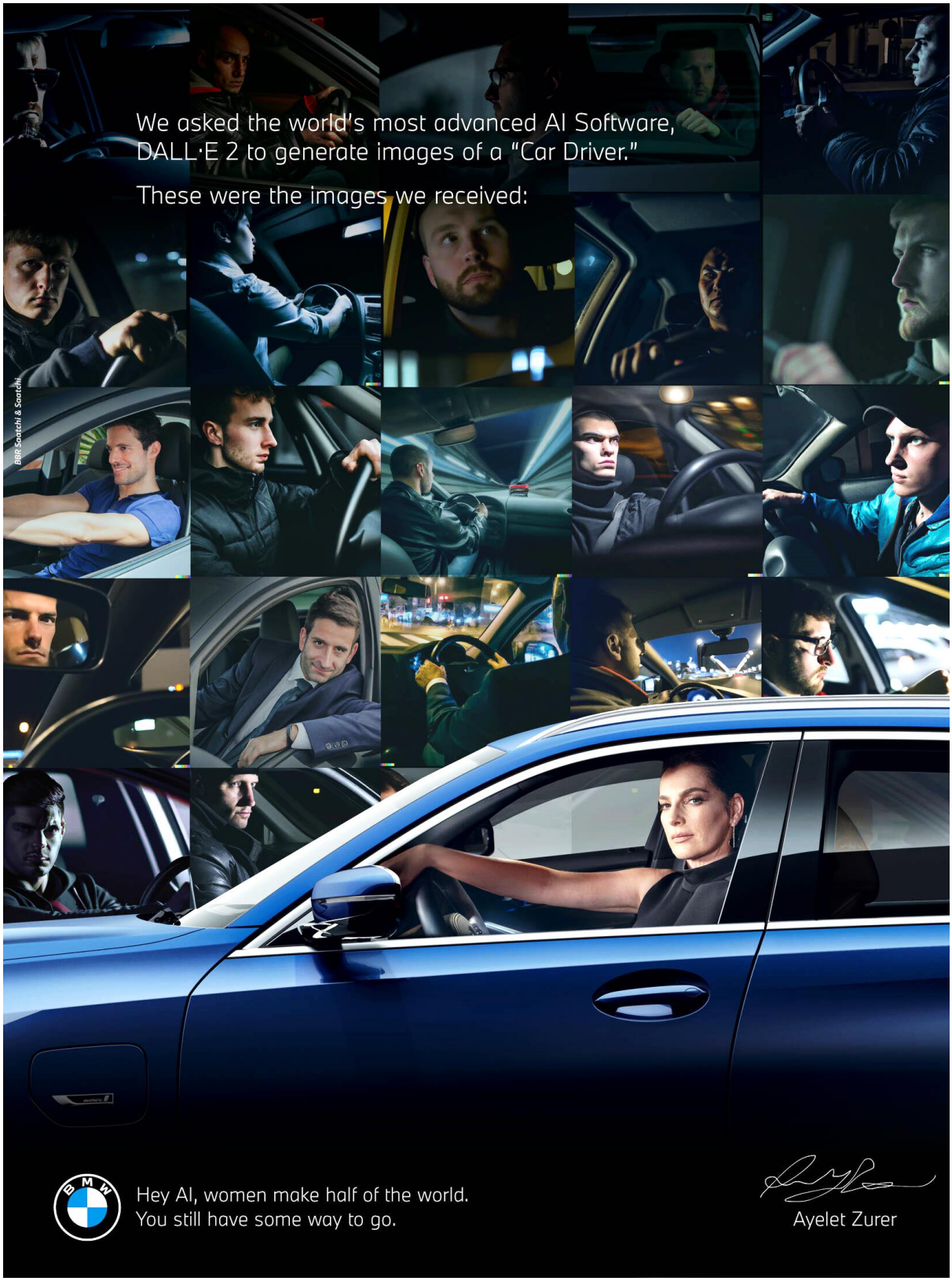
DO NOT ANSWER ON THIS ADDENDUM

QUESTION 2 DESIGN COMMUNICATION

IMAGE A: Advertisement for BMW



[Source: <https://www.bestadsontv.com/ad/140952/BMW-Hey-AI-Women-Make-Half-Of-The-World>]

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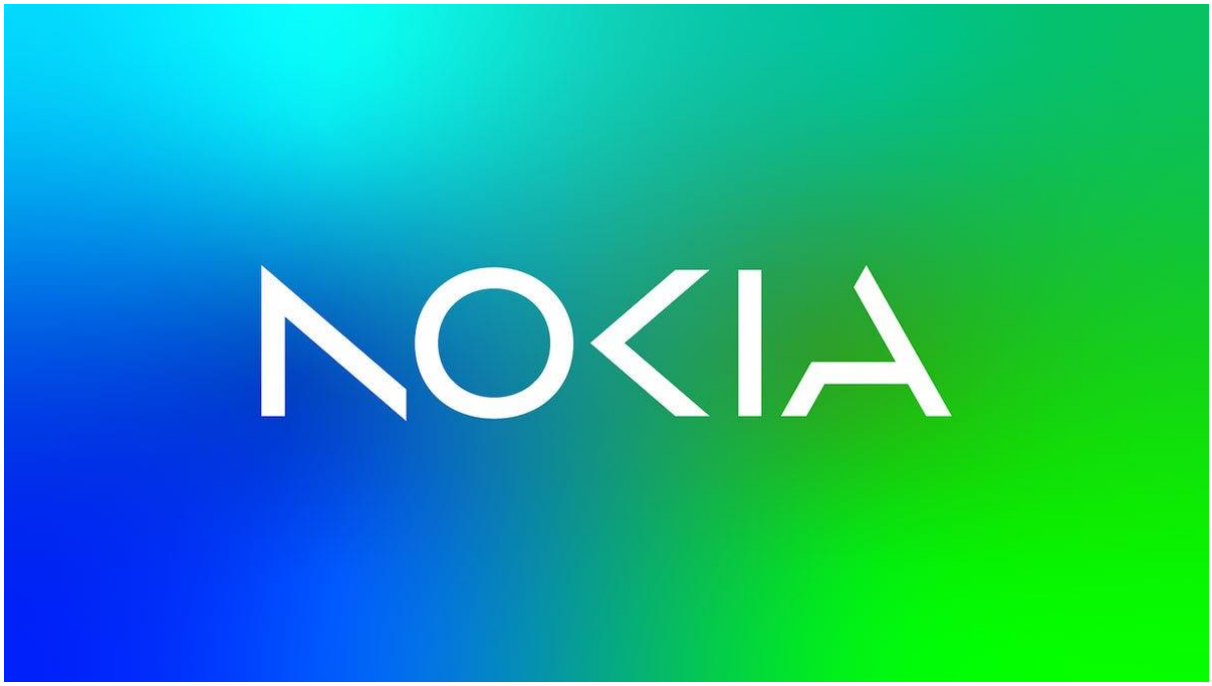
QUESTION 3 VISUAL ANALYSIS

IMAGE B: Interior of Bumble pop-up shop



[Source: <https://www.commarts.com/project/26430/bumble-hive-nyc>]

IMAGE C: Redesigned Nokia logo



[Source: <https://www.dezeen.com/2023/03/10/nokia-logo-rebrand/>]

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QUESTION 4 DESIGN IN A BUSINESS CONTEXT

CASE STUDY: Carbsmart

Yummy new Carbsmart treats

Carbsmart, the leading South African low-carb foods company, is always looking for ways to create healthy, guilt-free versions popular treats – and has launched two yummy new additions to its extensive range.

Macadamia nuts are on a big health trajectory – and fans now enjoy Carbsmart's new no-added sugar, vegan **Chocolate Macadamia Spreads**, in dark and white variants. But people also want to know that the products aren't only good for the consumers, but also that the products are good for people and the planet. Carbsmart's distinctive branding is clearly evident in advertising from mass retailers, like Food Lover's Market promotion of these food choices. Carbsmart employs their own staff to create attractive and distinctive packaging, as well as leveraging the brand recognition opportunities of retailer advertising.





These are made with no artificial sweeteners, are maltitol-free, dairy-free, soya-free and gluten-free. They are high in fibre and a great choice for the pantry – that's if anyone can keep them there before scoffing the whole jar!

Added to the Cape Town company's growing confectionery range are equally delicious **Chocolate-Coated Roasted Macadamias**. Carbsmart has used its trusted and well-loved sugar-free dark chocolate and no-added-sugar white chocolate to create these two fabulous treats.

Both ranges tick all the right boxes: low-carb, banting, keto, and diabetic friendly; they contain no maltitol; are high in fibre; are dairy, soya, and gluten-free; they are orangutan friendly, and palm oil free; made with sustainably-sourced African cocoa beans; and are also Halaal and Kosher certified.

[Source: <https://www.foodstuffsa.co.za/27456/yummy-new-carbsmart-treats/> (adapted)]

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