

STUDENT NUMBER Letter

VISUAL COMMUNICATION DESIGN

Written examination

Wednesday 13 November 2019

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> |
|----------------------------|---|------------------------|
| 11 | 11 | 90 |

- Students are permitted to bring into the examination room: pens, lead and coloured pencils, fineliners, highlighters, erasers, sharpeners, rulers, set squares, protractors, compasses, and circle and ellipse templates.
- Students are NOT permitted to bring into the examination room: markers, 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 16 pages
- Resource book of 12 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.

Instructions

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

Question 1 (4 marks)

Refer to page 3 of the resource book for larger colour versions of the visual communications that are related to Question 1.

Tick (✓) the correct response for each image.



Figure 1



Figure 2

- a. Identify the dominant design principle. 1 mark b. Identify the dominant design field. 1 mark

- point
- cropping
- pattern – repetition
- pattern – alternation

- product
- industrial
- environmental
- communication

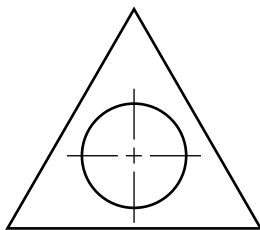


Figure 3



Figure 4

- c. Identify the correct front view of the top view shown above. 1 mark d. Identify the dominant design principle. 1 mark

-
-
-
-

- scale
- colour
- texture
- proportion

Question 3 (5 marks)

Refer to page 5 of the resource book for a larger colour version of the visual communication that is related to Question 3.

- a. In the space provided next to Figure 6 below, simplify the chilli shown in Figure 6 using only the design element of shape.

1 mark

**Figure 6**

- b. Using only your simplified shape from **part a.**, create a pattern using alternation in the space provided below. You must repeat the shape a minimum of **six** times.

4 marks

Question 4 (4 marks)

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

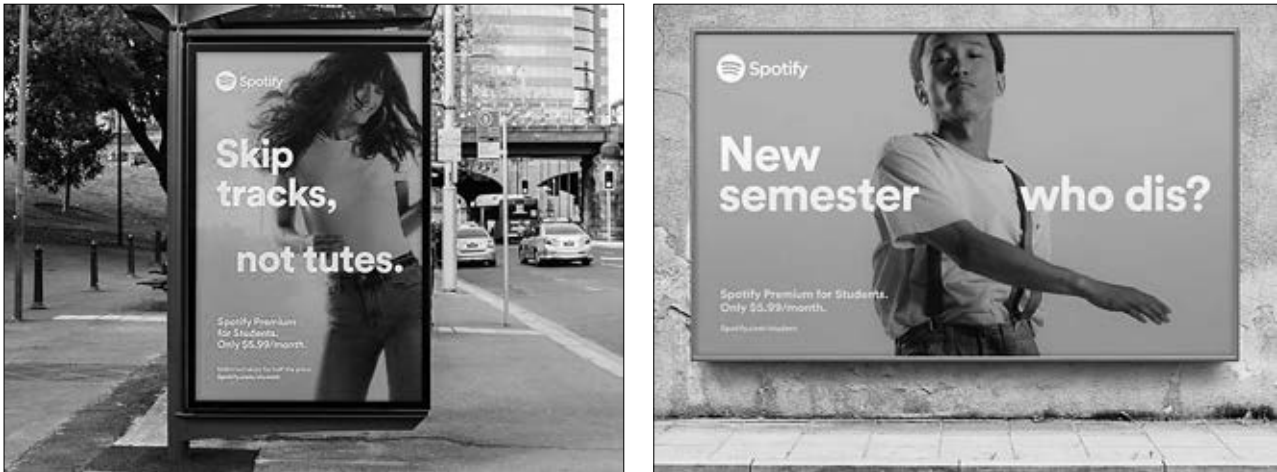


Figure 7

With reference to a specific target audience, explain **one** technique the designers have used to gain attention and **one** technique the designers have used to maintain engagement. In your response, provide evidence from Figure 7.

TURN OVER

Question 5 (9 marks)

Develop a range of ideas for a design using all four letters shown in Figure 8.



Figure 8

In the spaces provided below, create three designs. You must:

- use the upper-case serif font shown in Figure 8 – you may remove parts of the type but the font must still be recognisable
- use only black and white
- explore all of the following at least once while developing the three designs:
 - use of figure-ground
 - change of scale
 - change of kerning
 - change of orientation/direction.

Circle the design that **most** effectively responds to the task.

Design 1

Design 2

Design 3

Question 6 (9 marks)

Figure 9 is a line drawing of a portable Bluetooth® speaker that you are required to render in colour. The arrow indicates the direction of the light. You may refer to the images on page 7 of the resource book.

Your response must:

- use the light source as indicated by the arrow to enhance the form
- include cast shadows
- use tone and colour to render the three sections of the speaker to indicate the following surface materials:
 - smooth rubber for the top of the speaker
 - mesh for the body of the speaker
 - transparent resin for the solid base of the speaker.

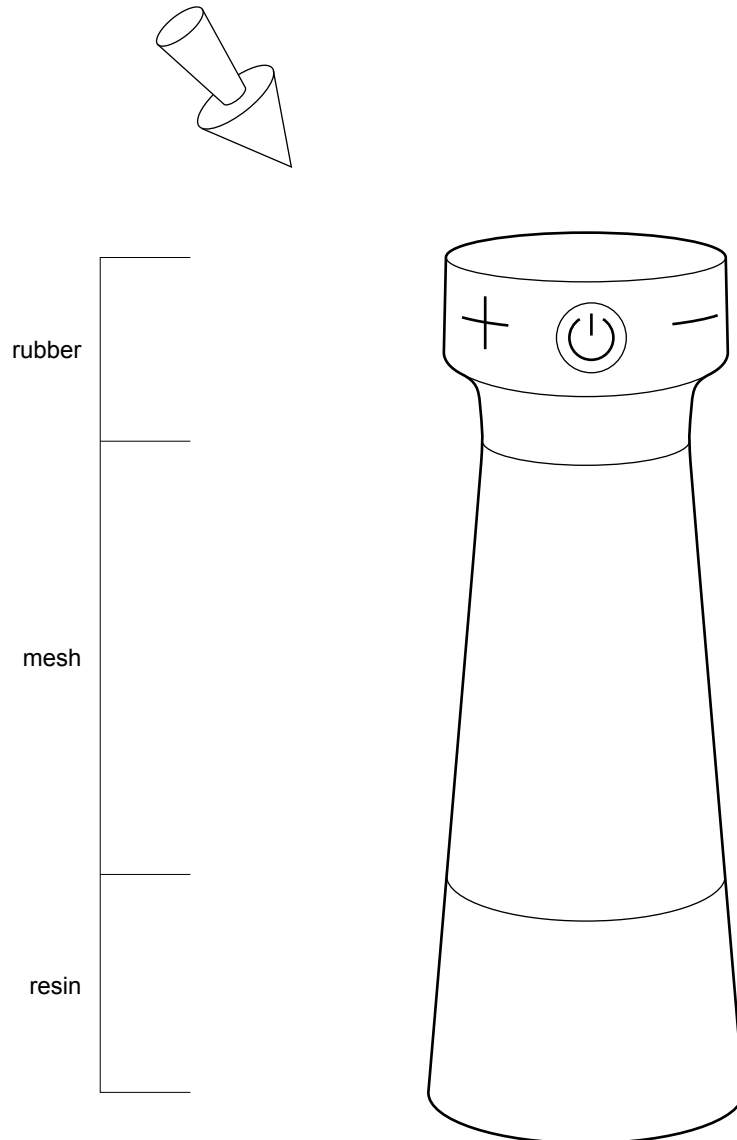


Figure 9

Question 7 (14 marks)

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

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

Your drawing must:

- be drawn from point A as indicated by the arrow
- maintain a similar scale and similar proportions
- use the horizon line provided in Figure 10
- use the vanishing points (VP) provided.

7 marks

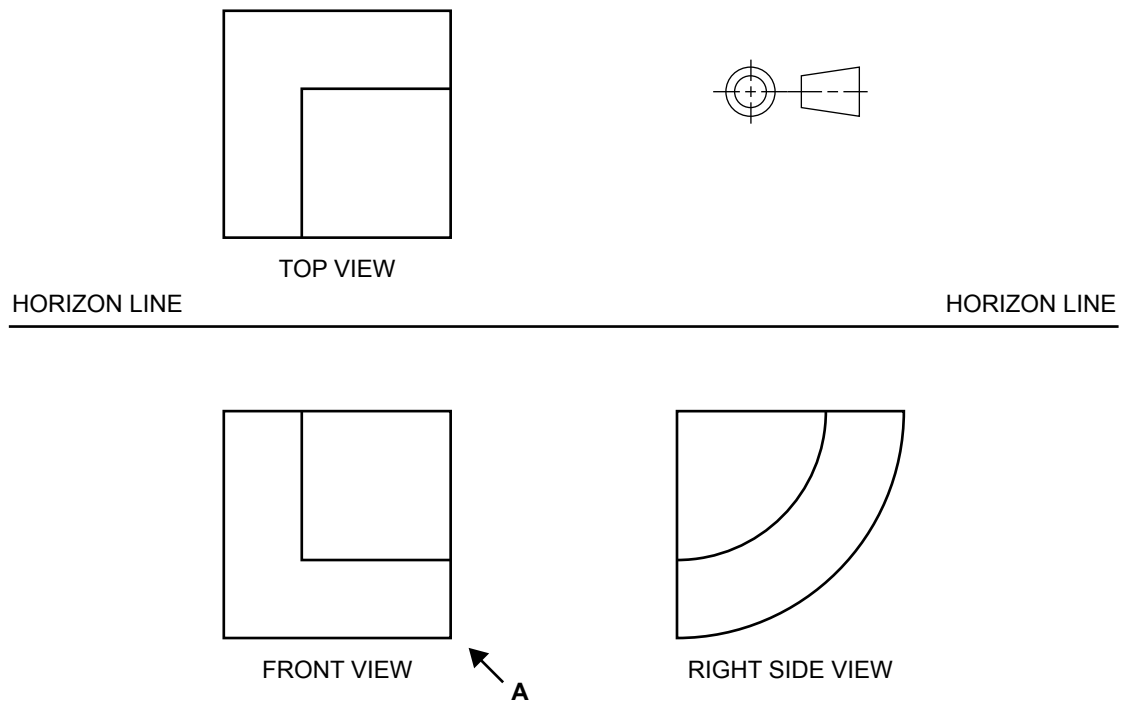


Figure 10

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

VP ●

● VP

↑
A

b. Figure 11 shows a floor plan of a beach cafe.

Using the same scale, draw the exterior west elevation in the space provided below.

The following should be considered:

- The height of the north wall is 4000 mm.
- The height of the south wall is 3000 mm.
- The height of the doors is 2000 mm.
- The windows are 1000 mm from the ground and have a height of 1000 mm.
- The roof height/thickness is 300 mm above the wall.

7 marks

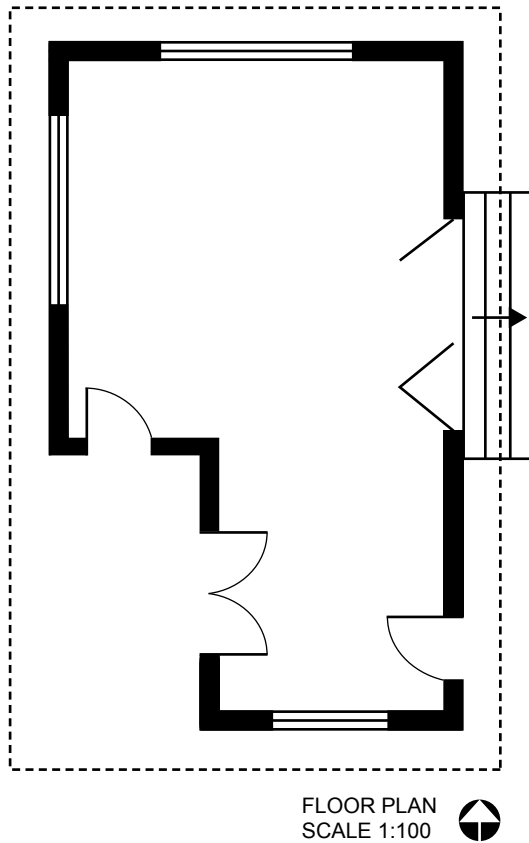


Figure 11

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

WEST ELEVATION

TURN OVER

Question 8 (7 marks)

Refer to page 8 of the resource book for larger colour versions of the visual communications that are related to Question 8.



Figure 12

Figure 12 shows the HuskeeCup, a reusable coffee cup made from an eco-composite polymer that includes coffee husks discarded in the process of producing coffee beans.

- a. Identify the design field of which Figure 12 is an example. 1 mark

- b. Describe **one** financial factor the designers might have considered when choosing the material. 2 marks

- c. Outline **one** decision made by the designers about the form of the product with reference to function. 2 marks

- d. Outline **one** decision made by the designers about the form of the product with reference to aesthetics. 2 marks

Question 9 (4 marks)

Refer to page 9 of the resource book for larger colour versions of the visual communications that are related to Question 9.



Figure 13

Figure 13 shows three presentation formats from the branding campaign for the Goulburn Regional Art Gallery. The designers would have needed to consider a range of factors to maintain the brand identity.

Explain **two** design decisions that might have been made to create a connection to the local country region. In your response, refer to all three presentations shown in Figure 13.

Question 10 (4 marks)

Refer to page 10 of the resource book for larger colour versions of the visual communications that are related to Question 10.



Figure 14

Aesop, an Australian skin, hair and body care brand, is well known for its distinctive temporary shop fit-outs. An interior designer and an industrial designer could have collaborated during the development of concepts stage of the design process.

With reference to Figure 14, discuss **one** decision the designers could have made in collaboration during this stage.

Question 11 (22 marks)

A government department needs a design for an emergency shelter. The shelter has to be tough, durable and able to withstand a variety of weather conditions. The shelter has to be temporary and able to house two to three people for several days.

You are required to produce a design concept for the shelter.

Your design must:

- be influenced by any of the natural forms shown on page 11 of the resource book
 - show the exterior of the shelter
 - provide protection, light and ventilation, and an entry point to the shelter.
- a.** Use a creative-thinking technique to produce a range of initial ideas in response to the natural forms.

3 marks

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

- b.** Use three-dimensional visualisation drawings to generate a range of ideas in response to the natural forms for a design concept for your shelter, based on your answer to **part a**.

You must:

- consider the form and materials
- use annotations to explain your design thinking.

6 marks

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

- c. Develop **one** design concept from **part b.** to produce a presentation drawing, appropriate to the environmental design field, of the exterior of your shelter. 10 marks

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

- d. Write a pitch to convince the client of how your decisions have created a design for a structure that functions effectively as an emergency shelter. 3 marks

TURN OVER

Sources

Figure 2: Easy Edges Side Chair, 1972, designed by Frank O Gehry, <www.moma.org>; Figure 5: Tea by Birdy packaging, designed by The Box Office, <<https://theboxoffice.net.au>>; Figure 7: Spotify campaign, designed by Christopher Doyle & Co., <<https://christopherdoyle.co>>; Figure 8: Linotype Didot™, designed by Adrian Frutiger from Monotype Imaging Inc., <www.myfonts.com>; Figure 12: HuskeeCup coffee cup, designed by Vert, <www.vertdesign.com.au>; Figure 13: Goulburn Regional Art Gallery identity, designed by Garbett, <<http://garbett.com.au>>; Figure 14: Aesop Flinders Lane interior, designed by the Aesop Design Department, <<http://www.yuccabox.com/aesops-taxonomy-of-design>>

END OF QUESTION AND ANSWER BOOK

**Victorian Certificate of Education
2019**

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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 1

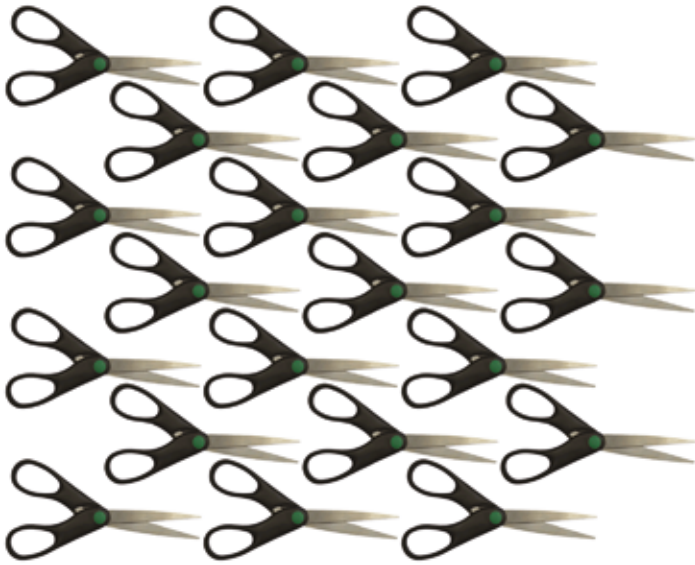


Figure 1



Figure 2

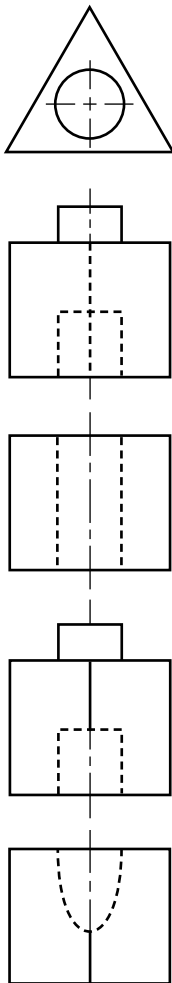


Figure 3



Figure 4

Reference material for Question 2



Figure 5

Reference material for Question 3**Figure 6**

Reference material for Question 4

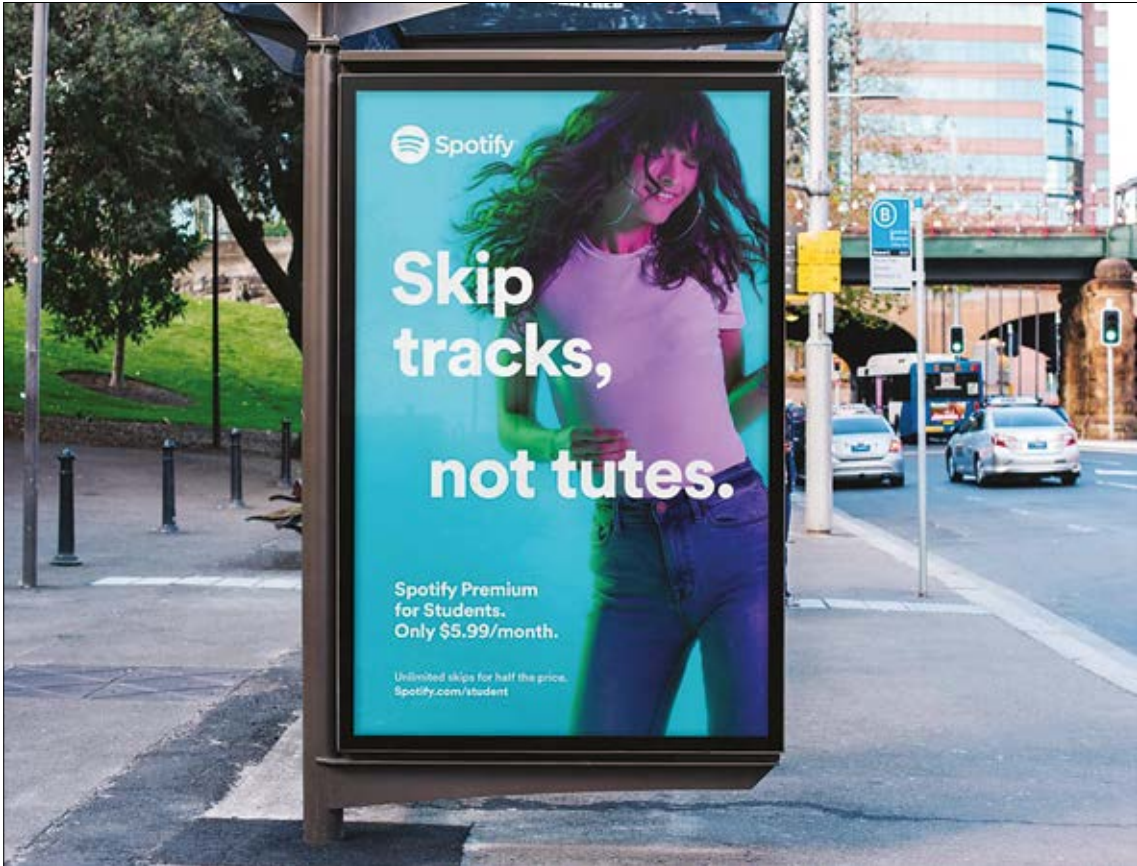
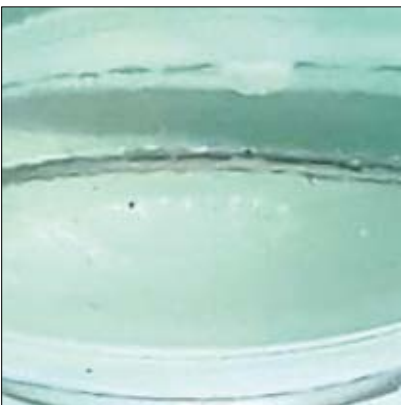


Figure 7

Reference material for Question 6



TURN OVER

Reference material for Question 8



Figure 12

Reference material for Question 9



Figure 13

Reference material for Question 10

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Figure 14

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Resources for Question 6

Bottom middle: 7/27/17 (Red Box) by Peter Alexander, <www.artlinked.com>