



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

DESIGN – FIRST PAPER (THEORY)
NOVEMBER 2009

MARKS: 150

TIME: 3 hours

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 below. FIGURE 1 is a jazz group logo and FIGURE 2 is a logo of a game reserve.

**FIGURE 1****FIGURE 2**

- 1.1 Discuss the images and shapes used in FIGURES 1 and 2 to show how these reflect an African quality. (4)
- 1.2 Discuss the symbolism used in FIGURE 1. (2)
- 1.3 How have the designers of these logos effectively matched the typography with the images? Explain your answer. (4)
- 1.4 Name ONE principle of Design that features strongly in BOTH of the above logos and explain how the principle has been applied. (4)

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

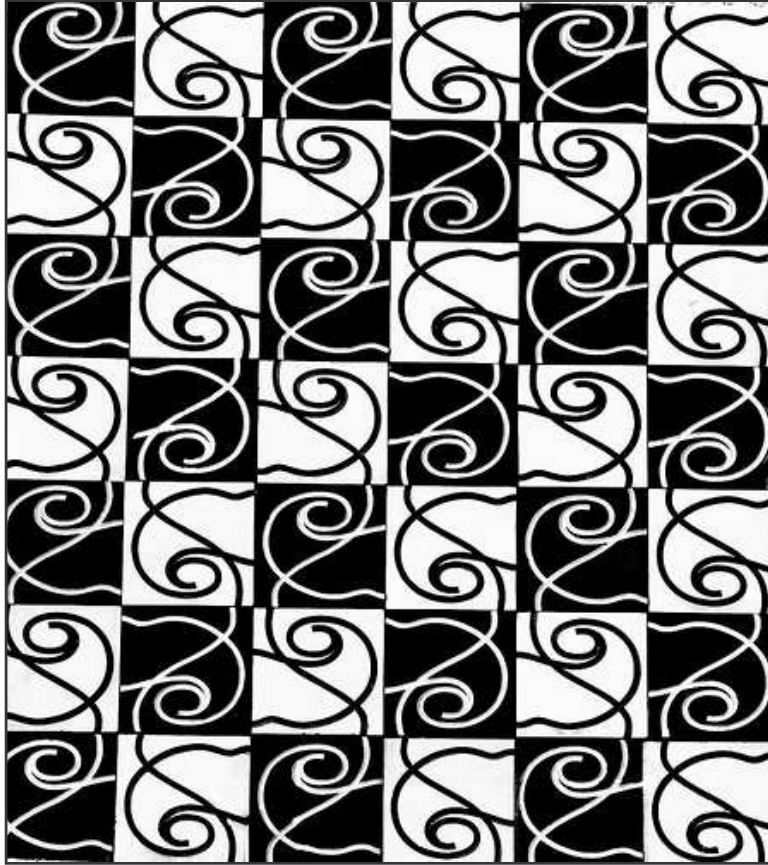


FIGURE 3

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)**

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

**FIGURE 4****FIGURE 5**

Identify the movement to which each of the above clocks belong and compare their stylistic characteristics.

(8)

2.2



FIGURE 6



FIGURE 7

FIGURE 7



FIGURE 8

- 2.2.1 Identify the similarities between the above designs and the style of Art Nouveau. (3)
- 2.2.2 Choose THREE of the following terms and define them with reference to one or more of the above designs:
- | | | | | |
|-------------|--------|----------------|-------------------|-----|
| Stylisation | Rhythm | Visual Texture | Unity and Variety | (3) |
|-------------|--------|----------------|-------------------|-----|
- 2.3 Name ONE Art Nouveau designer and a work by this designer, and give a description of this work. (6)

2.4 SOUTH AFRICAN AND PAN AFRICAN DESIGN

Xhosa beadwork



Zulu basketry

Zulu ceramics



Write an article for a Design magazine on any TWO South African or African traditional methods and techniques that you have researched during your studies.

For each, you must include the following:

- | | |
|---|-------------|
| • A brief history of its development | |
| • Use of materials, methods and processes | 3 |
| • Purposes/Functions | 2 |
| • How these techniques can be used in contemporary Design | 3 |
| • Explain whether it is ethical or not to use it in this way in contemporary Design | 1 |
| | 1 |
| | (10x2) (20) |
| | [40] |

QUESTION 3**CONTEMPORARY SOUTH AFRICAN DESIGN AND INTERNATIONAL DESIGN**

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

‘Haldane Martin strives to offer a sense of belonging to our world and the times we live in by creating contemporary furniture collections that strongly express our emerging South African identity and human-centred values.’

3.1.1 Explain why it is important to create designs with a unique South African identity. (2)

3.1.2 Write a paragraph in which you discuss various ways in which designers can create a South African identity within their work. (3)

3.2 Write a short essay on any 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 TWO contemporary international designers that you have studied. In addition, explain the contributions and influences that these designers have had on your design process.

One of these designers' works must show an involvement with environmental issues. (15)
[30]

QUESTION 4

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

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



FIGURE 9



FIGURE 10

- 'Afrika sterft van de honger' translated means 'Africa is dying of hunger'. The original coloured version of the poster shows red jam oozing out around the knife.
- 4.1.1 How does each designer manipulate the layout of image and type to convey the message of the poster to the viewer? Has the message been communicated successfully? (10)
- 4.1.2 In your opinion, which design is more successful. Explain your answer. (2)
- 4.2 4.2.1 Supply a definition for two of the following typographical terms: (4)
- Point System
 - Kerning
 - Typography
 - Font
- 4.2.2 Name four categories of type styles. (4)
- 4.3 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

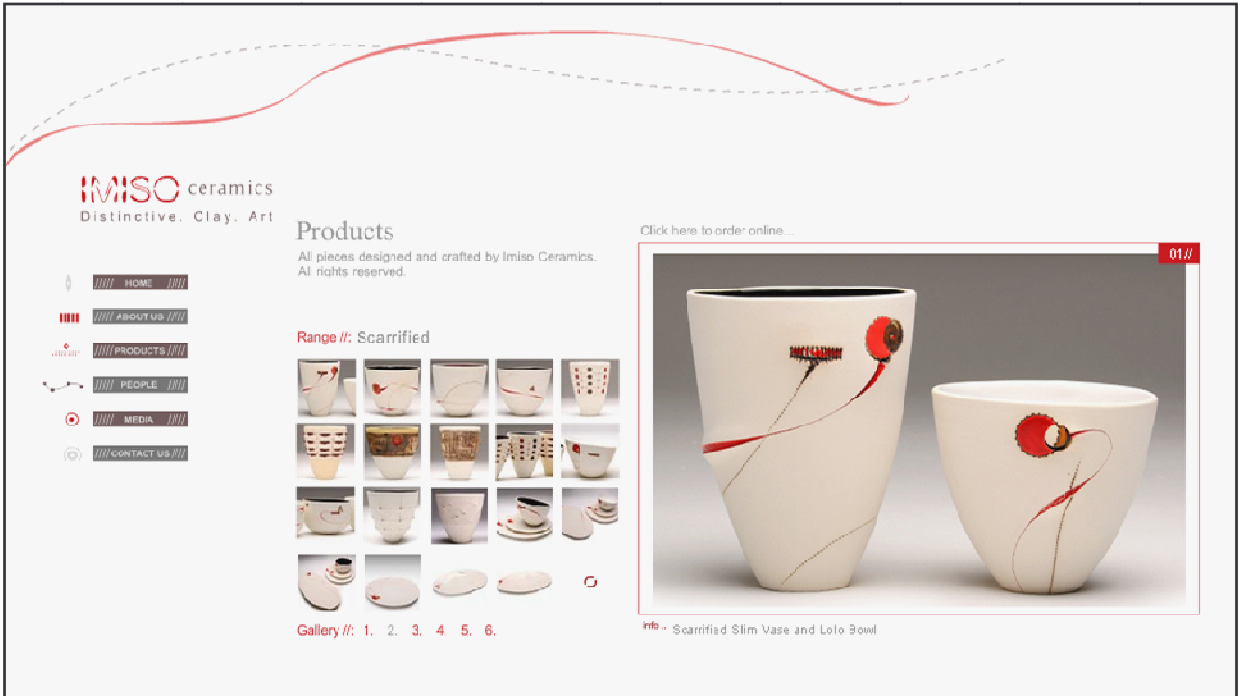
DESIGN IN A BUSINESS CONTEXT

- 5.1 You have designed a product in your discipline and now have to package and market it. State what your product is and the materials that it has been made from and then answer the questions that follow:
- 5.1.1 What are the qualities that you have to consider when designing a package for your product?

(4)
- 5.1.2 List FIVE methods you could use to promote and market your product and explain the important characteristics of ONE method in detail.

(10)
- 5.1.3 State some of the factors that you will consider in determining the price you will set for this product.

(6)
- 5.2 Study the Imiso Ceramics website product page illustrated below and answer the questions that follow:



- 5.2.1 Define what is meant by the term 'branding'.
- (2)
- 5.2.2 Looking at this website, could you say that Imiso Ceramics has successfully created a certain identity for their business? Give reasons for your answer.
- (8)
- [30]

TOTAL: 150