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GRADE 11 EXAMINATIONS
GRAAD 11-EKSAMEN

NOVEMBER 2008

**DESIGN – FIRST PAPER
(THEORY)**

**IXESHA: 3 iiyure
AMANQAKU: 150**

**TIME: 3 hours
MARKS: 150**

**TYD: 3 uur
PUNTE: 150**

Write on the cover of your answer book after the word, "Subject" –
DESIGN – FIRST PAPER (THEORY)

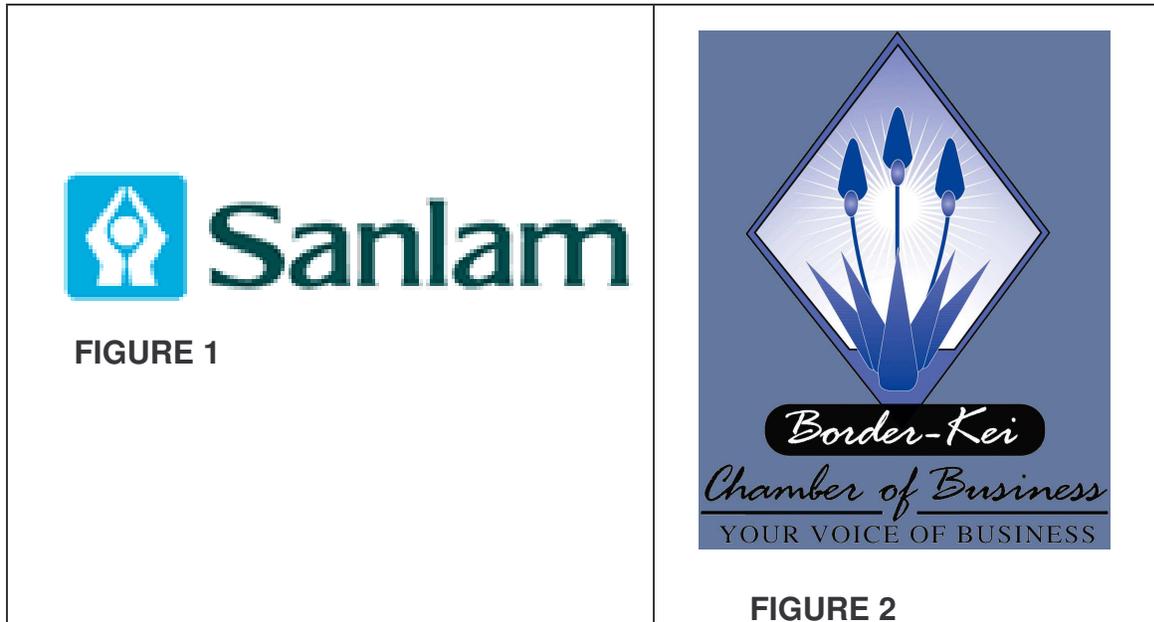
This question paper consists of 10 pages.

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**VISUAL LITERACY: UNSEEN WORKS**

Study FIGURE 1 and FIGURE 2, which are logos representing two different South African financial institutions, and answer the questions that follow.



- 1.1 Identify and explain the symbols used in each of the above logos to demonstrate your understanding of their meaning. (4)
- 1.2 When designing South African logos, do you think it is important for designers to use African imagery? Give reasons for your answer. (2)
- 1.3 Discuss the style and imagery of FIGURE 2 to show how it reflects an African quality. (2)
- 1.4 Have the designers of these logos effectively matched the typography with the images? Explain your answer. (2)
- 1.5 Name two classes of typographical styles that have been used in the above logos and give a characteristic of each. (2)
- 1.6 Name ONE principle of design that features strongly in the logo of FIGURE 2. Explain how the principle has been applied. (2)

- 1.7 Study the WAX printed cotton textile from Ghana illustrated in FIGURE 3 below and answer the question that follows.



FIGURE 3

- 1.7.1 Identify and explain THREE Gestalt principles that are applicable to this design.

(6)
[20]

QUESTION 2

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

Study the illustrations below and answer the question that follows:

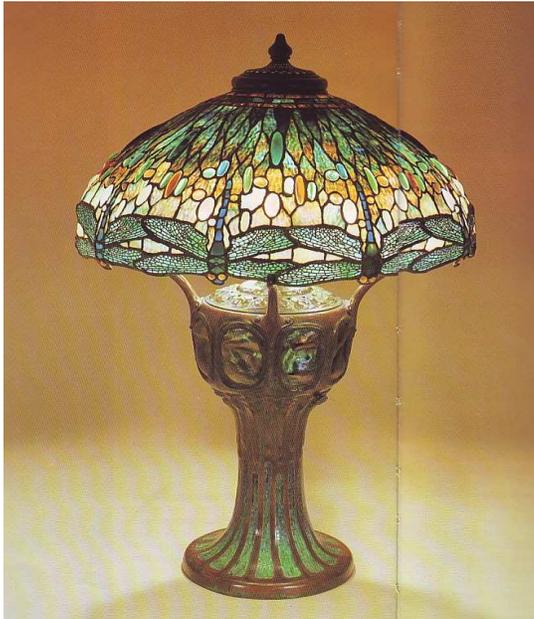


FIGURE 4



FIGURE 5

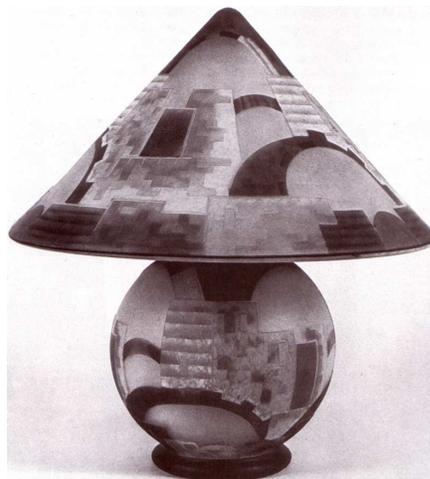


FIGURE 6

- 2.1 Identify the movement to which each of the above lamps belong and list THREE aims and/or characteristics of each movement as shown in these works.

- 2.2 Study the images of contemporary South African furniture designs shown below and answer the question that follows:



FIGURE 7



FIGURE 8

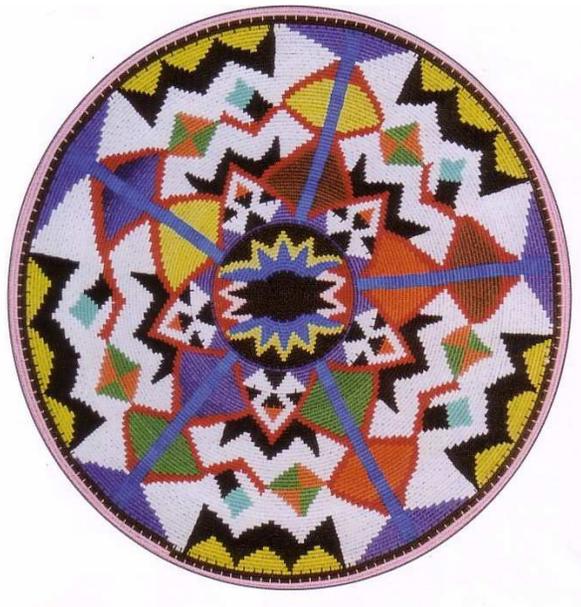


FIGURE 9

For each of the above local designs, identify ONE international movement that could have influenced it.

(3)

2.3 Study the illustration below and answer the questions that follow:



FIGURE 10

2.3.1 Explain why this chair is typical of the Arts and Crafts Movement. (3)

2.3.2 Name one Arts and Crafts designer and a work by this designer. (2)

SOUTH AFRICAN AND PAN AFRICAN DESIGN

2.4 Choose any TWO South African or African traditional methods and techniques that you have researched during your studies and write an essay about them. For each, you must include the following:

- A brief history of its development (3)
- Use of materials, methods and processes (2)
- Purposes/Functions (3)
- A discussion of the possible use of this technique in contemporary life, also commenting on any possible ethical issues that may be involved. (2)

(10 x 2) (20)

[40]

QUESTION 3

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

“... its important to build a design style that is uniquely South African.

Its important because the development of South African style will help to forge a unique and unified South African identity. Giving birth to a culture that encourages people to celebrate their own common heritage, rather than looking to Europe or America, will also positively impact social, cultural and economic growth.”

Flourescence Media Design – South Africa

3.1.1 Give THREE ways in which designers can bring about a uniquely South African identity in their work. (3)

3.1.2 Write a short essay on a contemporary South African designer under the following headings:

- Designer and design discipline (1)
- Brief background and training (2)
- African influences and inspiration (3)
- Design process (3)
- General characteristics (3)

3.2 Discuss the work of TWO international contemporary designers that you have studied. One of these designers' work must show an involvement with environmental issues. In addition, explain the contributions and influences that these designers had on your design process. (15)

[30]

QUESTION 4

SOCIAL RESPONSIBILITY

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

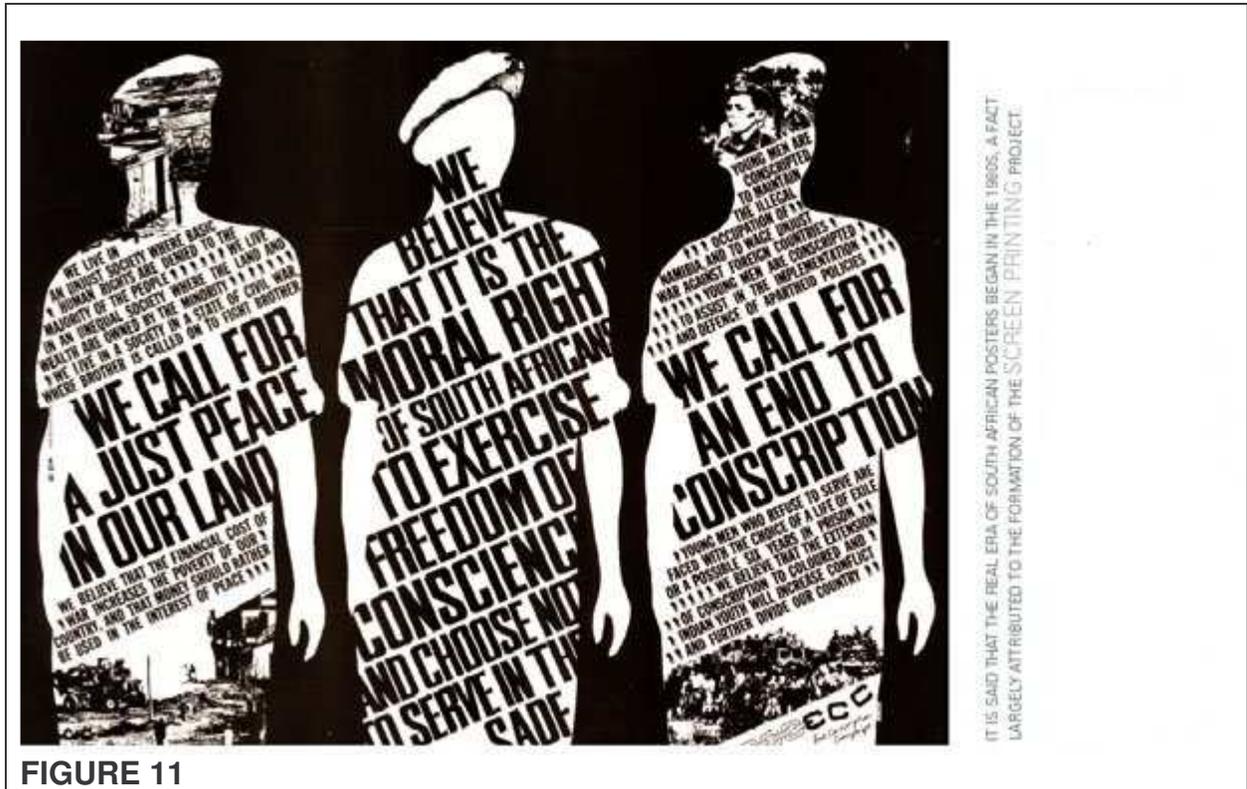


FIGURE 11

“The most interesting South African political posters to concern themselves with the theme of war and militarism date back to the 1980s. The history of these posters is tied up with design that challenged the compulsory call-up of white South African males to the army.”

- 4.1.1 How does the designer manipulate image, tone and typography to convey the message to the viewer in FIGURE 11? (6)
- 4.1.2 Discuss FOUR characteristics of a successful poster. (4)
- 4.1.3 List FOUR characteristics of type styles in general. (4)
- 4.1.4 Write a paragraph on the measuring of type. (6)

4.2 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 this question paper. (10)
[30]

QUESTION 5**DESIGN IN A BUSINESS CONTEXT**

Study FIGURE 12 and FIGURE 13 and answer the following questions:

**FIGURE 12****FIGURE 13**

“Many contemporary design objects integrate hand craftsmanship with industrial production for international export.”

Contemporary design gives aid to African artisans, David Blog

- 5.1 Referring to the above quotation, write a paragraph on the positive and negative effects of altering traditional designs for commercial purposes. (6)
- 5.2 Name TWO possible target markets that the above two designs could be aimed at. (2)
- 5.3 A product that you have designed is ready for sale. Explain the various methods that you could use to promote and market it. (10)
- 5.4 State some of the factors that you will consider in determining the price you will set for the product mentioned in QUESTION 5.3. (6)
- 5.5 Explain the characteristics of a successful brochure. (6)
- [30]**

GRAND TOTAL: 150