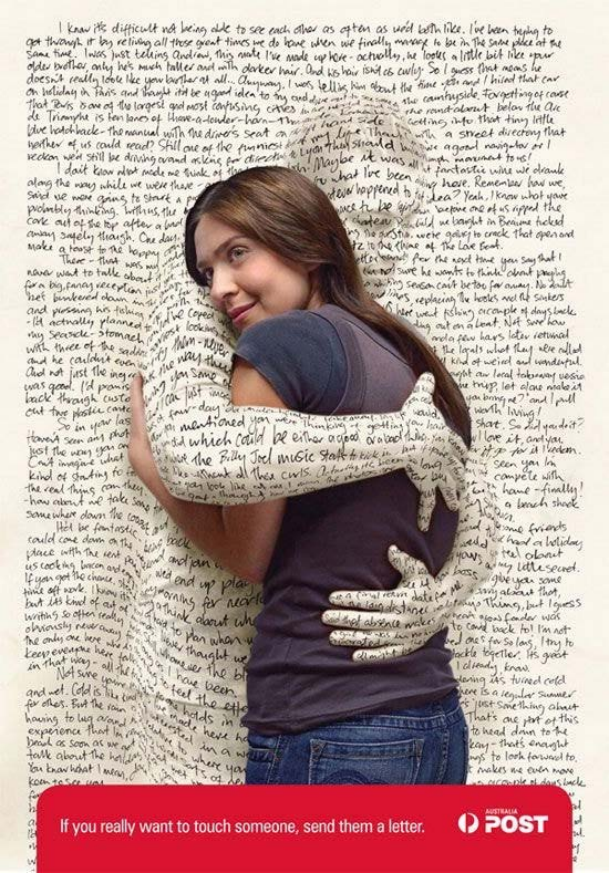
DO NOT ANSWER ON THIS ADDENDUM

QUESTION 2 DESIGN COMMUNICATION

IMAGE A

M&C Saatchi. 2007. *Campaign to encourage letter posting for Post Australia.*



[<https://www.bestadsontv.com/ad/5037/Australia-Post-Hug>
Accessed 8 January 2021]

IMAGE B

Contract Advertising India. 2017. *Help me read this, a fundraising campaign for childhood literacy for the NGO Children of the World.*



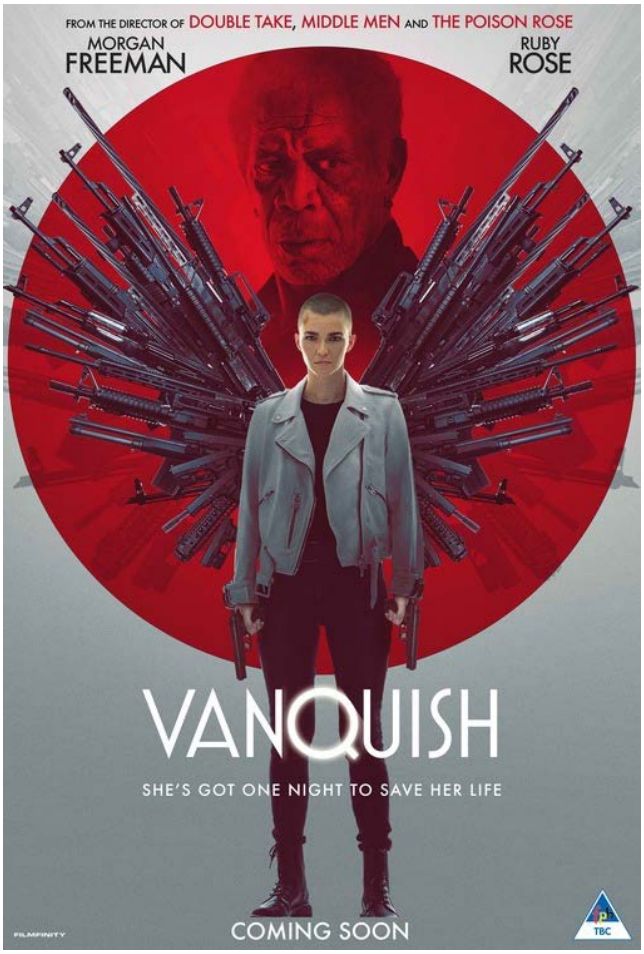
[<https://goodvertising.site/help-me-read-this/>
Accessed 9 January 2021]

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QUESTION 3 VISUAL ANALYSIS

IMAGE C

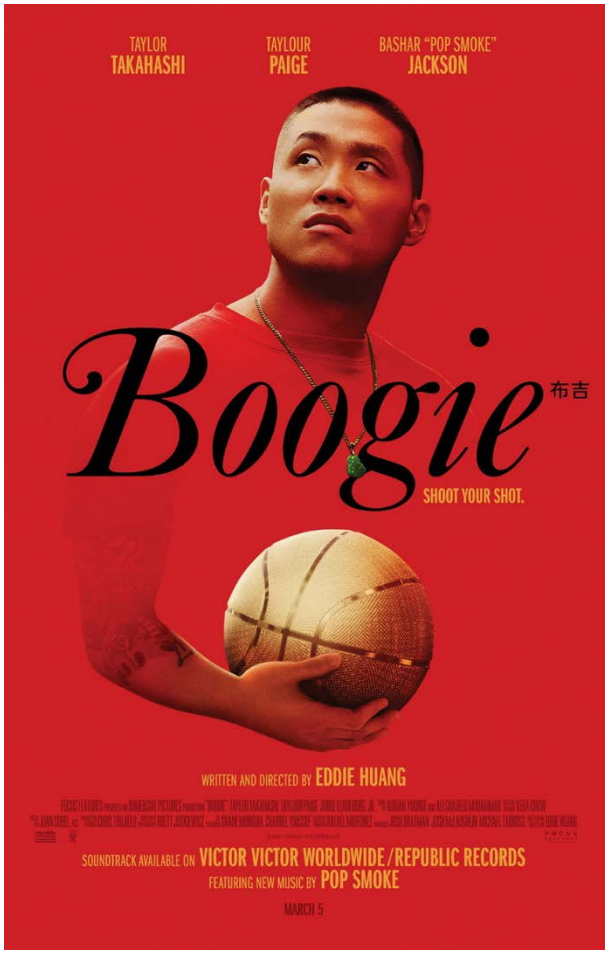
Lionsgate. 2021.
Poster from Vanquish



[<https://www.joblo.com/movie-posters/2021/vanquish/image-36025> Accessed 5 May 2021]

IMAGE D

Immersive Pictures. 2021.
Poster design from Boogie



[<https://www.joblo.com/movie-posters/2021/boogie/image-35992> Accessed 5 May 2021]

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QUESTION 4 DESIGN IN A BUSINESS CONTEXT

CASE STUDY

Third Place design co-operative

Third Place is a design co-operative, whose approach to architecture, preservation, landscape, and interiors is deeply rooted in their core values to build meaningful, lasting relationships with people, while designing sustainable communities. They specialise in managing complex projects with multiple stakeholder groups, working with non-profit and organisational boards, and in facilitating the community and sustainable design process. This collaborative, community-based design approach results in a beautifully integrated design that balances the needs of the client with the needs of the community and the environment, whilst ensuring economic sustainability. This contribution to the creative economy is supported by communities committed to ethical consumerism. Positive experiences of retail spaces specifically designed to promote stewardship strengthen environmental messaging. The application of these design elements in other retail spaces could be viewed as a form of mass customisation, where other clients use the parts created in their own way.

[Adapted: <http://www.thirdplacedesigncoop.com/>]

IMAGE E

Visual merchandising promoting environmental stewardship



IMAGE F

Breakroom interior architecture



[Image E <https://www.sadecor.co.za/interior-design-blog/decor-accessories-homeware/the-ethical-style-guide-for-ambiente-2020/>

Image F <https://www.architectureanddesign.com.au/features/features-articles/sacrificing-yield-for-better-design-a-triple-bott/> Accessed 8 May 2021]

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