



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFIKATE**

GRADE 11

NOVEMBER 2011

DESIGN (THEORY) P1

MARKS: 150

TIME: 3 hours



This question paper consists of 11 pages.

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 WORK

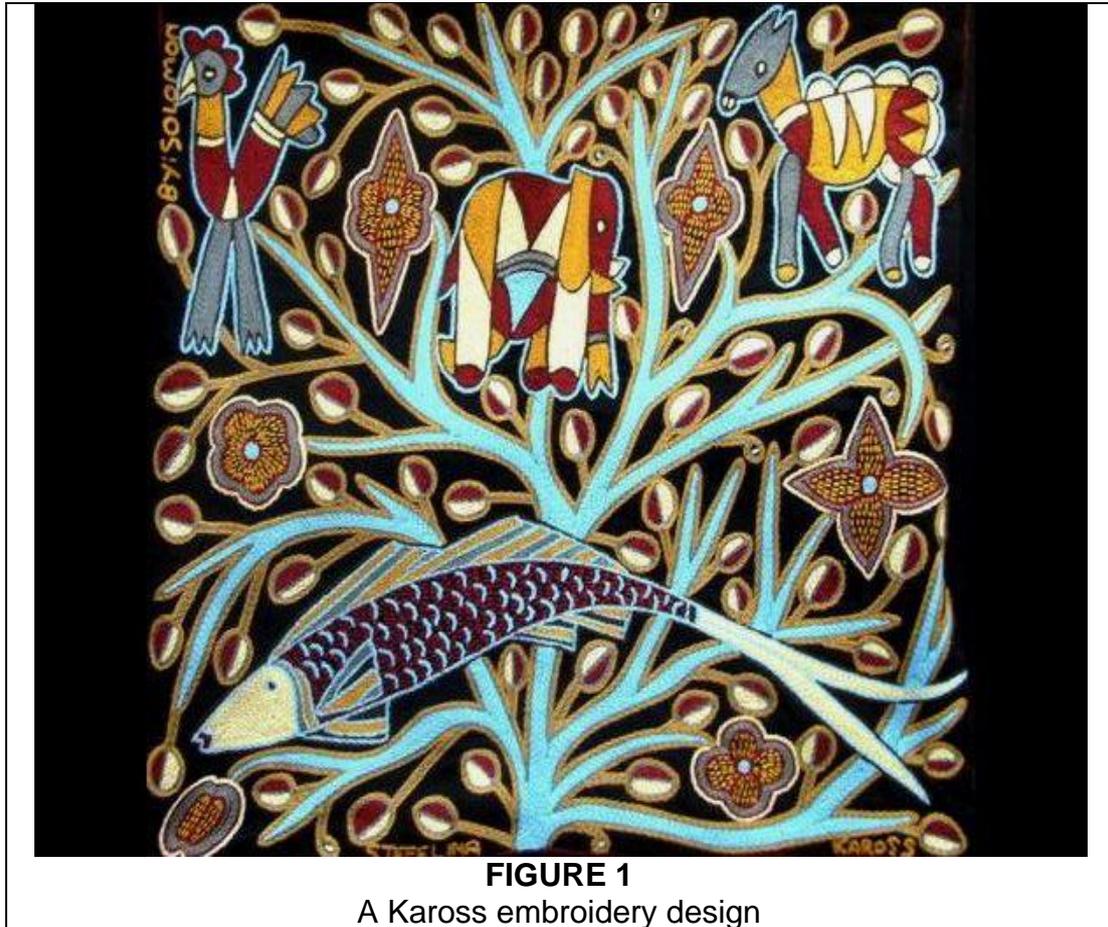


FIGURE 1
A Kaross embroidery design

- 1.1 Apply the following principles to FIGURE 1 above.
- Unity and Variety (4)
 - Contrast (2)
- 1.2 Explain how the use of the following elements contribute to the overall effect of the design in FIGURE 1:
- Space (1)
 - Texture (1)
- 1.3 Explain whether or not the motifs/shapes used in FIGURE 1 can be described as stylised? Give an example. (2)

- 1.4 Study the logo's illustrated in FIGURE 3 and FIGURE 4 below and answer the questions that follow.



- 1.4.1 Discuss and compare the symbolism visible in the above two logo's (i.e. point out differences and similarities). (5)
- 1.4.2 Do you feel that the typography used in FIGURE 2 is successful? Explain your answer. (3)
- 1.4.3 Name ONE gestalt principle visible in either FIGURE 2, or FIGURE 3 and explain how it has been applied. (2)

[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
Arts and Crafts
(1850 - 1900)



FIGURE 5
Bauhaus
(1919 - 1933)

2.1.1 Write a short essay in which you compare the aims, influences and general characteristics of the Arts and Crafts and Bauhaus movements to explain why each the above examples (FIGURE 4 and FIGURE 5) are characteristic of their respective styles. (Do not use tables or headings.)

(10)

2.2

**FIGURE 6**

Art Nouveau vase, designer and date unknown.

**FIGURE 7**

Art Deco vase, Camille Faure, date unknown.

Using the above two designs to guide you answer the following questions:

- 2.2.1 Discuss FOUR general characteristics of the Art Nouveau movement. (4)
- 2.2.2 Supply THREE influences on the Art Deco movement. (3)
- 2.2.3 Supply the name of ONE Art Deco product and its designer that you studied this year, as well as a brief description of it. (3)

2.3 SOUTH AFRICAN AND PAN AFRICAN DESIGN

In the face of pressures for modernisation less and less traditional knowledge is passed on by elders to the younger generations. Due to this the **IFLA** (The International Federation of Library Associations and Institutions) considers it essential to protect indigenous traditional knowledge and local traditional knowledge not only for the benefit of indigenous peoples but also for the rest of the world.

Discuss the work of any TWO South African or African traditional crafts that you have studied this year and, with the above statement in mind, point out the value inherent in this work.

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

CONTEMPORARY SOUTH AFRICAN AND INTERNATIONAL DESIGN

3.1 Carefully study the designs in FIGURE A and FIGURE B below and then answer the questions that follow.



FIGURE 8

Award winning Zulu Mama chair by Haldane Martin, (2007).



FIGURE 9

Award winning South African fashion design by Black Coffee, (2010).

3.1.1 Explain why it is important to create a South African identity in South African designs. (Give at least TWO reasons.) (2)

3.1.2 Refer to either FIGURE 8 or FIGURE 9 and answer the following question:

- Do you think that the above designs have fused contemporary design with traditional South African influences? Explain. (2)

3.2 Write a short essay on any officially recognised contemporary South African designer under the following headings:

- Name of the designer and his/her design discipline (1)
- Brief background and training (2)
- African and/or International influences and inspiration (2)
- Design process (2)
- General characteristics (3)

3.3 Discuss the work of TWO contemporary international designers that you have studied and also explain why you think their work has made an important contribution to people’s lives and/or the world we live in.

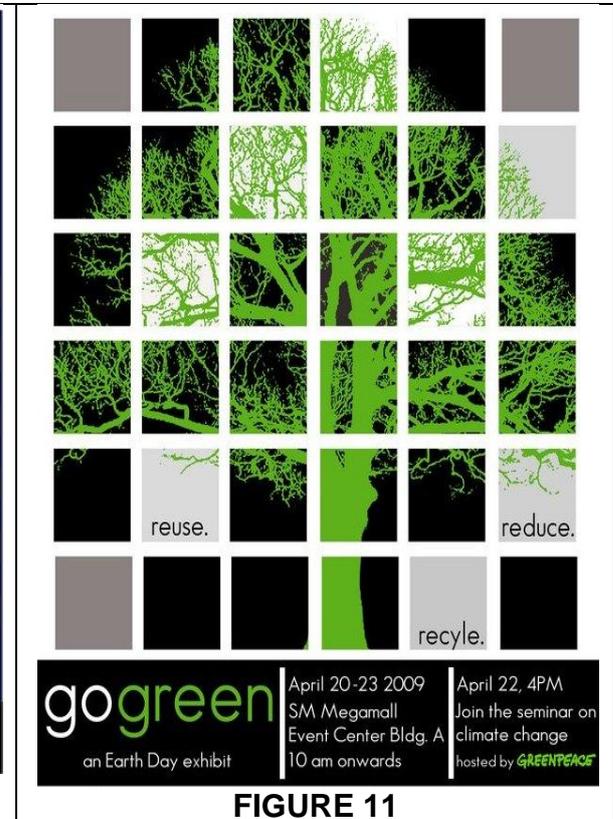
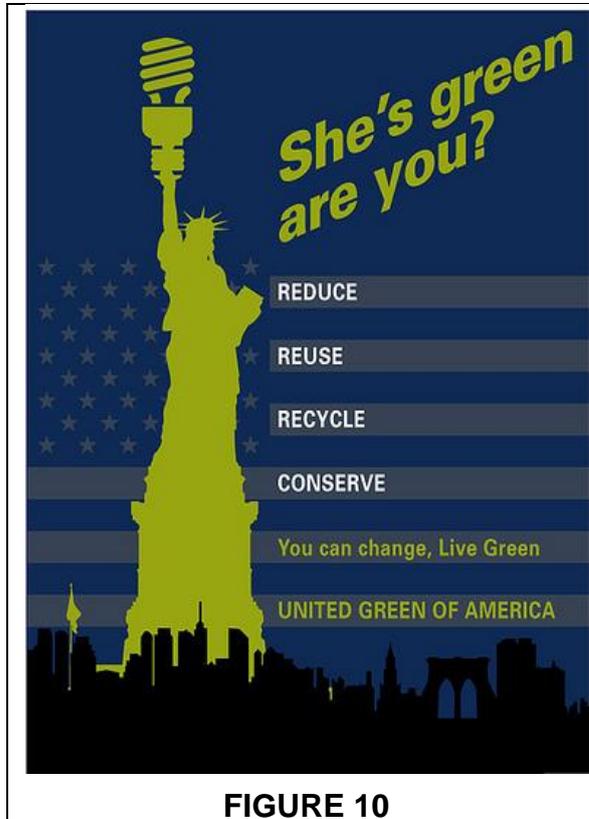
One of these designers must show and involvement with environmental issues.

(2 x 8) (16)
[30]

QUESTION 4

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

4.1 Study the poster designs below and answer the questions that follow.



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 posters in FIGURE 10 and FIGURE 11 to show in what way they obey/do not obey the rules of:

- Legibility (2)
- Type layout (2)
- Combining type with images (2)
- Choice of typeface(s) (2)
- Suitability of image to subject matter/ message (2)

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

4.1.3 Explain the following terms:

- Point System (1)
- Kerning (1)
- Leading (1)

4.2



Emily Cummins has designed a portable solar-powered refrigerator that requires no electricity. Perishable food gets placed in a recycled metal chamber which is then sealed. Organic material such as sand, wool or soil is placed in-between the inner and outer chamber and then saturated with water. As the sun warms the organic material, water evaporates reducing the temperature of the inner chamber to a cool 6 degrees for days at a time.

- 4.2.1 Supply THREE reasons why Emily Cummins can be considered a 'socially responsible' designer. (3)
 - 4.2.2 As the owner of your own design business list TWO ways in which you could be socially responsible. (2)
- 4.3 A very important figure in the history of ethical design, Victor Papanek (1927 – 1999), asked designers to serve the 'real needs' of human beings.
- Discuss the work of an International **OR** South African **OR** Pan African designer or design group that does clearly address social needs. Refer to examples in your discussion. DO NOT REPEAT any designers that you have previously used in this question paper. (10)
- [30]**

QUESTION 5**DESIGN IN A BUSINESS CONTEXT**

5.1 You have decided to start a business in your design discipline. State what your product is and the materials that you plan to make it from and then answer the questions that follow.

5.1.1 List THREE relevant questions that you would ask while doing market research. (3)

5.1.2 Explain TWO benefits of internet marketing. (2)

5.1.3 List THREE methods of marketing your product (other than internet marketing) and explain the important characteristics of ONE of these methods in detail. (6)

5.1.4 List SIX things that must be taken into consideration during the costing and pricing procedure. (6)

5.2 Study the images below and answer the questions that follow.



5..2.1 In order to ensure that the either of the above products would sell, (FIGURE 13 and FIGURE 14), a buyer for a big store has to first make sure that the products fulfil certain requirements. List at least TWO of those requirements. (2)

AND

Explain what is meant by the term 'Target Market' and how you would go about establishing one for the product in either FIGURE 13 OR FIGURE 14. (2)

5.2.2 Give definitions for the following terms:

- SMME
- Letterhead
- Retailer
- Business card
- Wholesale

(5)

5.2.3 Briefly explain what each of the four P's to be considered during the marketing process stands for.

(4)

[30]

TOTAL: 150