



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

**DESIGN
EXEMPLAR 2007**

MARKS: 150

TIME: 3 hours

This question paper consists of 8 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.

QUESTION 1

Look at the bank note designs below and answer the questions that follow:

**A****B**

- 1.1 Which ONE of the two designs do you prefer? Give reasons for your preference. (2)
- 1.2 What is a *focal point*?
In your opinion, what is the focal point of bank note A? (2)
- 1.3 Identify the national symbol on the top left-hand corner of bank note B. Name ONE of the images used in this symbol. (2)
- 1.4 Analyse ONE of the bank notes by using the following formal elements of design: (4)
- Line
Shape/Form
Texture
Contrast
- 1.5 Compare the bank notes and discuss the symbols used. In your discussion refer to the historical appropriateness of these symbols. (4)
- 1.6 Different types of font have been used on these bank notes. Explain the term *font* or *type* to a classmate. Refer to the following: (6)
- The history of typography
 - Different categories of typeface
 - The measuring of type

[20]

QUESTION 2

2.1 INTERNATIONAL HISTORY OF DESIGN
(19TH AND EARLY 20TH CENTURY – EUROPE AND AMERICA)
ARTS AND CRAFT MOVEMENT; ART NOUVEAU; BAUHAUS; ART DECO

2.1.1 Many design styles developed in poor working conditions after the Industrial Revolution and World War 1.

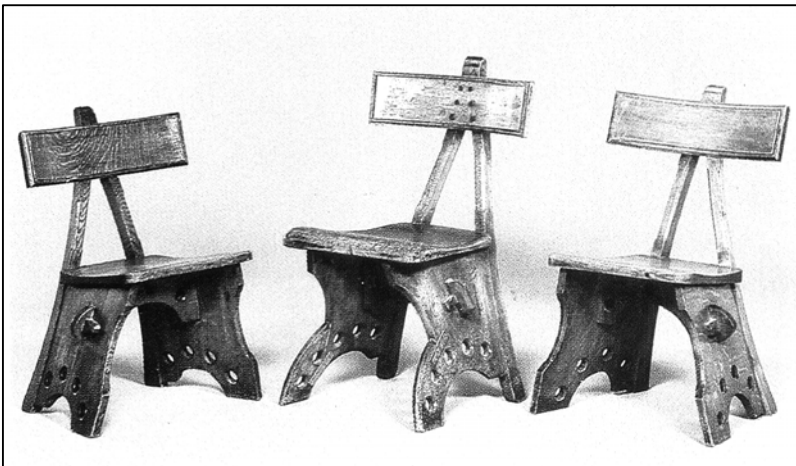
Imagine that you are an unemployed furniture maker and have moved to a large city to look for work in a factory in England. Write a short note to your family describing what conditions are like in the city and in the factory.

Explain the possible problems you and your co-workers experience in your work environment. (4)

2.1.2 Study the illustrations of furniture designs provided below.

(a) Identify the style movement of each of the chairs shown below. (3)

(b) Refer to any designers, the influences and the characteristics of style of each of these movements. (9)



A



B



C

- 2.1.3 'The social concerns and problems of contemporary and past designers are often similar.' (Anonymous)
- In view of the above statement, discuss some of the social challenges that face contemporary designers. (4)

2.2 SOUTH AFRICAN AND PAN AFRICAN DESIGN

You have seen some beautiful examples of African designs showing different methods and techniques, while on a guided tour through South Africa and various African countries.

Write a letter to your family back home, explaining what you have learnt about TWO of these design disciplines or designers (± 2 pages).

Structure your letter in two parts; each part will deal with ONE design discipline or designer. (2 x 10) (20)
[40]

QUESTION 3

3.1 CONTEMPORARY INTERNATIONAL DESIGN

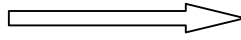
- 3.1.1 South African designers are often influenced by international contemporary trends. Discuss an international designer who has had a great influence on you – your life and perhaps your work. (12)

3.1.2 Many international designers are currently working with ecological cleansing issues: recycling of waste materials; recycling of old ideas.

Briefly refer to another international designer and his/her work, in which these specific issues have been addressed. (3)

3.2 Refer to the illustration on the right and answer the questions that follow:

Bacary Dieme, *Water Carrier*, 1970.
Tapestry, Senegalese



3.2.1 Explain what you think inspired this work. (2)

3.2.2 Explain how balance is achieved in this work. (3)

3.2.3 The designer uses basic principles to create a successful composition, for example:

- Balance
- Unity
- Rhythm
- Contrast

To further improve the design, a designer can also make use of universal principles of design, for example Gestalt principles.

Discuss any THREE of these universal principles.
You may illustrate your answer with sketches. (6)

3.2.4 Discuss TWO universal principles and show how they relate to the illustration above. (4)

[30]

QUESTION 4

4.1 After two years of studying design, you have reached a stage in which you can decide on a design career of your own.

4.1.1 Explain your design speciality and the POSITIVE reasons you have for choosing it.

Consider the following:

- (a) THREE positive effects it has on people's lives.
- (b) Name the materials you use and discuss TWO advantages thereof.
- (c) Name the tools and/or machinery you use and discuss TWO advantages thereof.

(7)

4.1.2 Now show that you are a responsible designer and are aware of the potential dangers of your discipline.

Consider the following:

- (a) THREE negative effects it could have on people's lives.
- (b) Discuss TWO possible disadvantages of the materials you use.
- (c) Discuss TWO potential disadvantages of the tools and/or machinery you use.

(7)

4.1.3 Write a brief paragraph for your school magazine in which you introduce one of your designs to the school community. Explain how this design will help 'shape the physical and social environment in which you live'.

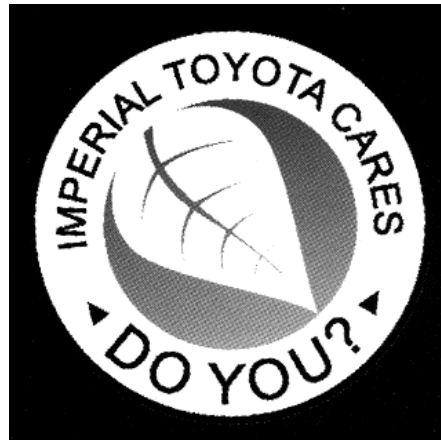
(6)

4.2 You are the designer of this logo for Imperial Toyota. You have been asked to launch the new logo with a speech to management.

Write a paragraph as your speech.

Include the following aspects:

- Explain the images and possible symbols. State your reasons for using them.
- List and discuss some promotional products that can be developed with this logo on them.
- State how this awareness campaign can improve the ecological position of the motor vehicle industry.



The 'new' Toyota logo

(10)
[30]

QUESTION 5**Contemporary Cushion Covers**

Traditional design has been altered to service the needs of a contemporary design market.

- 5.1 Do you think that the above practice is fair? Give arguments for both sides. (4)
- 5.2 What impact do these contemporary designs have both on yourself and on the South African economy? (2)
- 5.3 Hotels in the country want to buy new products to improve their décor before the 2010 World Cup. What is the role of buyers in choosing products? (2)
- 5.4 What personal attributes and presentation skills would you use in presenting your products to your client? (4)
- 5.5 Web marketing, the internet and advertising are important tools in the marketing process. Discuss your understanding of these media and how you could use these to promote your products. (6)
- 5.6 You are the designer who has been commissioned to produce a décor product for a hotel group. Discuss the costing and pricing processes involved. (6)
- 5.7 Why is it important for a company to have a logo? Name FIVE attributes for a successful logo. (6)

[30]**TOTAL: 150**