**Year 12**

**Design Photography ATAR**

**In Class Assessment**

**Total time for the task: 50 minutes**

**/35**

A sign on a building

Description automatically generated with medium confidence**Question 1 (9 marks)Question 1 (continued) (9 marks)**

**Figure 1:**  South Australian Government Bus Shelter Advertisement for Gambling

Describe the use of colour and type to convey meaning in Figure 1. (4 marks)

Colour:

|  |
| --- |
|  |
|  |
|  |
|  |
| Type: |
|  |
|  |
|  |
|  |

Identify and describe an appropriate target audience for Figure 1. (3 marks)

|  |
| --- |
|  |
|  |
|  |
|  |
|  |

Besides the Target Audience, identify **two** stakeholders for Figure 1. (2 marks)

|  |
| --- |
|  |
|  |
|  |
|  |

**Question 2 (6 marks)**

A picture containing bed, nature, laying, blanket

Description automatically generated

**Figure 2:**  Air Asia print advertisement for Kathmandu.

Identify and describe how **two** dominant design elements and/or principles have been used effectively in Figure 2.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**Question 3 (20 Marks)**

The COVID19 Pandemic has limited travel for a lot of citizens, particularly people in Perth who have had closed borders for some time. Virgin Airways has hired you to create a photographic social media advertisement to entice Perth people to travel interstate. They are offering 20% off all flights from Perth to other Australian capital cities between the months of May and June 2022.

They have requested that your design:

* Should appeal to people who live in Perth and are interested in visiting a city in another state for pleasure.
* Does not need to be restricted to a still photographic image; Virgin Airways encourage mixed media, contemporary / future trends, interactivity and design elements.
* Inform viewers of the destinations available (cities interstate) and the deal on offer

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

**Question 3 continued**

1. In the space below, create a design solution of your concept for an photographic social media advertisement  
   * 1. Sketch a possible solution to the brief (6 marks)
     2. Annotate your design to help communicate your solution (4 marks)

**Question 3 continued**

1. Evaluate your use of elements & principles in your final design and how it fulfils the brief. (4 marks)

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**End of Questions**

Supplementary pages

Question number:

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |