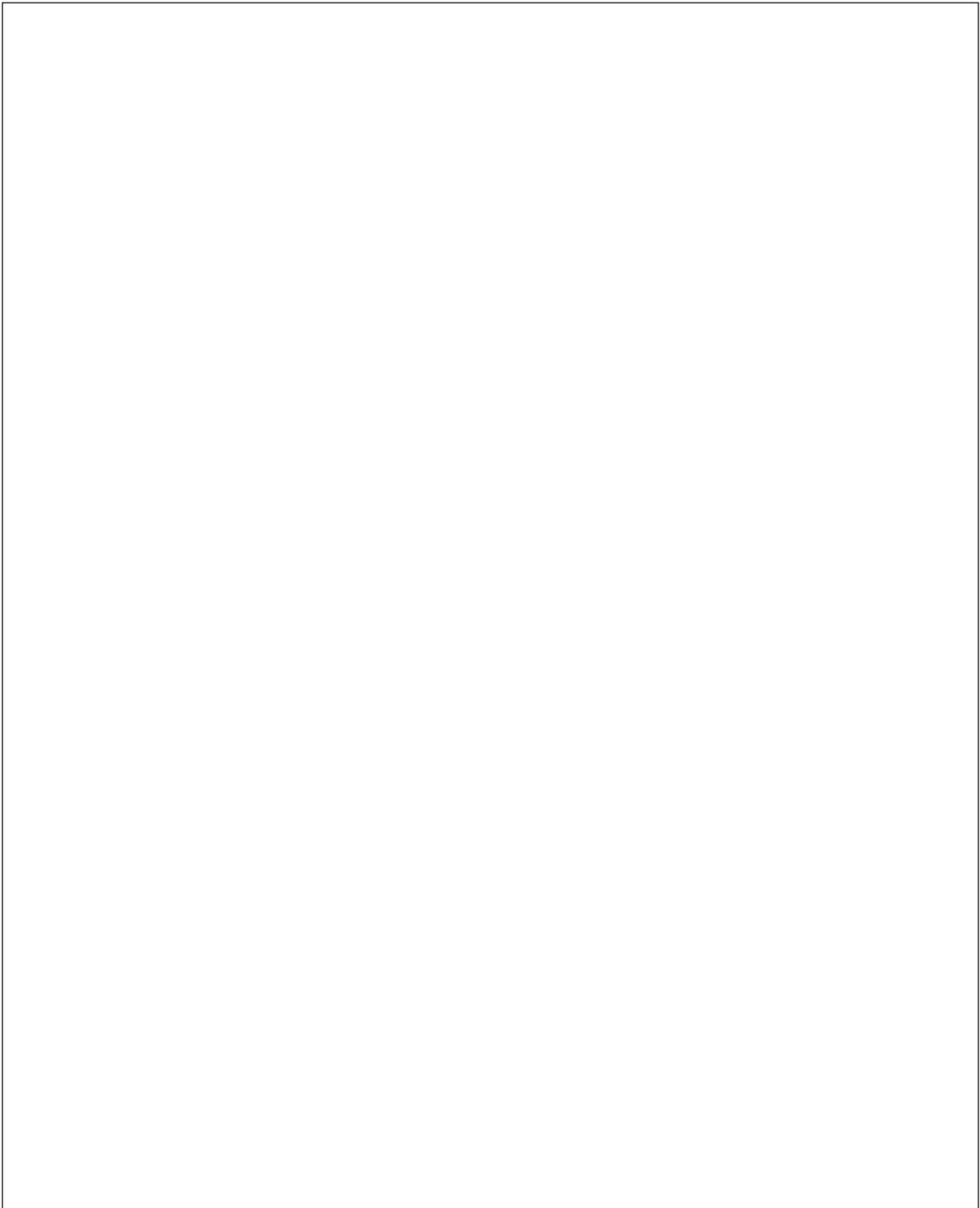
**Question 11: Technical graphics****(30 marks)**

Use the design brief on page 22 to answer all parts of this question.

As part of the design team, you are responsible for creating interactive play equipment that:

- is educational
- applies contemporary and/or future trends
- celebrates connection to community, land, water and sky
- is relevant to the cultural values, ideologies and belief systems that are important to society and individuals.

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



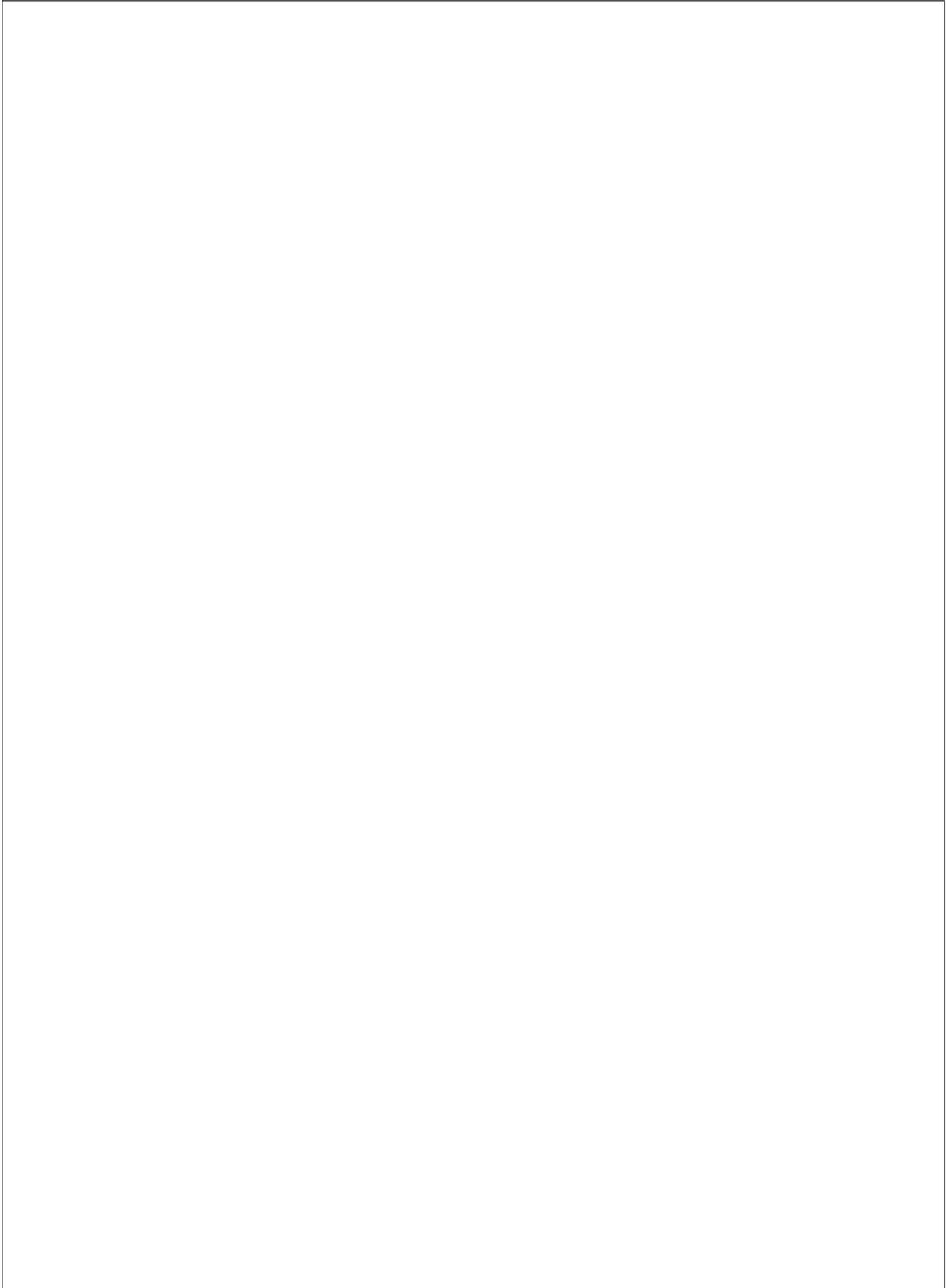
**See next page**

**Question 11** (continued)

(b) In the space below, create a design solution of your concept for interactive play equipment.

(i) Sketch a possible solution to the design brief. (4 marks)

(ii) Annotate your design to help communicate your solution. (6 marks)



**See next page**















## ACKNOWLEDGEMENTS

### Question 1

#### Figure 1

First image: Jacaranda Photography. (2016). [Aerial photograph of Elizabeth Quay bridge]. Retrieved February, 2021, from <https://www.archdaily.com/786420/queen-elizabeth-quay-bridge-arup-associates/572162ace58ece9a9400002f-queen-elizabeth-quay-bridge-arup-associates-photo>

### Question 3

#### Figure 2

Ketola, T. (1996). *Opeth* [Logo]. Retrieved January, 2021, from <https://logonoid.com/opeth-logo>

#### Figure 3

*Orange Caramel* [logo]. (2010). Retrieved January, 2021, from [http://pm1.narvii.com/5695/cccf1bf48f47a1857b8446f294b69fbde7d6e33\\_00.jpg](http://pm1.narvii.com/5695/cccf1bf48f47a1857b8446f294b69fbde7d6e33_00.jpg)

### Question 5

#### Figure 4

Top left image from: Ngchoyiu, S. (2020). *Archer (Active classroom: Stools)* [4th photograph in Archer series]. Retrieved May, 2021, from <https://borislancelot.com/AC-stools>

Top middle image from: Ngchoyiu, S. (2020). *Rider (Active classroom: Stools)* [4th photograph in Archer series]. Retrieved May, 2021, from <https://borislancelot.com/AC-stools>

Top right image from: Ngchoyiu, S. (2020). *Archer (Active classroom: Stools)* [1st photograph in Archer series]. Retrieved May, 2021, from <https://borislancelot.com/AC-stools>

Bottom image from: Lancelot, B. (2020). *Active classroom: Research*. Retrieved June, 2021, from <https://borislancelot.com/AC-research>

### Question 7

#### Figure 5

Y & R. (2015). *If only they were this easy to reproduce* (Elephant) [Advertising campaign]. Retrieved February, 2021, from: <https://campaignsoftheworld.com/print/ifaw-if-only-they-were-this-easy-to-reproduce/>

#### Figure 6

Ogilvy & Mather. (2014). *Words kill wars* (Pencil) [Advertising campaign]. Retrieved February, 2021, from [https://www.adsoftheworld.com/media/print/adot\\_words\\_3](https://www.adsoftheworld.com/media/print/adot_words_3)

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