



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2012

DESIGN (THEORY) P1

MARKS: 150

TIME: 3 hours

This question paper consists of 13 pages.

INSTRUCTIONS AND INFORMATION

1. There are FIVE questions in this question paper.
2. Answer ALL the questions.
3. Read the 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.

SECTION A

QUESTION 1: VISUAL LITERACY: UNSEEN WORK



FIGURE 1: *Wired nature red vessel*, designed by Marisa Fick-Jordaan for Zenzulu, 2011

1.1 Analyse the use of the following design elements in FIGURE 1 above:

- Line
 - Shape
 - Actual texture
- (6)

1.2 Explain how the following design principles have been achieved in FIGURE 1:

- Unity
 - Contrast
- (2)

1.3 Discuss the positive and negative aspects of the above vessel with reference to the design term '*functionality*'.

(2)

- 1.4 Study the poster illustrated in FIGURE 2 below and answer the questions that follow.

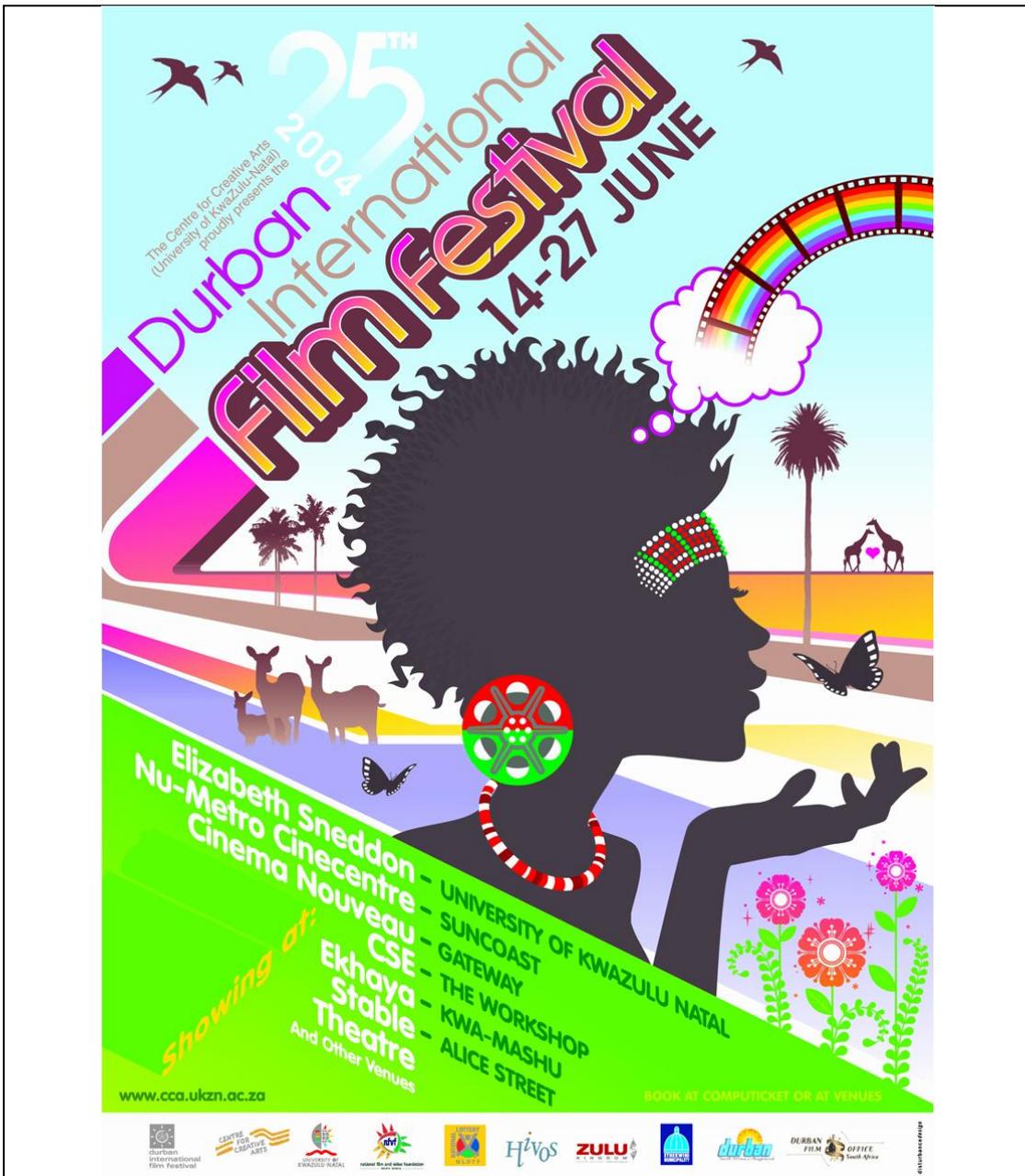


FIGURE 2

- 1.4.1 Name and discuss TWO symbols visible in the above poster to say what they represent. (4)
- 1.4.2 Do you feel that the typography used in FIGURE 2 is successful? Explain your answer. (3)
- 1.4.3 Analyse the use of colour in FIGURE 2 above. (1)
- 1.4.4 Do you think that the above poster is appropriate for the South African context? Explain your answer. (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 3: Chess pieces



FIGURE 4: A chess set

2.1.1 Identify the TWO International History of Design movements represented by FIGURE 3 and FIGURE 4. (2)

2.1.2 Give FIVE similarities between the two movements represented by FIGURE 3 and FIGURE 4 above. (5)

2.2 Study the illustration below and answer the questions that follow.



FIGURE 5: Art Nouveau Brooch

2.2.1 Through a discussion of the aims, influences and general characteristics of Art Nouveau, show whether or not FIGURE 5 is typical of that style. (8)

2.2.2 Supply the name of ONE Art Nouveau designer and a formal analysis of ONE of his or her works. (5)

[20]

2.3 SOUTH AFRICAN AND PAN AFRICAN DESIGN



FIGURE 6

2.3.1 The images illustrated in FIGURE 6 represent some of South Africa's rich traditional craft heritage.

Discuss the work of any TWO South African or African traditional crafts that you have studied this year and point out the value inherent in that 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 design in FIGURE 7 below and then answer the questions that follow.



FIGURE 7: Stainless steel, powder-coated, HDE plastic stool, by Haldane Martin, 2011

- 3.1.1 Give ONE reason why the above stool design can be said to display links with traditional African design. (1)
- 3.1.2 Which characteristics of the above stool design tell us that it is contemporary? (3)
- 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)
 - African and/or International influences and inspiration (2)
 - General characteristics (3)
 - Name and brief analysis of ONE work by the designer. (4)
- 3.3 3.3.1 Discuss the work of ONE contemporary international designer that you have studied whose work shows an involvement with environmental issues. (10)
- 3.3.2 Supply the name of ONE other contemporary international designer that you have studied as well as the name and an analysis of one work by that designer. (6)

[30]

**QUESTION 4: SOCIAL AND ENVIRONMENTAL RESPONSIBILITY AND
TYPOGRAPHY/LAYOUT**

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

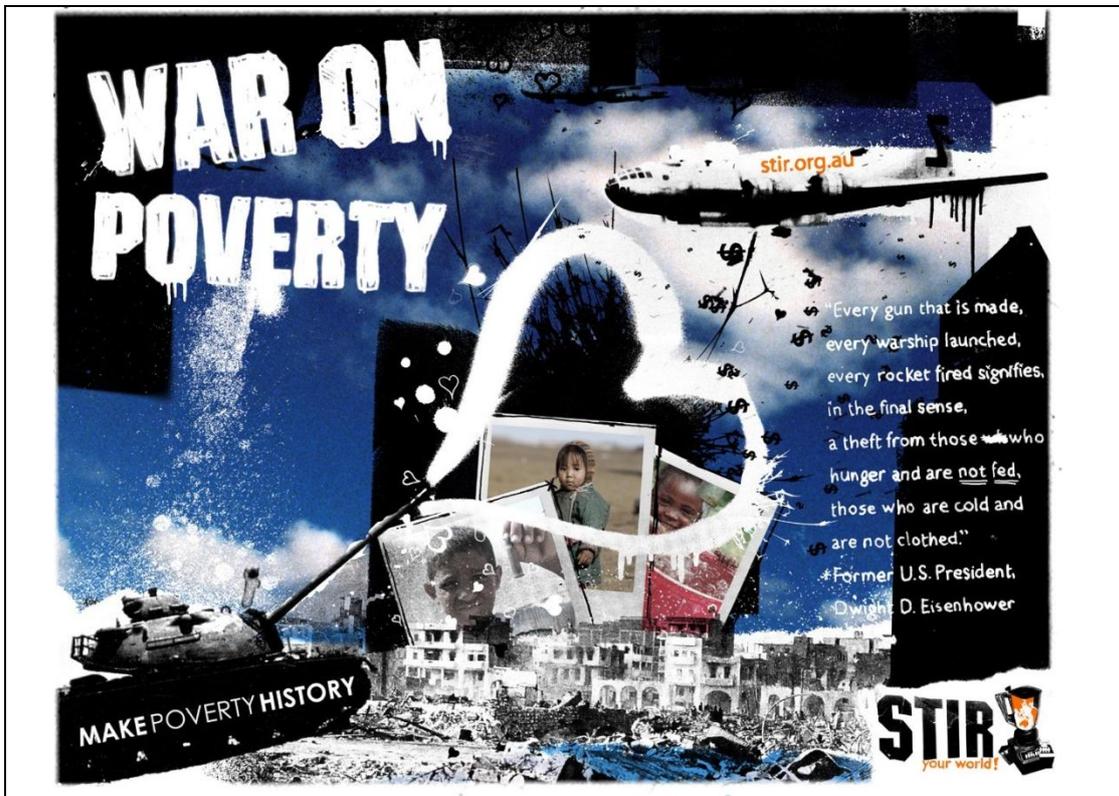


FIGURE 8

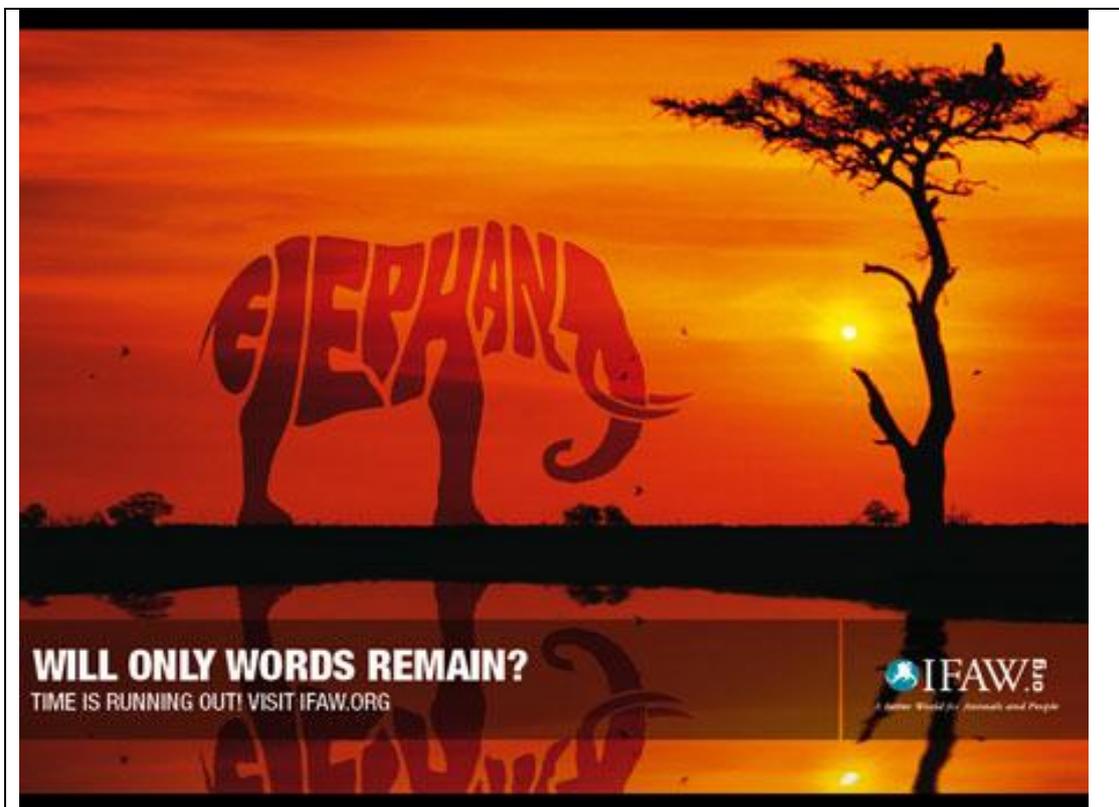


FIGURE 9

For a poster to have immediate visual impact then it must be designed according to certain recognised steps of layout of text and image.

4.1.1 Compare the effectiveness of each of the above two posters (FIGURE 8 and FIGURE 9) through an analysis of the symbolic use of the following:

- Images (2)
- Colour (2)
- Font (2)
- Text (2)
- Layout (2)

4.1.2 Explain what is meant by each of the following terms:

- Word spacing (1)
- Leading (1)
- Type alignment (1)

4.1.3 Give the following information:

- A definition of typography (2)
- Two categories of typography and an example of each. (2)

4.1.4 Explain the differences between Serif, Sans serif and Italic. (3)

4.2 4.2.1 Give a definition and ONE example of irresponsible design. (2)

4.2.2 Mention ONE way in which design can be used to benefit society. (1)

4.3

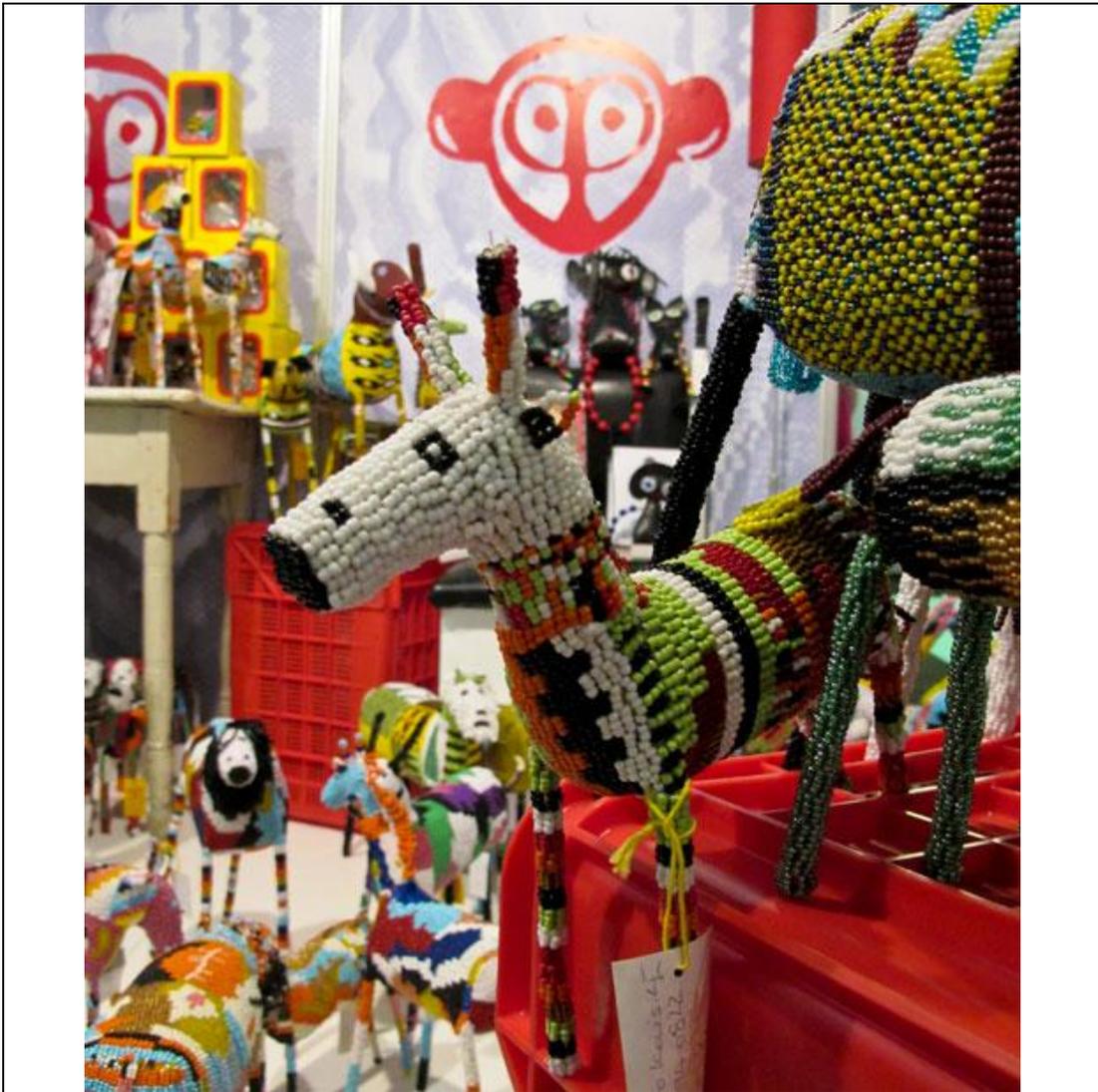


FIGURE 10: An example of work by a South African design group that addresses social needs.

4.3.1 Discuss the work of an International **OR** South African **OR** Pan African designer or design group that you have studied that clearly address social needs. Refer to specific examples in your discussion. (DO NOT REPEAT any designers that you have previously used in this question paper).

(7)
[30]

QUESTION 5: DESIGN IN A BUSINESS CONTEXT

5.1

**FIGURE 11: Creative Hanging cupboard**

Imagine that the above product is your own design. With this in mind answer the following questions.

- 5.1.1 Explain the possible advantages and/or disadvantages of having a hanging cupboard in your wardrobe. (2)
- 5.1.2 Name ONE possible target market for the above design. Give a reason. (2)
- 5.1.3 What is the difference between marketing and market research? (2)
- 5.1.4 Explain the TWO different ways that market research can assist you in selling a product. (2)
- 5.1.5 List FOUR possible methods of marketing a product (other than packaging). (4)
- 5.1.6 Explain FOUR important characteristics of ONE of the marketing methods you listed in QUESTION 5.1.5 above. (4)

5.1.7 What is the purpose of costing a new product before you price it? (1)

AND

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

5.1.8 Explain THREE ways that your design company can create a good public image and ensure that people keep on buying your product. (3)

5.2 Study the TWO packaging designs below and answer the question that follows.



FIGURE 12

FIGURE 13

5..2.1 Which packaging design do you prefer? Give FOUR reasons for your answer. (4)

[30]

TOTAL: 150