



**B O A R D O F S T U D I E S**  
NEW SOUTH WALES

## **2012 HSC Design and Technology Marking Guidelines**

### **Section I**

#### **Multiple-choice Answer Key**

<b>Question</b>	<b>Answer</b>
1	B
2	D
3	C
4	B
5	A
6	D
7	C
8	A
9	C
10	C

## Section II

### Question 11

Criteria	Marks
• Sketches in general terms ergonomic factors that may be considered by a designer when developing a new product	2
• Identifies an ergonomic feature	1

### Question 12

Criteria	Marks
• Provides characteristics and features of the changing nature of communication technologies and the effects this has had on teamwork and collaborative design processes	3
• Sketches in general terms how teamwork and/or collaborative design processes have been affected due to the changing nature of communication technologies	2
• Identifies a feature of teamwork OR collaborative design processes	1

### Question 13

Criteria	Marks
• Makes the relationship evident between aesthetic factors and consumer purchasing decisions, through cause and effect statements	4
• Provides characteristics and features of the relationship between aesthetic factors and consumer purchasing decisions, using examples	2–3
• Identifies <ul style="list-style-type: none"><li>– Aesthetic factor</li><li>– Consumer purchasing decisions</li></ul>	1

### Question 14

Criteria	Marks
• Provides the characteristics and features of how designers utilise new technologies in BOTH evaluating and marketing processes and products	6
• Provides characteristics and features of how designers utilise new technologies in evaluating and/or marketing processes and products	4–5
• Sketches in general terms how designers utilise new technologies with a reference to evaluating and/or marketing processes and products	2–3
• Identifies a way designers utilise technology	1

### Section III

#### Question 15 (a)

Criteria	Marks
<ul style="list-style-type: none"><li>Makes the relationship evident between technological changes and the possible integration of emerging technologies. Cites specific examples of cause and effect.</li></ul>	6
<ul style="list-style-type: none"><li>Discusses or provides advantages and disadvantages of possible technological changes with direct reference to the integration of emerging technologies</li></ul>	4–5
<ul style="list-style-type: none"><li>Provides characteristics and features of a possible technological change with reference to the integration of an emerging technology</li></ul>	2–3
<ul style="list-style-type: none"><li>Identifies an emerging technology or a possible technical change</li></ul>	1

#### Question 15 (b)

Criteria	Marks
<ul style="list-style-type: none"><li>Draws out and relates implications of both social and economic impacts in relation to these new products or systems</li></ul>	9
<ul style="list-style-type: none"><li>Provides reasons why and/or how these new products or systems impact upon society and the economy</li></ul>	7–8
<ul style="list-style-type: none"><li>Identifies issues and provides evidence of the social and economic impact of these new products or systems</li></ul>	5–6
<ul style="list-style-type: none"><li>Provides characteristics and features of social and/or economic impacts of these new products or systems</li></ul>	3–4
<ul style="list-style-type: none"><li>Sketches in general terms a social or economic impact of these new products or systems</li></ul>	2
<ul style="list-style-type: none"><li>Identifies a social and/or economic impact of these new products or systems</li></ul>	1

# Design and Technology

## 2012 HSC Examination Mapping Grid

### Section I

Question	Marks	Content	Syllabus outcomes
1	1	Entrepreneurial Activities	3.1
2	1	Communication and Presentation Methods	1.2, 5.2
3	1	Communication of Design Ideas	5.2
4	1	Design needs	4.1
5	1	Project Management	5.1
6	1	Cultural differences	2.1
7	1	Marketing	3.1
8	1	Obsolescence	1.1
9	1	Evaluation	4.3
10	1	Impact on society and Environment	6.2, 5.2, 4.2

### Section II

Question	Marks	Content	Syllabus outcomes
11	2	Ergonomics	1.1
12	3	Changing nature of Work and Communication	6.1, 5.2, 1.2
13	4	Design factors and Work of Designers	1.1, 4.3
14	6	Evaluation and Marketing	3.1, 6.2

### Section III

Question	Marks	Content	Syllabus outcomes
15 (a)	6	Emerging technologies	6.2, 2.1, 2.2
15 (b)	9	Emerging technologies	6.2, 2.1, 2.2