

STUDENT NUMBER Letter

VISUAL COMMUNICATION DESIGN

Written examination

Tuesday 14 November 2017

Reading time: 2.00 pm to 2.15 pm (15 minutes)

Writing time: 2.15 pm to 3.45 pm (1 hour 30 minutes)

QUESTION AND ANSWER BOOK

Structure of book

<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
7	7	90

- Students are permitted to bring into the examination room: pens, lead and coloured pencils, water-based pens and markers, highlighters, erasers, sharpeners, rulers, set squares, protractors, compasses, and circle and ellipse templates.
- Students are NOT permitted to bring into the examination room: tee-squares and boards, texture boards, blank sheets of paper and/or correction fluid/tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 18 pages
- Resource book of 10 pages

Instructions

- Write your **student number** in the space provided above on this page.
- All written responses must be in English.

At the end of the examination

- You may keep the resource book.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

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Instructions

Answer **all** questions in the spaces provided.

Question 1 (4 marks)

Tick (✓) the correct response for each image.



Figure 1

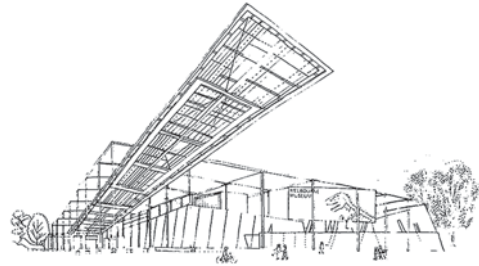


Figure 2

- a.** Identify the dominant design element. 1 mark **b.** Identify the drawing method. 1 mark

- type
 colour
 pattern
 figure-ground

- isometric
 planometric
 one-point perspective
 two-point perspective



Figure 3

WAS. WAS.

Figure 4

- c.** Identify the dominant design principle. 1 mark **d.** Identify the typographic convention. 1 mark

- form
 shape
 pattern
 hierarchy

- leading
 tracking
 x-height
 descender

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Question 2 (8 marks)

Refer to page 3 of the resource book for a larger colour version of Figure 5 and resources that can be used to complete Question 2.

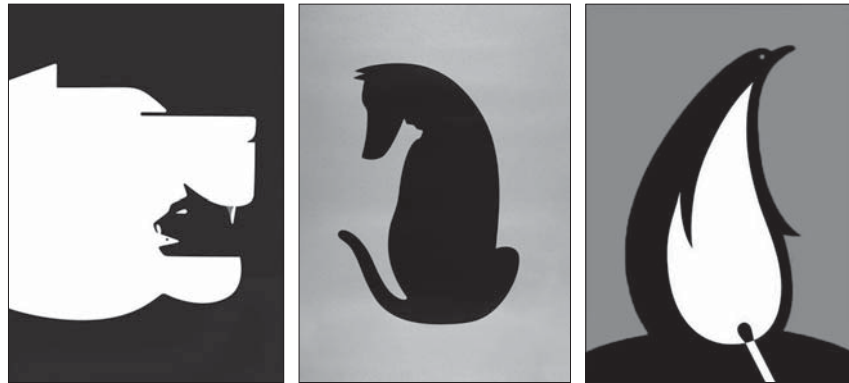


Figure 5

You are required to create a design combining a fish and a pelican that will be used on the cover of a publication.

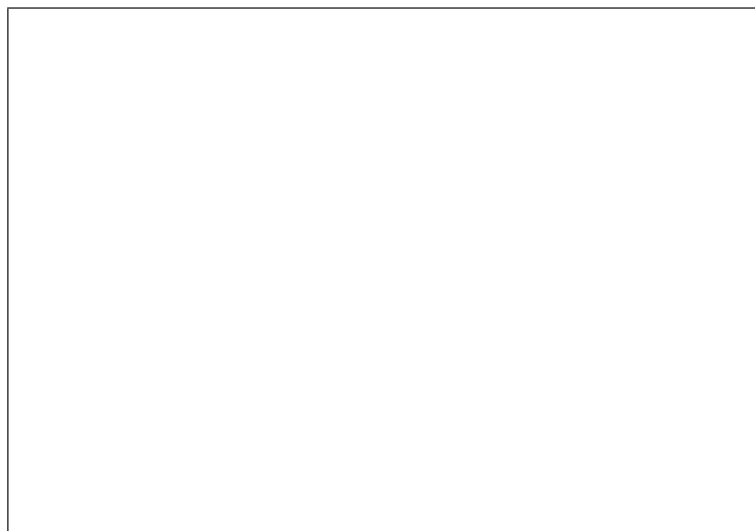
Your design should be inspired by the work of graphic designer Noma Bar (Figure 5).

Create a stylised design in the space provided below that emphasises the design principle figure-ground.

You must use only:

- black, white and **one** colour
- the design element shape
- stylised images of a fish and a pelican.

You may rotate the page if you want to use a portrait format.



Question 3 (19 marks)

Refer to pages 4–6 of the resource book for larger colour versions of the visual communications that are related to Question 3.

Answer all questions referring to the visual communications that are shown.

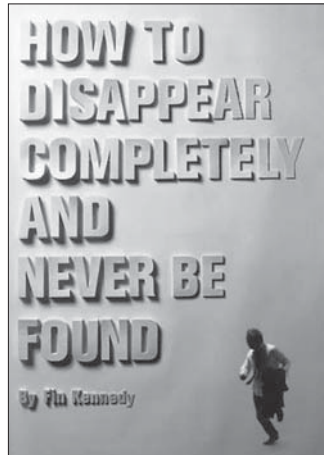


Figure 6

- a. i. Identify the design field of which Figure 6 is an example. 1 mark

- ii. Discuss how **one** relevant typographic convention contributes to the aesthetics in Figure 6. 2 marks

- iii. Using evidence, discuss how effectively design elements and design principles have been used in Figure 6. 4 marks



Figure 7

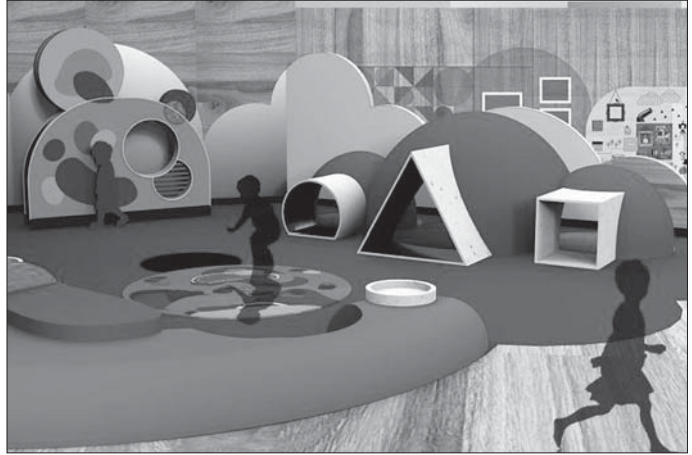


Figure 8

- b. i. Identify the design field of which Figures 7 and 8 are an example. 1 mark

- ii. The new Pauline Gandel Children’s Gallery at the Melbourne Museum has been designed for infants and children up to five years of age.

Referring to Figures 7 and 8, use evidence to explain how the need for a safe, engaging and interactive environment has been achieved.

6 marks



Figure 9

- c. i. Identify the design field of which Figure 9 is an example. 1 mark

- ii. Discuss how decisions made by the designer about the form of the chair in Figure 9 might have influenced the choice of materials. 4 marks

Question 4 (16 marks)

a. Figure 10 shows a third-angle orthogonal drawing of a toy block.

Draw an isometric view of the toy block in the space provided below.

Your drawing must:

- be drawn viewed from point **A** as indicated by the arrow
- maintain a scale of 1:1.

8 marks

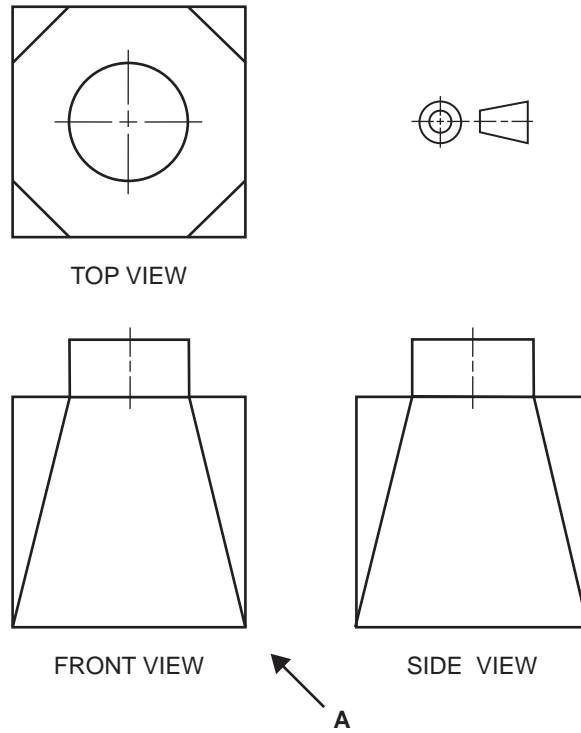


Figure 10

Complete your answer to **part a.** in the space below.

b. Figure 11 shows another third-angle orthogonal drawing of a toy block.

Draw a two-point perspective view of the toy block in the space provided below.

Your drawing must:

- be drawn viewed from point **A** as indicated by the arrow
- maintain similar proportions
- use the horizon line provided in Figure 11
- use the vanishing points (VP) provided.

8 marks

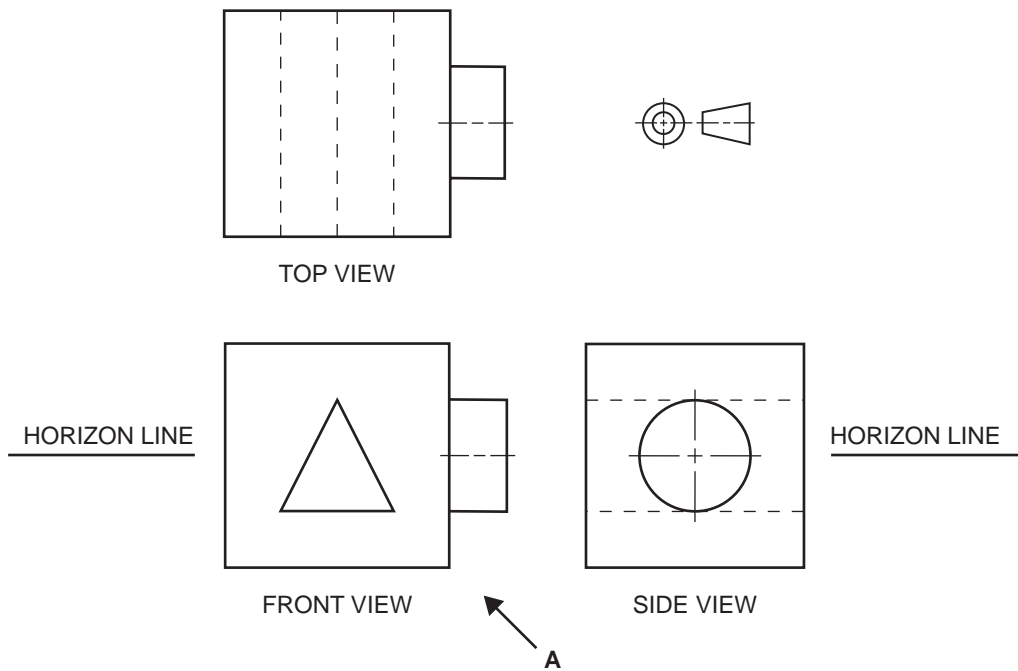


Figure 11

Complete your answer to **part b.** in the space below.

VP



VP



TURN OVER

Question 5 (14 marks)

Refer to pages 6–8 of the resource book for larger colour versions of the visual communications that are related to Question 5.



Figure 12



Figure 13



Figure 14



Figure 15



Figure 16



Figure 17

SlapSee Sunglasses are the first sunglasses in the world that ‘clip’ to your head so they will not fall off, then fold and ‘slap’ around your wrist, ankle, bicycle handlebars or just about anything else.

- a. The designers of SlapSee Sunglasses needed a logo that reflected the characteristics of their foldable sunglasses.

Using evidence from Figures 12–17, discuss how the graphic designer responded to this need. 3 marks

- b. Figures 15–17 show three different packaging items used for SlapSee Sunglasses.

With reference to the packaging and the function of each item, explain the design decisions made.

6 marks

Figure 15 _____

Figure 16 _____

Figure 17 _____

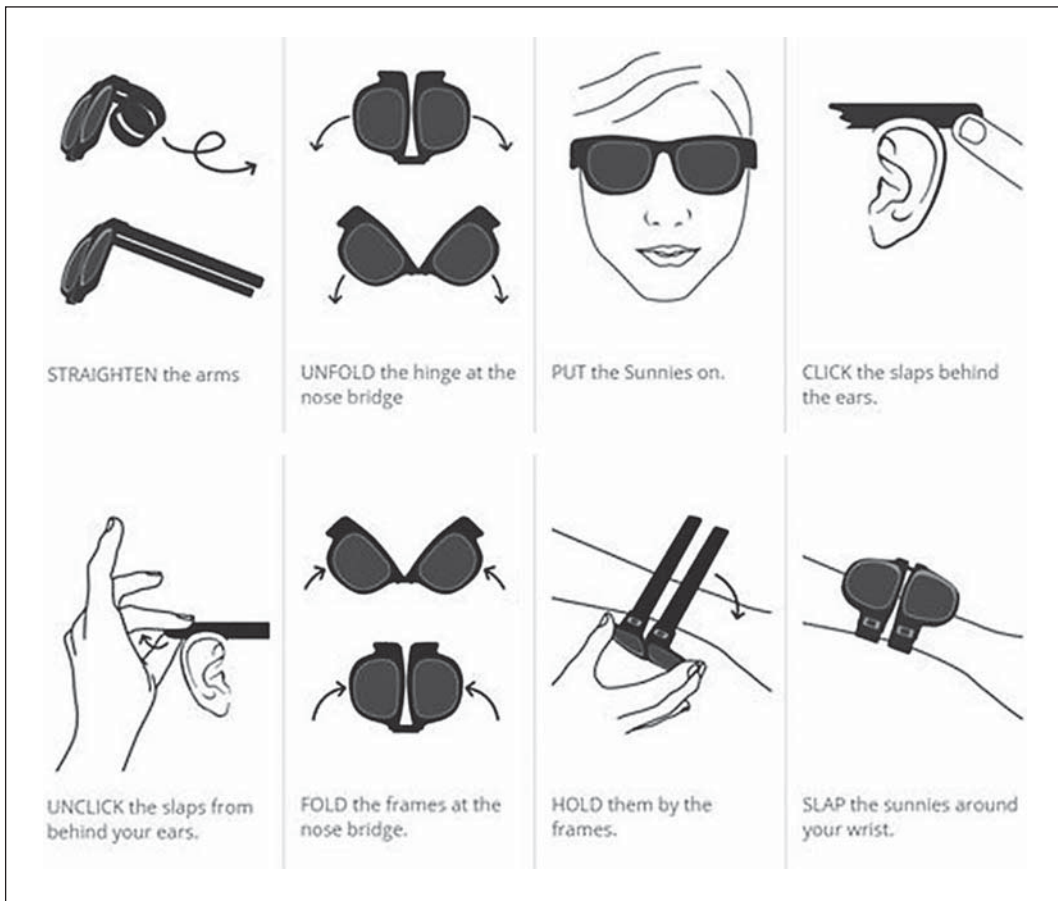


Figure 18

- c. Identify the purpose of the visual communication in Figure 18 and discuss how effectively the use of **two** dominant design elements addresses this purpose. 5 marks

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Question 6 (10 marks)

Figure 19 is a line drawing of a toy rocket that you are required to render. You may reference images on page 9 of the resource book. The arrow indicates the direction of the light.

Your response must:

- use the light source indicated by the arrow to enhance the form
- include shadows that are cast onto the rocket
- use tone and colour to render the rocket to indicate the following surface materials:
 - satin metal for the main body
 - coloured rubber for the fins and nose
 - glass for the portholes.

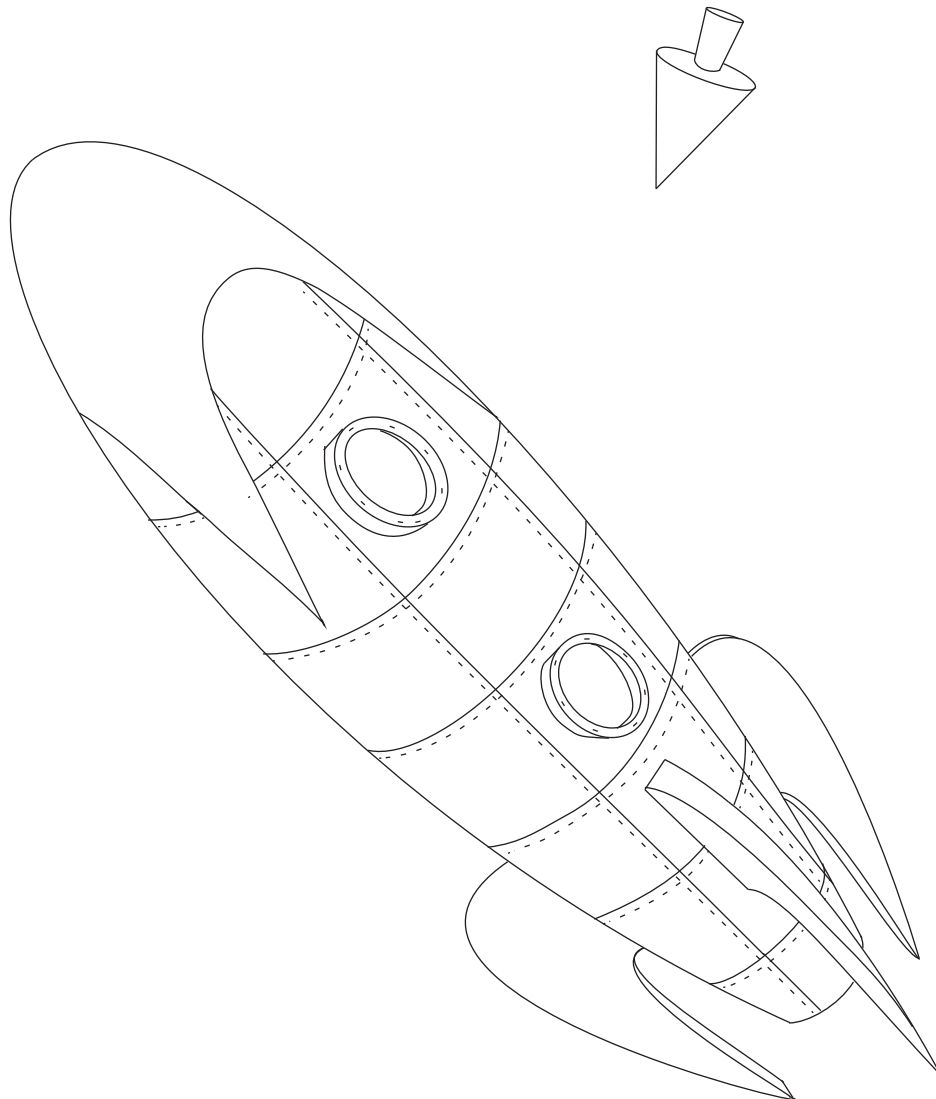


Figure 19

Question 7 (19 marks)**Fringe Furniture****Presented by Melbourne Fringe**

Fringe Furniture provides opportunities for young, adventurous designers/makers to exhibit their work. It consistently urges participants to consider the value of experimentation in their designs, to loosen up, to have some fun and to explore. It continually showcases contemporary works that push boundaries and offer new possibilities.

The brief

Inspired by the experimental and innovative spirit shown by Fringe Furniture, **stak** is planning an exhibition focusing on chairs. Designers are invited to submit a concept design for a chair for the exhibition, based on the title '**stak**'. Each designer is asked to design a unique chair based on **one** of the letters of the title. The chair can be practical or impractical, but it must be identifiable as a chair and the chosen letter should be obvious. The design should use form, colour and materials in an exciting way. You are required to present your concept as a coloured, three-dimensional presentation drawing.

Circle the letter you have chosen to base your chair on.

s t a k

- a. In the space below, brainstorm ideas for a chair based on the letter you have chosen. 2 marks

b. Use three-dimensional visualisation drawings to generate a range of ideas for your chair design concept based on the letter you have chosen. You must:

- consider the form, colour and materials
- use annotations to communicate your design thinking.

6 marks

Complete your answer to **part b.** in the space below.

- c. Refine your preferred idea from **part b.** to produce a three-dimensional presentation drawing of your chair design concept in the space below. The drawing must:
- be three-dimensional
 - use tone to show form
 - use colour
 - render materials.

11 marks

Complete your answer to **part c.** in the space below.

Sources

Figure 1: Scotchmans Hill wine box; Figure 2: Melbourne Museum, <<https://museumspace.com.au/spaces-for-hire/melbourne-museum/>>; Figure 3: Melbourne Airport rubbish bin detail; Figure 5: Noma Bar, <www.nomabar.com>; Figure 6: poster for the play *How to disappear completely and never be found* by Fin Kennedy, creative direction by Josh Berger, design by Thomas Bradley, photography by Swanson Studio, design firm Plazm; Figures 7 & 8: Pauline Gandel Children's Gallery, Melbourne Museum, <<https://museumvictoria.com.au/melbournemuseum/>>; Figure 9: Embryo chair, Marc Newson, 1988, <<http://marc.newson.com>>; Figures 12–18: SlapSee, <www.slapsee.com>

**Victorian Certificate of Education
2017**

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RESOURCE BOOK

Instructions

- A question and answer book is provided with this resource book.
- Refer to instructions on the front cover of the question and answer book.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

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Reference material for Question 2

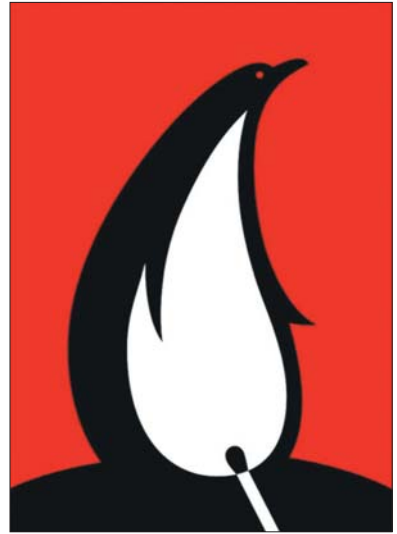
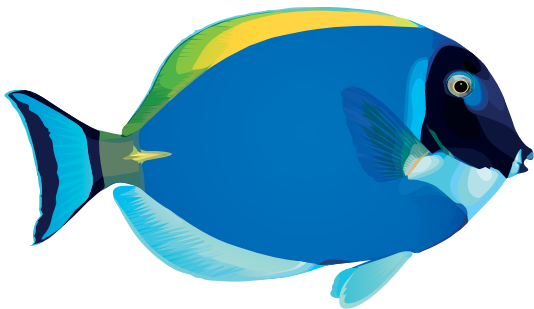


Figure 5



Reference material for Question 3, part a.

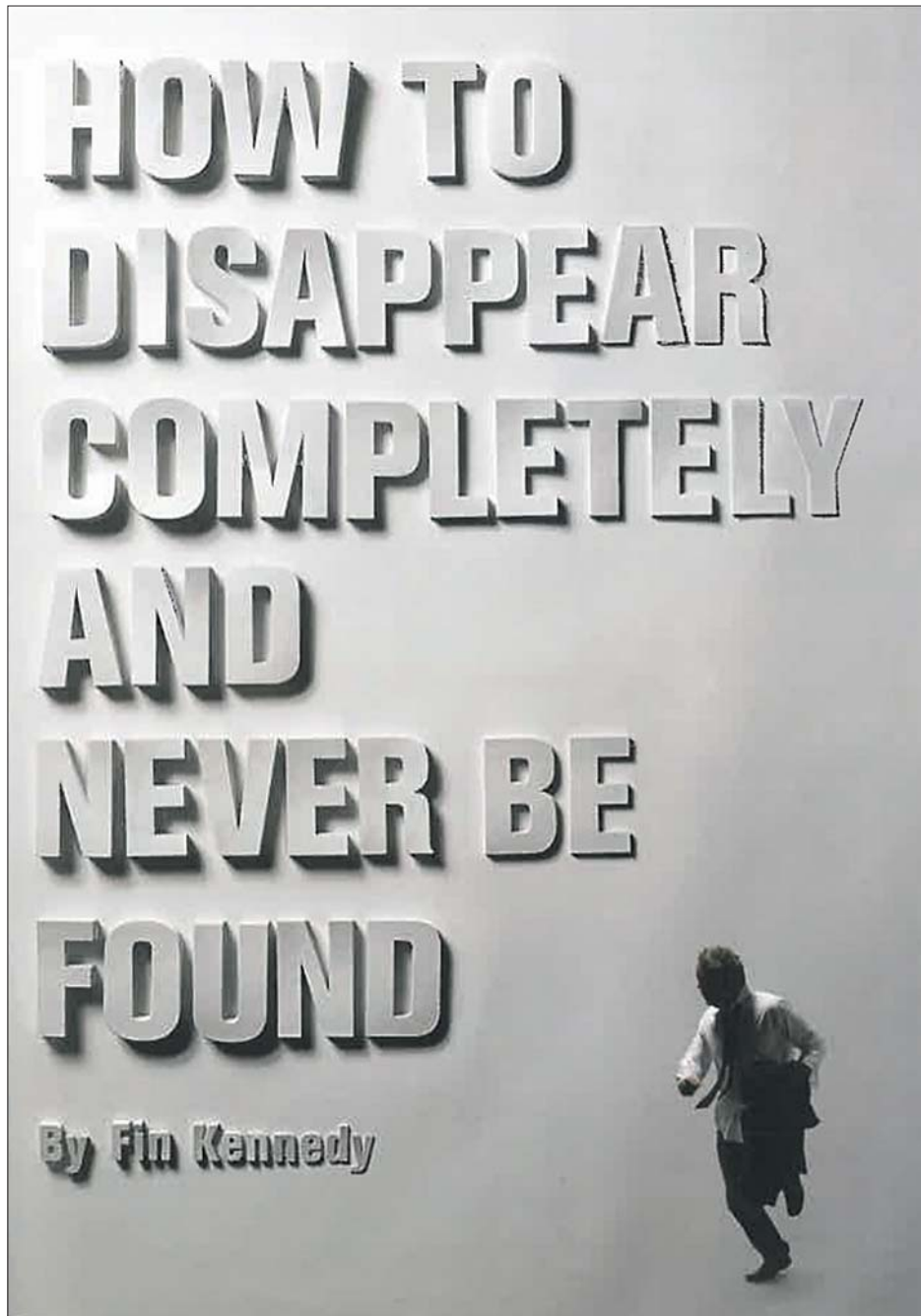


Figure 6

Reference material for Question 3, part b.



Figure 7



Figure 8

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Reference material for Question 3, part c.



Figure 9

Reference material for Question 5



Figure 12



Figure 13

Reference material for Question 5



Figure 14



Figure 15



Figure 16



Figure 17

Reference material for Question 5, part c.

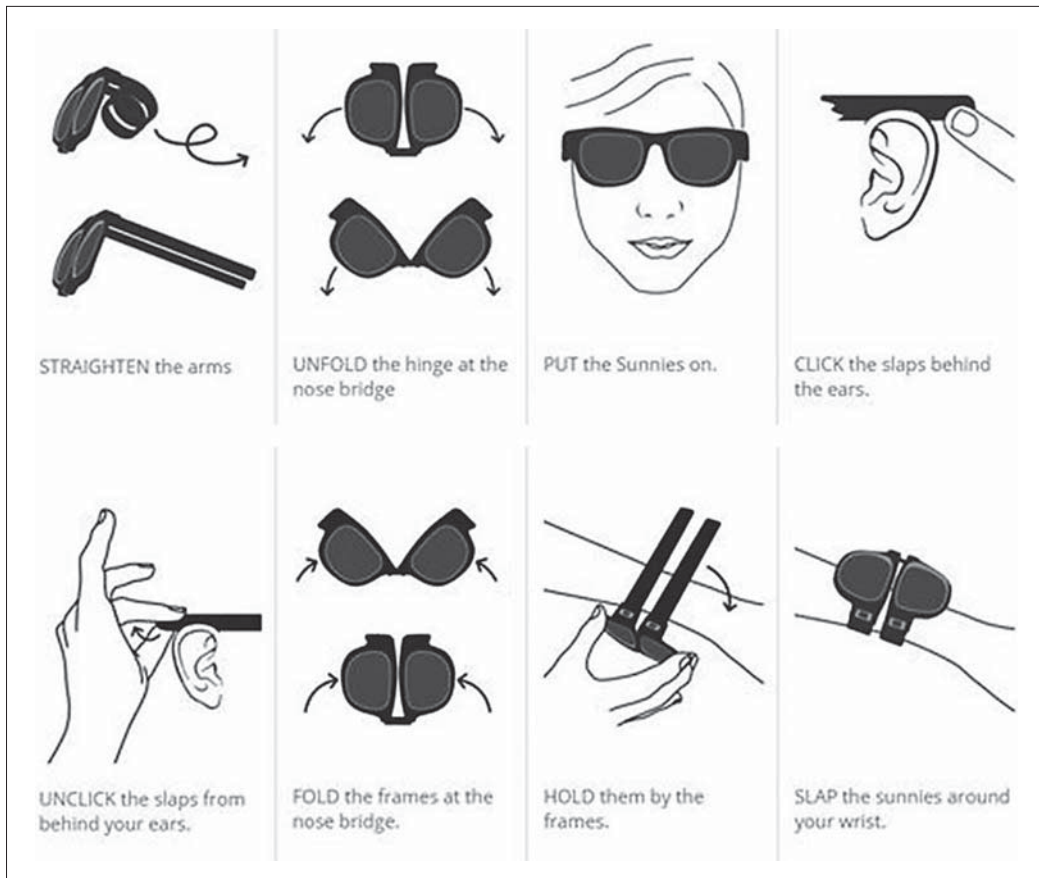
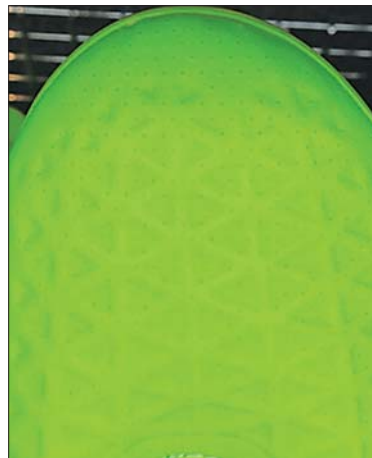
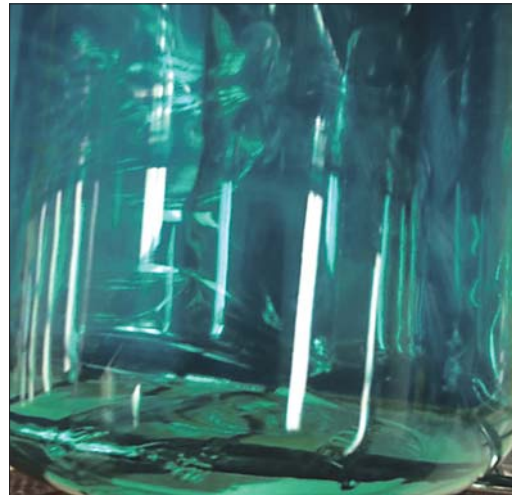


Figure 18

Reference material for Question 6



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Additional resources for Question 2

Below Figure 5, clockwise from top left: Ryan Yee/Shutterstock.com; doru dumitru/Shutterstock.com; Jim Cumming/Shutterstock.com; Krasowit/Shutterstock.com; D7INAMI7S/Shutterstock.com; fishvector/Shutterstock.com