

Section Four: Production

100 Marks

Answer all parts to this question.

Suggested working time for this section is 75 minutes.

Design Brief

Flipside, a designer t-shirt company, wants to broaden its appeal and update its image. To do this, it has decided to run a competition to target the youth market. The competition requires each entrant to design a t-shirt.

The competition rules are simple. Entrants must

- uphold the company's reputation of sophistication
- create an original design
- be between 15 and 30 years of age
- submit their entry by 31 December, 2009
- submit their entry digitally as a high-resolution file.

The winner will have their design printed and sold in major outlets and receive \$5 000 in cash as well as a \$1 000 voucher to spend in any Flipside store. Entrants can find further information at www.flipside.com.au

The graphic design team at Flipside has been consulted for ways to best promote the competition and the company. As a member of the graphic design team, you are responsible for designing:

1. a new company logo to update Flipside's image;

and
2.
 - a promotional medium that is either a web page to add to the company's existing websiteor
 - a poster to promote the competition.

Circle **one** of the following to indicate which promotional medium you will be designing:

Web page Poster

Question 1

- (a) Define Flipside's target audience. (4 marks)

- (b) Describe how the target audience will inform what design considerations and content should be included in the logo and the promotional medium. (6 marks)

- (c) In the space provided
- (i) Draw **four thumbnail sketches** of your **logo design**, showing originality and clarity that demonstrate a progression of ideas. (15 marks)

Logo Design 1

Logo Design 2

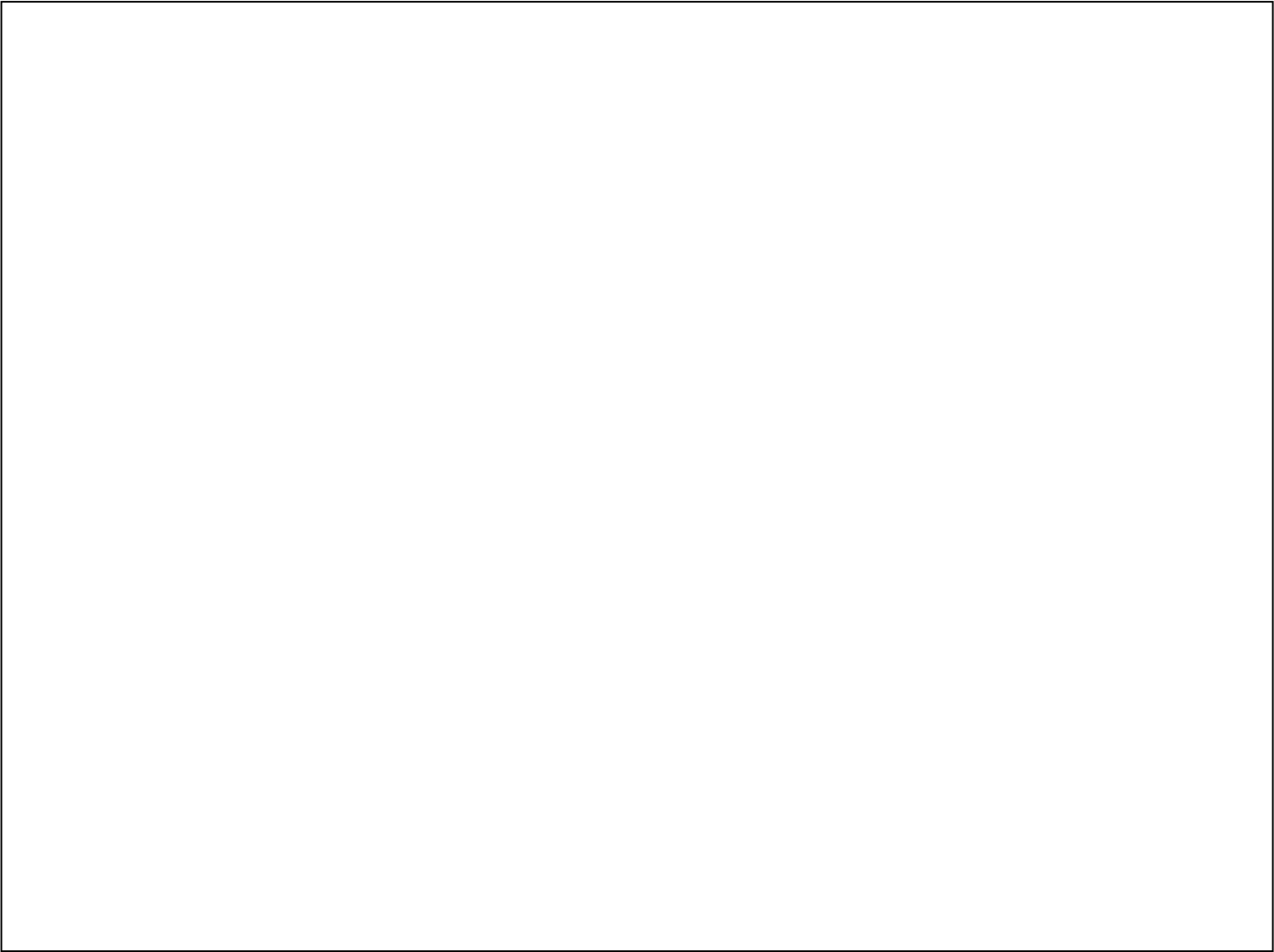
Logo Design 3

- (ii) Annotate **Logo Design 4** (final logo design) to demonstrate your understanding of the design elements used. (5 marks)

Logo Design 4
Final logo design

- (d) Explain why changes have been made between Logo Design 1 and Logo Design 4 in order to maximise the appeal to the target audience. (5 marks)

- (e) In the space provided:
- (i) Draw **one sketch** of your **promotional medium that includes your final logo design**. Ensure that the content and design features of the final design highlight clearly Flipside’s competition rules and information. (15 marks)
 - (ii) Annotate briefly your sketch to explain how five design elements and principles will appeal to the target audience. (10 marks)
 - (iii) Annotate briefly five features on your sketch to show how you have considered **inclusivity**. (5 marks)



- (f) Consider how your final design meets Flipside's desire to broaden its appeal and update its image in terms of:
- the purpose – does your final design meet Flipside's requirements?
 - the presentation medium – how does your choice of poster or web page affect the content presented?
 - the design elements and principles in the promotional material and how they market the competition successfully and promote the company image.

(15 marks)

See next page

(g) Flipside’s managers noted that competition entrants have used a wide variety of font styles on their t-shirt designs.

Font 1

Flipside

Font 2

FLiPSiDe

Font 3

Flipside

Critique the above fonts in terms of their appeal to Flipside’s target audience. (5 marks)

(h) Various file types may be used at different stages and for different purposes in the production of a design. With specific reference to your logo or promotional medium, discuss why various file types might be used at different stages in the production of your design. You must address the following in your answer:

- file format
- file size
- compression versus quality of data
- transferability between applications
- transfer over the Internet

(15 marks)

Additional answer space

WACE Examination 2009

APPLIED INFORMATION TECHNOLOGY

Stage 2

Production Booklet for Section Four

Please place your student identification label in this box

Student Number:

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In words

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