ROSSMOYNE SENIOR HIGH SCHOOL

The Arts

Semester 1, Examination 2023

Design Photography ATDES

Marking Key

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Question 1   **(8 marks)**

(a)   Analyse how the designer of Figure 1 has used Design elements and principles to create meaning

(4 marks)

Description	Marks
Detailed and considered analysis of how the designer of Figure 1 has used elements and principles to create meaning.	4
Clear and valid analysis of how the designer of Figure 1 has used elements and principles to create meaning.	3
Adequate and general analysis of how the designer of Figure 1 has used elements and principles to create meaning.	2
Limited analysis of how the designer of Figure 1 has used elements and principles to create meaning.	1
Inappropriate response	0
Total	**4**

Answer(s) could include:

Elements of design as per the Year 12 Design ATAR course syllabus are:
Space, Shape, Form, Texture, Line, Value, Colour, Type

Principles of design as per the Year 12 Design ATAR course syllabus including Gestalt design principles: similarity, proximity, continuation, closure, figure/field, layout principles, alignment, modular/grids, correspondence, visual hierarchy, proportion and unity to create designs

Answers could include:
Colour – a minimal colour scheme has been used with yellow as the dominant colour and analogous colours of orange red and white accompanying the yellow in the photograph. Black has been used for all type which contrasts against the yellow background. Meaning has been created with this colour scheme as the movie name is Little Miss Sunshine, and not only is yellow the colour of the sun, but it represents happiness, which is symbolic of the term "Little Miss Sunshine".
Type – all of the type evident in the movie poster is a modern and fairly thin Sans Serif font. Loose tracking has been used for the slogan "a family on the verge of a breakdown". The movie title, Little Miss Sunshine grows in font size, emphasising the word Sunshine and hence portraying the fun and happy nature of the film. This is juxtaposed by the slogan "on the verge of breakdown" which doesn't sound happy at all. The modern sans serif font used also creates meaning by appealing to a younger target audience, probably fans of minimalism due to the negative space yellow background.
Space is evident in the negative space, yellow background which emphasises the main subjects of the image and provides effective contrast for the type. This space adds a feeling of minimalism, modernism and a fun and humorous emotion to the image.

Contrast has been used through colour (yellow and black), texture (combi and people against stark yellow background)
Movement – the main image for this movie poster is a fast shutter speed photo of a family running to jump in a yellow combi van. This action creates a sense of humour and excitement due to the figures poses being caught mid-movement and the way the designer has edited out the background of the image and replaced it with yellow, creating an almost surreal and humorous scene.
Repetition – visible in the repeated characters running after the car which creates a sense of movement and excitement.
Unity in the colour scheme used communicates a happy, excited and modern emotion to the audience.

List not exhaustive, accept all other relevant answers.

(b)   Outline a possible intended audience suitable for Figure 1.   (2 Marks)

Description	Marks
Accurate and relevant outline of a possible intended audience for Figure 1.	2
Limited outline of a possible intended audience for Figure 1.	1
Inappropriate response	0
Total	**2**

Answer(s) could include:

Target audience could include fans of the actors listed in the top line of type (Greg Kinnear, Steve Carrell etc). A possible target audience could also include parents or families with teenagers, since the characters portrayed in the poster are of varying ages. The modern, sans serif type along with the minimalist design style would appeal to modern adults aged between 25-45 years of age. The design choices hint that this movie might be a comedy, so these adults would enjoy comedies with a bit of drama and storylines about families.

Target audience outline should include supporting evidence.

List not exhaustive, accept all other relevant answers.

(c)   Identify an art movement the designer of Figure 1 may have been inspired by and describe why.   (2 Marks)

Description	Marks
Identification of a possible art movement the designer of Figure 1 may have been inspired by with evidence.	2
Limited identification of a possible art movement the designer of Figure 1 may have been inspired by with some evidence.	1
Inappropriate response	0
Total	**2**

Answer(s) could include:

Possible inspiration would include minimalism or modernism due to the vast amount of negative space, sans serif font and combination of right aligned and justified fonts. They could also have been inspired by futurism which often heroes technological advances and motor vehicles, due to the inclusion of the van ad movement in Figure 1.

List not exhaustive, accept all other relevant answers.

Consider how the designer's selection of specific materials and/or technologies impacted lifecycle costings in Figure 2.

Description	Marks
Detailed consideration of how the designer's selection of specific materials and/or technologies impacted lifecycle costings in Figure 2.	4
Clear and valid consideration of how the designer's selection of specific materials and/or technologies impacted lifecycle costings in Figure 2.	3
Adequate and general consideration of how the designer's selection of specific materials and/or technologies impacted lifecycle costings in Figure 2.	2
Limited consideration of how the designer's selection of specific materials and/or technologies impacted lifecycle costings in Figure 2.	1
Inappropriate response	0
Total	**3/4**

Lifecycle costing in design is the process of analysing and estimating the total cost of a product over its entire lifecycle, from production to disposal. It involves considering not only the initial cost of designing and producing the product but also the ongoing costs of maintenance, repairs, energy consumption, and end-of-life disposal. The goal of lifecycle costing is to identify the most cost-effective and sustainable design solutions that minimise the overall cost of owning and using the product over its lifetime.

Various phases of the life cycle costing process include:
- Design
- Manufacture
- Distribution
- Use
- Maintenance
- Disposal

Possible answer:
The designer of the mushroom helmet selected specific materials and technologies which would decrease the overall life cycle costings of the product. During the manufacturing stage, the designer has specifically chosen to create a helmet out of mushrooms, which is a low-cost material that is also biodegradable and sustainable. This means that during the disposal stage of the helmet's life cycle, it can easily and cheaply be disposed of because it will biodegrade in the ground. The designer may have selected a strap that can be easily removed and recycled, perhaps even sent back to the company for discounts on future products to attract customer loyalty.

Question 3 (4 marks)

How might the designer have considered form follows function in the design of Figure 3?

Description	Marks
Detailed and considered description of how the designer considered form follows function.	4
Clear and specific description of how the designer considered form follows function.	3
Adequate description of how the designer considered form follows function.	2
Limited description of how the designer considered form follows function.	1
Inappropriate response	0
Total	**0/4**

Answers could include:
The purpose of the design is the primary goal, with the aesthetics coming after. The function of the herb garden is to provide customers with the freshest possible herbs – the designer has considered this by creating an in-store garden bed where the herbs can grow inside, using artificial sunlight. It is a multi-layered design which is functional to supply multiple types of herbs and a large quantity. The signs describing which herb is which are clear with a simple, sans serif, bold, white font, contrasting against a dark background which enhances readability. There are no extra decorative elements, except for some symbols to help translate the message of what the herb is and how to cut it (with scissors, cut as you much as you need). Raw materials (wood and metal) are visible, showing that function has been prioritised over form.

List not exhaustive, accept all other relevant answers.

a)   Identify and describe how the designer has used Gestalt design principles in the construction of Figure 4. (4 marks)

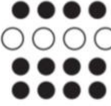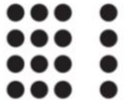| Description	Marks
Detailed and accurate description of how the designer has used Gestalt design principles in the construction of Figure 4.	4
Clear and valid description of how the designer has used Gestalt design principles in the construction of Figure 4.	3
Adequate and general description of how the designer has used Gestalt design principles in the construction of Figure 4.	2
Limited description of how the designer has used Gestalt design principles in the construction of Figure 4.	1
Incorrect/inappropriate response	0
Total	**4**

Answer(s) could include:

Gestalt Principles of Perception / Design:

The designer has used a number of Gestalt principles in the construction of Figure 4. Figure and ground is evident in parts of the Penguin poster design, as the penguin transforms from two standing up penguins made up of positive space, into one "dying" penguin (swimming downward) within the negative space. The principle of continuation is seen in the downward movement created within the negative space of the white penguins. Similarity is also visible as each row of penguins is alike, and slowly the penguins morph into the following row. This similarity with like groupings helps guide the viewers eye around the design and understand the message of the endangered penguin species. Closure is also visible as the penguins in the middle of the poster do not have an outline, but the audience is able to see penguins either standing upright in the black positive space, or swimming downwards in the negative space, despite the image being "incomplete" or without an outline.

List not exhaustive, accept all other relevant answers.

b)   Analyse how semiotics, codes and conventions have been used to create meaning in Figure 4.   (4 marks)

Description	Marks
Insightful analysis of how semiotics, codes and conventions have been used to create meaning in Figure 4.	4
Detailed description of how semiotics, codes and conventions have been used to create meaning in Figure 4.	3
Adequate description of how semiotics, codes and conventions have been used to create meaning in Figure 4.	2
Limited description of how semiotics, codes and conventions have been used to create meaning in Figure 4.	1
Incorrect/inappropriate response	0
Total	**3/4**

Answer(s) could include:

Semiotics key terms: Icon, Index, Symbol, Denotation, Connotation
Codes: Symbolic, Written, Technical
Conventions: Agreed ways to use codes in Designs

Conventions of a print advertisement include eye-catching visual imagery, logo and a slogan. Figure 4 is for a non-profit, so it is a common convention to use the written code of an emotional slogan / call to action "the endangered African penguin needs your help".
Semiotics: crosses for eyes symbolises death, showing the penguins swimming in the downward triangle are actually becoming extinct. The colour scheme of black and white is a bold colour choice, and symbolises facts;

"this is in black and white", and refers to the bold slogan of "see the reality before it's too late' as the black and white figures in rows are reminiscent of an eye test.

Technical codes of a vector / digital illustration allows the audience to disassociate the penguin shapes with the reality of actual penguins becoming extinct. The choice to include illustrations instead of photographic imagery is less shocking to the audience, even though the subject itself is quite shocking. The "dying" penguins swimming down into the black negative space has strong connotations of darkness and the after life.

List not exhaustive, accept all other relevant answers.

Question 5   **(8 marks)**

a) Identify and describe how the designer of Figure 5 has used communication strategies/visual devices (shock tactics, humour, metaphor and/or emotion) to attract a specific target audience. In your response, provide evidence from Figure 5.   **(4 marks)**

Description	Marks
Detailed and considered description of how the designer used communication strategies to attract a specific target audience with evidence.	4
Clear and valid description of how the designer used communication strategies to attract a specific target audience with evidence.	3
Adequate and general description of how the designer used communication strategies to attract a target audience with some evidence.	2
Limited description of how the designer used communication strategies to attract a target audience with little evidence.	1
Incorrect/inappropriate response	0
Total	**4**

Humour has been used with the slogan "We don't like yellow", written in a thin, white sans serif font, underneath traditionally yellow items of a lemon, duck and egg, which have been edited to be white. The decision to use humour through this design would attract a target audience of adults aged 30-50 who are interested in teeth whitening treatments. They have expendable income and care about hygiene and how they look. This audience might be professionals, or upper middle class parents.

List not exhaustive, accept all other relevant answers.

b) With reference to Figure 5, describe how the designer has used Design elements & principles (including Gestalt) in the creation of the brand campaign.   **(4 marks)**

Description	Marks
Detailed and considered description of how the designer has used Design elements & principles (including Gestalt) in the creation of the brand campaign.	4
Clear and valid description of how the designer has used Design elements & principles (including Gestalt) in the creation of the brand campaign.	3
Adequate and general description of how the designer has used Design elements & principles (including Gestalt) in the creation of the brand campaign.	2
Limited description of how the designer has used Design elements & principles (including Gestalt) in the creation of the brand campaign.	1
Incorrect/inappropriate response	0
Total	**4**

Colour – Limited colour scheme of white, grey and beige (beak and egg shell).

3D form and Value are visible in the main subjects of a lemon, duck and egg, which have been placed on top of a gradient grey to white background. The grey gradient allows the white type to be seen at the bottom of each poster.

Type – a thin, white, sans serif font in all capital letters has been used for the slogan "we don't like yellow" with the company name in a darker shade of grey.

Space – negative space has been utilised all around the image, giving the posters a minimalist, simple aesthetic.

Unity – all posters use the same colour scheme, type and layout design, creating effective unity.

List not exhaustive, accept all other relevant answers.

Section Two: Extended Response   70% 48 Marks

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Question 6   **(9 marks)**

a)   Outline your design brief, the proposed design solution and intended audience   (4 marks)

Description	Marks
Clear outline of a design brief, proposed solution and intended audience.	4
General outline of a design brief, proposed solution and intended audience.	3
Adequate outline of a design brief, proposed solution and/or intended audience.	2
Limited outline of a design brief, proposed solution and/or intended audience.	1
Incorrect/inappropriate response	0
Total	**4**

Answers could include:

The student should be able to clearly outline a specific design brief they have worked on and provide a summary of the (proposed) design solution they created. Intended audience should be accurate and specific in relation to the design brief. This information will assist the marker in other parts of this question.
Briefs include: sustainable design & research zine, logo for sustainable company, influential advertisement and proposed solution for sustainable company.

List not exhaustive, accept all other relevant answers.

b)   Explain how you considered sustainability throughout your design process.   (2 marks)

Description	Marks
Clear explanation of how sustainability was considered throughout design process.	2
Partial and simple explanation of how sustainability was considered throughout design process.	1
Incorrect/inappropriate response	0
Total	**0.5/2**

Answers could include:
Discover: Recycled paper, or digital drawing on ipad/Wacom during ideation stages, solar power for electricity
Define: Deciding on recycled paper stock for design solution
Develop: Rechargeable batteries for cameras, recycling of inks when printing prototypes, digital prototypes for audience surveys,
Deliver: Printed on recycled stocks, provided final imagery digitally to save on printing costs and paper wastage. Use of low VOC inks in printing processes. Recycling empty ink cartridges.

List not exhaustive, accept all other relevant answers.

c)   Discuss two potential hazards and solutions relevant during your production processes   (4 marks)

Description	Marks
Detailed and considered discussion of two hazards and solutions.	4
Clear and valid description of two hazards and solutions.	3
Adequate and general description of hazard(s) and/or solutions.	2
Partial and simple description of hazard(s) and/or solution	1
Incorrect/inappropriate response	0
Total	**4**

Answers could include:

Loose cables (tape down), Eye strain from glare (shades, input breaks), Injury from bad posture (consider ergonomics in design studio), Hot studio lights (use LED lighting), Water near electronics (move away).

List not exhaustive, accept all other relevant answers.

Question 6 continued

d)   Describe the inquiry processes you utilised to when selecting materials and/or technologies for your design.

(3 marks)

Description	Marks
Detailed and considered description of inquiry processes to determine materials and technologies used.	3
Adequate and general description of inquiry processes to determine materials and technologies used.	2
Partial and simple description of technologies used.	1
Incorrect/inappropriate response	0
Total	**1.5/3**

Answers could include:

Inquiry processes are when problems or questions are posed to extend greater meaning to any aspect of a design brief, then researched/investigated to enable creative, meaningful resolutions.

I used brainstorming and concept maps as the first step in selecting materials and technologies relevant to my design. I started off by listing the possible cameras and lenses I could use to capture my photographic advertisement subject, but then I specifically researched the lenses that would be most effective, I wanted to achieve a shallow depth of field image with a blurry background and in focus subject, so I then experimented a DSLR camera and a Mirrorless camera. I trialled a prime lens on a mirrorless camera with an aperture of F1.4, and another with an aperture of F2. Both of these lenses provided the visual I was after, but after further investigation I found the F1.4 lens to create a more effective bokeh and shallow depth of field image which was perfect for my design solution.

Other Materials and technologies:
Photography / Graphic Design: (Materials: Tactile, hardware) Cameras – specifically Canon DSLR (Digital Single-Lens Reflex) camera, Fuji Mirrorless Camera XE-3, Canon Compact cameras, GoPro waterproof action camera. Epson SC-P600 Printers, printing on Glossy, Semi-gloss or Matte Archival Photo Paper (higher GSM than regular copy paper). Guillotine to trim edges. Matboards and framing devices for presentation. Filters for lenses to produce creative effects or add colour adjustments before editing. Macbook or laptop for editing and uploading images. Recycled / scrap paper for brainstorming ideas, photo plan paper and pencils for development.

Technologies (software): Adobe Photoshop for editing, Adobe InDesign for designing and creation of portfolio, Internet and google image searches, other various websites for researching and finding inspiration.

List not exhaustive, accept all other relevant answers.

a) Correlate how the benefits of donating to the Malaysian Nature Society have been communicated using design
elements and principles in Figure 6.   (5 marks)

Description	Marks
Comprehensive and thorough correlation between the use of design principles and the benefits of donating to Malaysian Nature Society.	5
Detailed and specific correlation between the use of design principles and the benefits of donating to Malaysian Nature Society.	4
Clear and valid correlation between the use of design principles and the benefits of donating to Malaysian Nature Society.	3
Adequate and general correlation between the use of design principles and the benefits donating to Malaysian Nature Society.	2
Limited description of design principle/s with some reference to Figure 6.	1
Incorrect/inappropriate response	0
Total	**3.5/5**

Answers could include:
Elements – A vibrant red colour, symbolic of blood, has been used to create a rhinoceros shaped head in the "cut" part of the tree. Contrast has been used with the stark red colour contrasting against the light cream background and dark brown tree. The same cream in the background is used in the type. Movement is created through the shape of the dripping "blood" red colour from the rhino, which is a clear visualisation of extinction. Shape has been used to create the rhinoceros head within the "cut" of the tree. Type has been used to blatantly tell the viewer that as trees are cut down, lives are killed. The audience can see that the rhinos are the ones whose lives are getting cut short as deforestation takes over in Malaysia. These elements and principles communicate the benefits of donating as it reveals to the audience that the rhino will become extinct without the donation of the audience. The benefits of donating are evident through the elements and principles as without the donation, deforestation will destroy the animals living in the forests.

Relevant and accurate understanding of design terminology should be evident.

b) Evaluate how strategies for communication have been used to affect the intended audience.   (6 marks)

Description	Marks
Comprehensive and insightful evaluation of communication strategies have been used to affect the intended audience.	6
Detailed and considered evaluation of communication strategies have been used to affect the intended audience.	5
Clear and accurate evaluation of communication strategies have been used to affect the intended audience.	4
Adequate and general evaluation of communication strategies have been used to affect the intended audience.	3
Simple and partial evaluation of communication strategies have been used to affect the intended audience.	2
Limited evaluation of communication strategies have been used to affect the intended audience.	1
Incorrect/inappropriate response	0
Total	**5/6**

Answers could include:
Communication strategies include shock, metaphor, emotion and humour.

Both **shock** tactics and **emotion** have been used to affect the intended audience. The image is clearly shocking as it shows a simplified illustration of a rhinoceros in the colour red, with blood dripping, as if the rhinoceros has died. The shape of its head is on the top of a cut tree stump, engaging the audience to feel shocked that when you chop down a tree you are essentially killing a rhinoceros. The visual of the illustrated dripping blood, definitely evokes emotion in the audience as it is a terrible thing to see an animal dying, even in this somewhat abstract and artistic way. Emotion is used with the emotive type "Cut a tree. Kill a life." These 6 words are simple and to the point, clearly using emotion to get the audience to feel sad, guilty or shocked that animals are dying so quickly / easily. The smaller written code saying "join the Malaysian society and make your donation" uses emotion and a call to action in an attempt to affect the viewer and make them feel like they should join and donate to essentially save the rhinos from being killed every time a tree is chopped down.

Relevant and accurate understanding of design terminology should be evident.

Question 8: Photography   **26 Marks**
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a)   In the space below, create a detailed mind map that explores and develops ideas relevant to the design brief.

(6 marks)

Description	Marks
Comprehensive and extensive mind map exploring and developing creative ideas relevant to the design brief.	6
Detailed and thorough mind map exploring and developing creative ideas relevant to the design brief.	5
Clear and effective mind map exploring and developing creative ideas relevant to the design brief.	4
Adequate and general mind map exploring and developing creative ideas relevant to the design brief.	3
Superficial and basic mind map exploring and developing creative ideas relevant to the design brief.	2
Limited list of ideas making simple connections to the design brief	1
Incorrect/inappropriate response	0
Total	**4/6**

Notes:

Mind mapping is a technique to graphically represent connections among key concepts using lines, links and images. Each fact or idea is penned down and then connected to its minor or major (previous or following) fact or idea, thereby resulting in a web of relationships. Mind maps or brainstorms typically include such techniques as free writing, word association and the spider web, a visual note taking technique in which people diagram their thoughts.

Detailed and top quality mind maps should explore ideas in at least three levels:
• Level 1: The Brain-dump (primary ideas) – here, the importance is on the quantity of ideas and not quality. Even strange ideas are welcome
• Level 2: Divergent thinking (secondary ideas) – in this phase most ideas focus on concepts and the links between ideas. By making variations and combinations between ideas, we can generate new ideas
• Level 3: Creative ideation (tertiary ideas) – now the previous ideas become inspiration for actual solutions. The aim is to explore the more inspiring ideas through to original and new design possibilities.

Answers could include:

Exploring ideas surrounding: CONSCIOUS DESIGN CO., CDC, sustainability, high-quality products, homewares (vases, photo frames, candles and more), stylish, eco-friendly, accessible, target audience of 20-39, beige minimal tones, black and white logo, use of line (outlines for logomark), decorative type, combination of serif and sans serif, modern, circular, organic shapes.

List not exhaustive, accept all other relevant answers.

Example available on SEQTA

b)   In the space below, create a design solution of your concept for:
              Photography: a set of two social media photographic advertisements
              Graphic Design: a logo & business card.

   i)   Sketch a possible solution to the brief.   (5 marks)

Description	Marks
Clear and valid design that successfully addresses all aspects of the brief	5
Unique and clear design that addresses most aspects of the brief	4
Effective design that relates to the brief	3
Appropriate design that relates to the brief	2
Limited design that partially meets the brief	1
Incorrect/inappropriate response	0
Total	**4/5**

Answers could include:
Drawings should present a proposal with key aspects of the design brief featured in ideation.
Exemplar drawings should include two social media photographic adverts (photography) *OR* a logo and a business card (graphic design).

Use of, but not limited to, stimulus information provided.
Drawings should present a design solution with clear visual links to the design brief. The design *could* include the following aspects:
• Imagery, content, features or aspects which engage the characteristics of the intended audience as per brief.
• Text which identifies Conscious Design Co.
• Visual ideas which link to Mind Map from previous question.

Social Media Adverts – square convention, using photographic terminology (composition rules, angles, aperture, shutter speed, lens or camera choice), visual and graphic or type (slogan) could be used to advertise to target audience.

Logo should be clear and either a logotype, logomark or combination of the two, could be inspired by visual stimuli. Business card should be a rectangular shape, commonly landscape with visual hierarchy evident.

CONSCIOUS DESIGN CO., CDC, sustainability, high-quality products, homewares (vases, photo frames, candles and more), stylish, eco-friendly, accessible, target audience of 20-39, beige minimal tones, black and white logo, use of line (outlines for logomark), decorative type, combination of serif and sans serif, modern, circular, organic shapes.

Example available on SEQTA

   ii)   Annotate your design to help communicate your solution   (3 marks)

Description	Marks
Clear and relevant annotations that communicate most aspects of the brief.	3
Adequate and general annotations that relates to the brief	2
Limited annotations that partially relate to brief	1
Incorrect/inappropriate response	0
Total	**3**

Annotations should relate to:
PHOTOGRAPHY: Composition rules, angles, elements and principles of art, camera types, lens choices, aperture, shutter speed, sustainability and brand values mentioned in the brief should also be evident.

GRAPHIC DESIGN: Elements and principles, typographic terminology, layout and hierarchy principles for logo and business card, sustainability and brand values mentioned in the brief should also be evident.

Example available on SEQTA

c) Justify how your proposed design solution is relevant to the client's values and design brief.   (4 marks)

Description	Marks
Comprehensive and insightful evaluation of how the design solution responds to the client's values and design brief.	4
Clear and concise evaluation of how the design solution responds to the client's values and design brief.	3
Adequate evaluation of how the design solution responds to the client's values and design brief.	2
Limited evaluation of the design.	1
Incorrect/inappropriate response	0
Total	**4**

Answers could include:
Clear, succinct and accurate evaluation of design decisions made. Discussions should provide evidence from the resolved design outlining how they have responded to the design brief. Relevant and accurate understanding of design terminology should be evident.

d) Explore how you have applied semiotics in your design solution to engage the intended audience.   (6 marks)

Description	Marks
Detailed and thorough exploration of applied semiotics to engage intended audience.	6
Clear and valid exploration of applied semiotics to engage intended audience.	5
Appropriate and relevant exploration of applied semiotics to engage intended audience.	4
Adequate and concise exploration of applied semiotics to engage intended audience.	3
General exploration of applied semiotics to engage intended audience.	2
Limited comment on applied semiotics to engage intended audience.	1
Incorrect/inappropriate response	0
Total	**2.5/6**

Answers could include:

Answers should include:
Semiotics – icon, index, symbol, connotation, denotation – discussion of any icons or recognisable symbols used and what they represent and why – relate back to the brief and intended audience.