



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2010**

**DESIGN (THEORY) P1**

**MARKS: 150**

**TIME: 3 hours**

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This question paper consists of 10 pages.

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**INSTRUCTIONS AND INFORMATION**

1. There are FIVE questions in this question paper.
2. Answer ALL the questions.
3. Read questions carefully.
4. Answer in full sentences and avoid the listing of facts.
5. Use the mark allocation to determine the time to be spent on each question.
6. Write neatly and legibly.

**QUESTION 1****VISUAL LITERACY: UNSEEN WORKS**

Study the logo's illustrated in FIGURE 1 and FIGURE 2 below.



**FIGURE 1**



**FIGURE 2**

- 1.1 Discuss the symbolism used in FIGURE 1. (6)
- 1.2 Do you feel that FIGURE 2 is a successful logo? Give reasons for your answer. (2)
- 1.3 Has the designer of FIGURE 1 effectively matched the typography with the images? Explain your answer. (2)
- 1.4 Name TWO principles of design that feature strongly in FIGURE 1 and explain how each principle has been applied. (4)

- 1.5 Study the graphic design layout below and answer the question that follows.



**FIGURE 3**  
**'Infinity' by the SUBURBIA Design Agency**

- 1.5.1 Identify and explain THREE Gestalt principles that are applicable to the above design.

(6)  
[20]

**QUESTION 2****INTERNATIONAL HISTORY OF DESIGN  
(ARTS AND CRAFTS MOVEMENT; ART NOUVEAU; BAUHAUS; ART DECO)**

2.1 Study the illustrations below and answer the question that follows.



**FIGURE 4**

**‘Cargo Table’ designed by a contemporary South African company called ‘Egg Junior Designs’. This table is made on order from reclaimed Baltic pine crates and powder coated steel.**



**FIGURE 5**

**‘Plate with Leaves’ designed by contemporary South African Ceramicist, Betsy Nield.**



**FIGURE 6**  
**Contemporary bedroom dresser designed by**  
**Nicole Miller and produced in Italy.**

Identify a Western Design Movement that could possibly have inspired each of the above designs (FIGURE 4, 5 AND 6). List TWO similarities between each design and the movement that you feel inspired it. (9)

2.2 2.2.1 Discuss the AIMS and INFLUENCES on the Bauhaus School of Art and Design. (5)

2.2.2 Supply the name of ONE Art Deco product and its designer that you studied this year, as well as a brief formal analysis of it. (6)

## 2.3 SOUTH AFRICAN AND PAN AFRICAN DESIGN

We can learn a lot from the Indigenous Knowledge Systems developed on the African continent. Write an essay on any TWO South African or African traditional craft methods and techniques that you have researched during your studies to show the richness inherent in each.

For each, you must include the following:

- A brief history of its development (3)
- Use of materials, methods and processes (4)
- Purposes/Functions (3)

(10 x 2) (20)

**[40]**

**QUESTION 3**

3.1 Study the image below and answer the questions that follow:



**FIGURE 7**  
**Contemporary Zulu Candlesticks**

- 3.1.1 Give TWO reasons to show why this design can be considered South African. (2)
- 3.1.2 Write a definition for the term 'creating a South African identity'. (2)
- 3.1.3 List THREE reasons why creating a design with a South African identity could be positive. (3)
- 3.1.4 Briefly discuss the positive and negative aspects of fusing International styles with traditional South African designs. (3)
- 3.2 Write a short essay on any officially recognized contemporary South African designer under the following headings:
- Name of the designer and his/her design discipline (1)
  - Brief background and training (2)
  - African influences and inspiration (2)
  - Design process (2)
  - General characteristics (3)
- 3.3 Discuss the work of ONE contemporary international designer that you have studied. In addition, explain why you think this designer's work has made an important contribution to people's lives and/or the world we live in. (10)

**[30]**

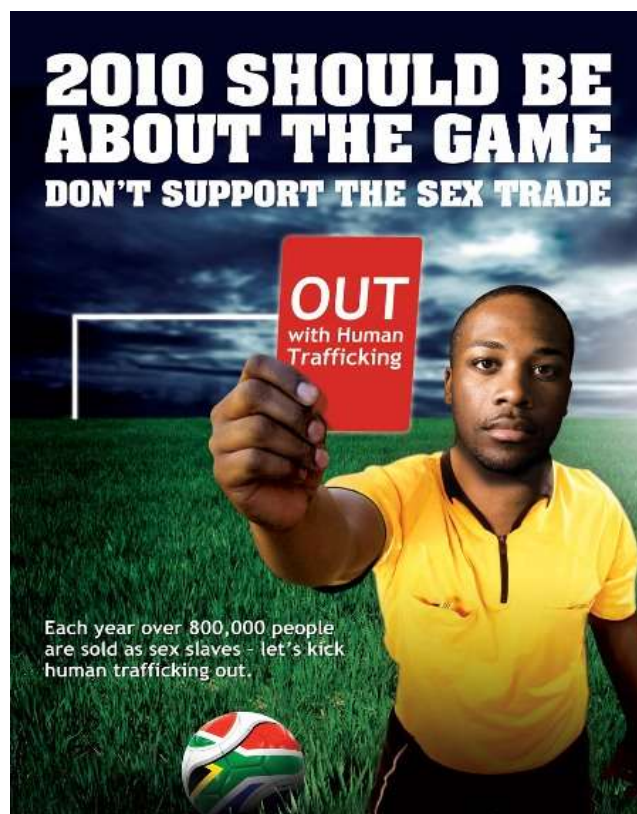


**QUESTION 4****SOCIAL AND ENVIRONMENTAL RESPONSIBILITY**

4.1 Study the posters below and answer the questions that follow:



**FIGURE 8**



**FIGURE 9**



The effectiveness of the message of any poster is determined by the layout of images and text as well as through the choice of typefaces.

4.1.1 Compare the above two posters to show in what way they obey/do not obey the rules of:

- Legibility
- Type layout
- Combining type with images
- Choice of typeface(s)
- Suitability of image to subject matter (10)

4.1.2 Which of the above two poster designs communicates its message most clearly and why? (2)

4.2 4.2.1 Explain the following terms and say whether or not they have been used in either of the above two posters:

- Sans serif (2)
- Leading (2)
- Italics (2)
- Type Alignment (2)

4.3 Design is an important tool that can be used to bring about social change. Designers need to accept and embrace this responsibility.

Discuss the work of an International **OR** South African **OR** Pan African designer or design group that clearly addresses social concerns. Refer to examples in your discussion. DO NOT REPEAT any designers that you have previously used in his question paper. (10)  
**[30]**

**QUESTION 5****DESIGN IN A BUSINESS CONTEXT**

5.1 Study the image below and then answer the questions that follow:



**FIGURE 10**

- 5.1.1 Give FIVE reasons why you think the above packaging design (FIGURE 10) could be considered effective. (5)
- 5.1.2 Do you think that the packaging design in FIGURE 10 could be improved? Explain with reasons. (2)
- 5.1.3 Name TWO possible methods of marketing the above product and then give a detailed description of each method. (10)
- 5.1.4 List SIX things that must be taken into consideration when pricing the product. (6)
- 5.2 5.2.1 Define the following terms: (4)
- Target market
  - Buyer
  - Letterhead
  - Consumer culture
- 5.2.2 Explain what personal attributes and presentation skills you would use when presenting your work to buyers, clients or possible retail outlets. (3)

**[30]**

**TOTAL: 150**