

**Victorian Certificate of Education
2020**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

VISUAL COMMUNICATION DESIGN
Written examination

Thursday 19 November 2020

Reading time: 11.45 am to 12.00 noon (15 minutes)

Writing time: 12.00 noon to 1.30 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 19 pages
- Resource book of 14 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 pages 3–5 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.

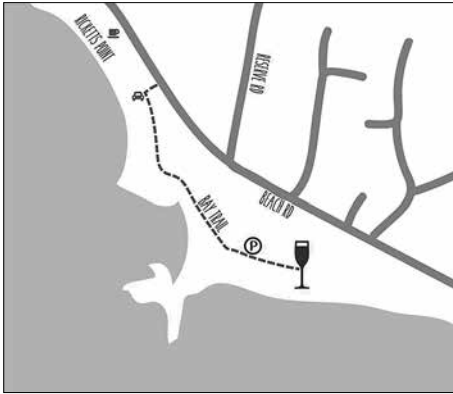


Figure 1



Figure 2

a. Identify the intended purpose. 1 mark

- guide
- teach
- educate
- advertise

b. Identify the form of intellectual property that will best protect this design. 1 mark

- patent
- trademark
- trade secret
- design registration

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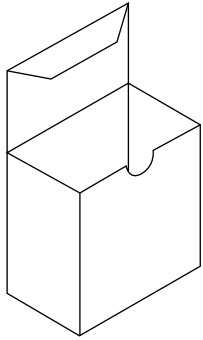


Figure 3

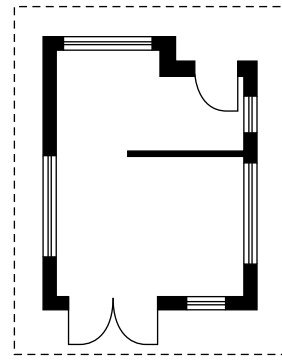
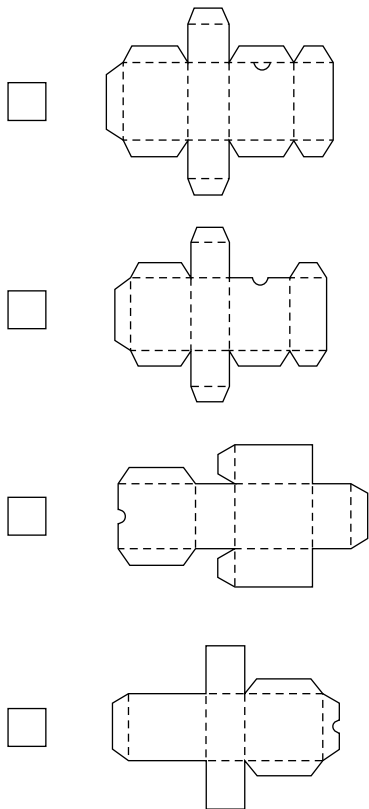
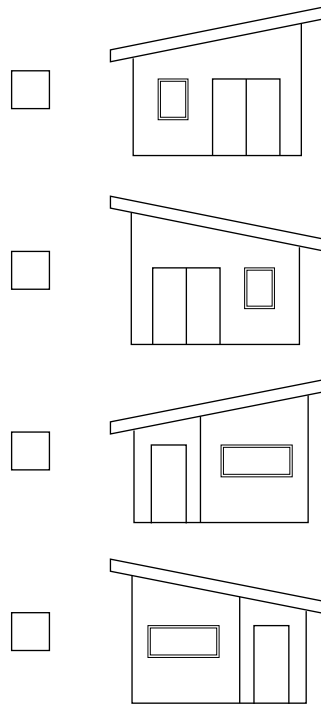


Figure 4

c. Identify the correct packaging net. 1 mark



d. Identify the correct north elevation of the floor plan. 1 mark



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Question 2 (3 marks)

Refer to page 6 of the resource book for a larger colour version of the visual communication that is related to Question 2.



Figure 5

Figure 5 shows a range of drawings for the design of a pair of scissors.

Identify the stage of the design process shown in Figure 5 and provide evidence for your response.

Question 3 (4 marks)

Refer to page 7 of the resource book for larger colour versions of the visual communications that are related to Question 3.



Figure 6

ASAP Laboratory provides services to veterinary clinics. These services include collecting samples, testing samples and reporting test results. The laboratory's logo is displayed on the sides of its cars.

With reference to Figure 6, discuss how the design elements of line and type are used together effectively to communicate the laboratory's services.

TURN OVER

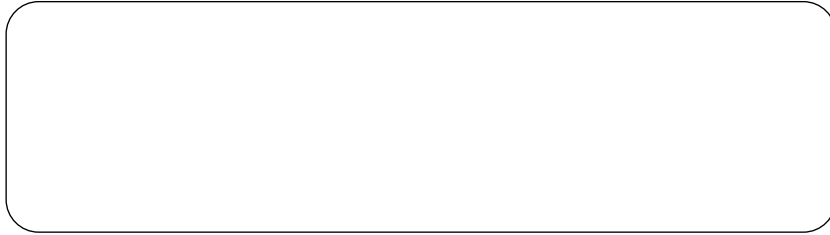
Question 4 (6 marks)

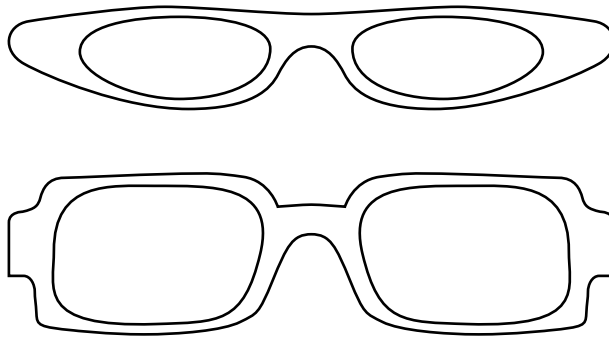
The word 'flow' means 'move along in a steady, continuous way'.

In the space provided below, use type to create a design for the word 'flow' that reflects its meaning.

Your design must:

- use lower-case sans-serif type with the letters joined
- use figure-ground
- touch all sides of the space provided
- use at least 50% of the space provided.



Question 5 (9 marks)**Figure 7**

Choose one of the frames for glasses from Figure 7 to complete both **part a.** and **part b.**

- a.** In the space provided below, use your chosen frame to create a drawing.

Your drawing must:

- maintain the same proportion
- increase the scale.

2 marks



- b.** Using your chosen frame at least twice, create a design in the space provided below.

Your design must:

- use the shape of your chosen frame at least twice
- maintain the same proportion
- decrease the scale
- demonstrate hierarchy
- use white and **two** colours.

7 marks



Question 6 (7 marks)

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



Figure 8



Figure 9

Figure 8 and Figure 9 show public spaces that have been created for the Level Crossing Removal Project in Melbourne. ASPECT Studios collaborated with others to design the public spaces below the new raised railway lines.

- a. Identify the design field of which Figure 8 and Figure 9 are examples. 1 mark

- b.
 - i. Using evidence from Figure 8, identify a possible target audience and describe how **one** design decision catered for this audience. 3 marks

- ii. Using evidence from Figure 9, identify a **different** possible target audience and describe how **one** design decision catered for this audience. 3 marks

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Question 7 (6 marks)

Refer to page 9 of the resource book for a larger colour version of the visual communication that is related to Question 7.

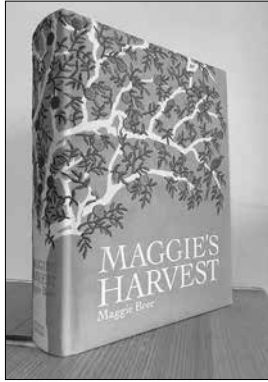


Figure 10

Daniel New designed the fabric cover for *Maggie's Harvest*, a recipe book written by well-known Australian cook Maggie Beer.

- a. Using evidence from Figure 10, identify **one** specialist the designer might have collaborated with to design the cover of the book. Describe how the designer and this specialist might have collaborated during the development of concepts stage of the design process. 4 marks

- b. Using evidence from Figure 10, describe how **one** design principle has been used effectively. 2 marks

TURN OVER

Question 8 (15 marks)

a. Figure 11 shows a floor plan of an outdoor deck.

Draw a planometric view of the floor plan in the space provided below.

Your drawing must:

- be drawn from point A as indicated by the arrow
- maintain the same scale.

The following should be considered:

- The height of the posts and walls is 3000 mm.
- The height of both the circular and triangular stools is 500 mm.

8 marks

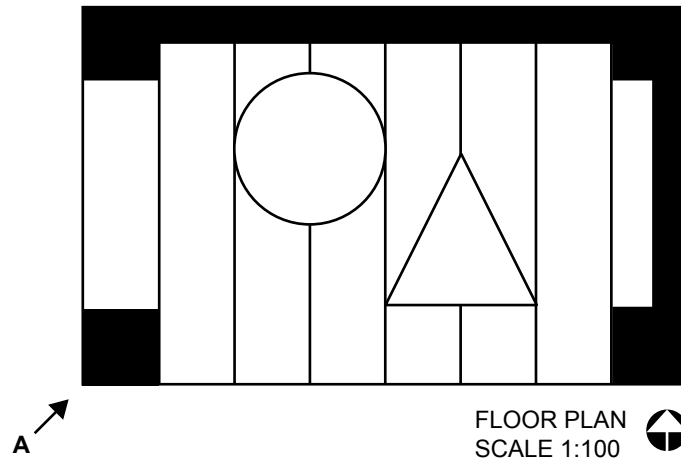


Figure 11

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

DO NOT WRITE IN THIS AREA

- b. Figure 12 shows an orthogonal drawing of a wooden toy cart.

Draw a one-point perspective view of the toy cart in the space provided below.

Your drawing must:

- be drawn from point A as indicated by the arrow
- maintain similar proportions
- use the vanishing point (VP) provided.

7 marks

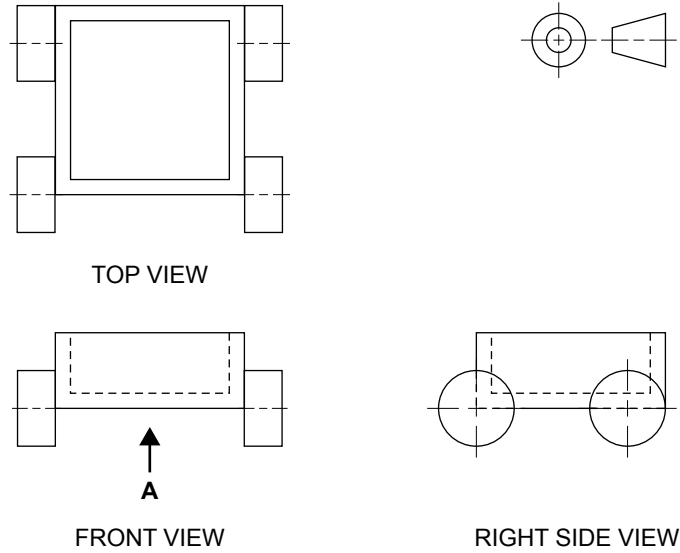


Figure 12

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

VP
●

↑
A

TURN OVER

Question 9 (9 marks)

Figure 13 is a line drawing of a desk lamp that you are required to render in colour. The lamp is switched on. You may refer to the images on page 10 of the resource book.

Your response must:

- use the light globe as the light source to enhance the form
- use tone and colour to render the desk lamp to indicate the following materials:
 - wood for the top block
 - metal for the vertical and horizontal rods and the fitting that holds the light globe
 - roughcast concrete for the base.

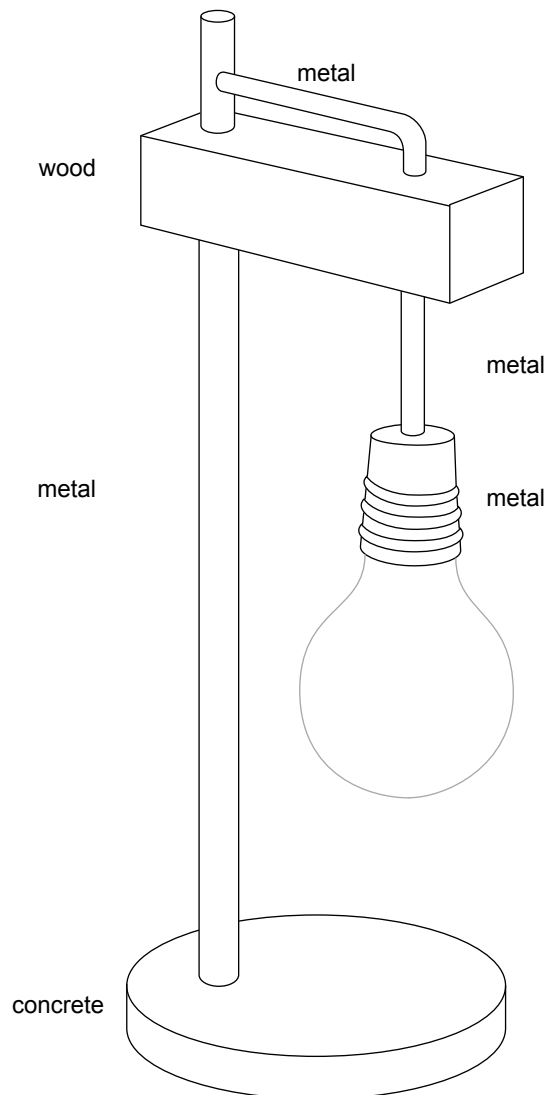


Figure 13

Question 10 (4 marks)

Refer to page 11 of the resource book for larger colour versions of the visual communications that are related to Question 10.

**Figure 14****Figure 15**

Figure 14 and Figure 15 show new toilet signs in a shopping centre. The signage, designed by Insitu Group, was part of an upgrade of the shopping centre's facilities. The signage shown in Figure 14 and Figure 15 has been adapted for different contexts.

- a. Using evidence from Figure 14 and Figure 15, describe **one** design decision that might have influenced how the signage has been adapted for different contexts. 2 marks

- b. Using evidence from Figure 15, describe how the design of the signage has been adapted for the context shown in Figure 15. 2 marks

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Question 11 (23 marks)

A country town has a shop that is empty. Figure 16 shows a drawing of the shopfront and a photograph of the streetscape. A local group wants to repurpose the shop as a funky ice-cream shop called SCOOP. You have been asked to submit a design for the shopfront. You may refer to the images on page 12 of the resource book.

Your design must:

- use the name of the shop, SCOOP
- combine type and imagery
- use only the design elements of shape, line, colour and type
- use the design principle of pattern
- leave some of the glass areas clear to let in light.

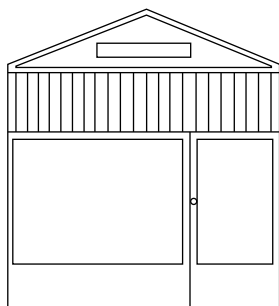


Figure 16

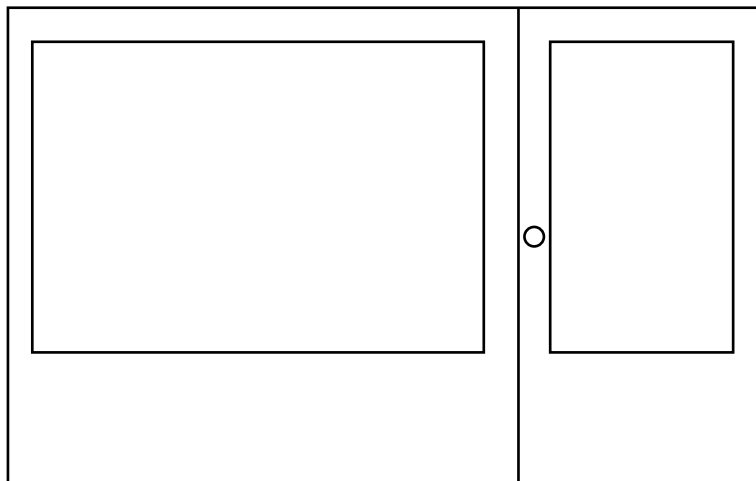
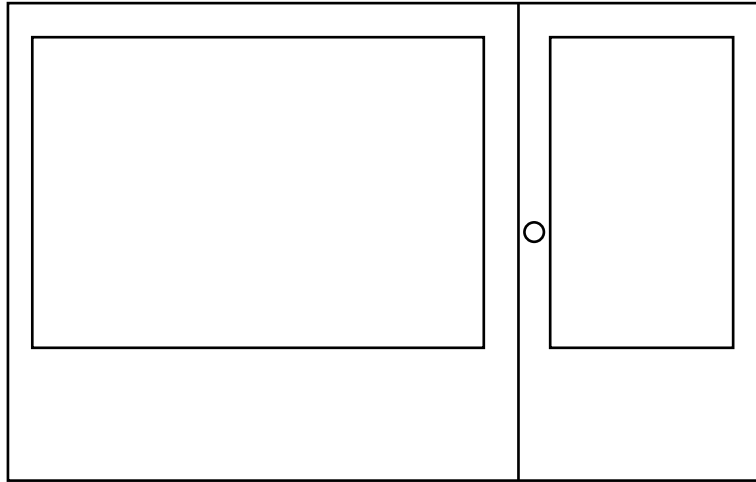
- a. In the space provided below, generate a range of visualisation drawings using type and imagery for the shopfront.

4 marks

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

- b. In the templates provided below, combine your selected type and imagery from **part a.** to produce two different concepts for the shopfront. Referring to both functional and aesthetic factors, use annotations to critically evaluate your two different concepts.

6 marks



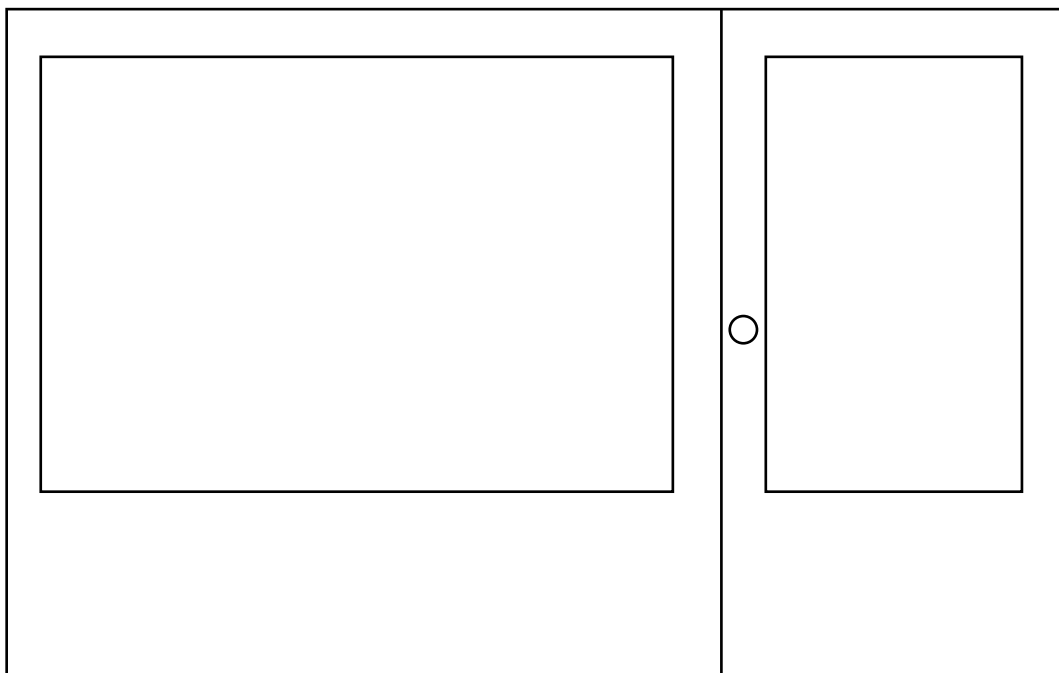
DO NOT WRITE IN THIS AREA

- c. Based on your annotations from **part b.**, select **one** concept and produce a final presentation drawing in the template provided below.

Your drawing must:

- use the name of the shop, SCOOP
- combine type and imagery
- use only the design elements of shape, line, colour and type
- use the design principle of pattern
- leave some of the glass areas clear to let in light.

9 marks



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- d.** Refer to page 13 of the resource book for a larger colour version of the visual communication that is related to **part d**.

The ice-cream shop has been given permission to create a design for the bin on the footpath outside the shop. The design on the bin will be laser cut, as shown in Figure 17.

Using the space provided below, create a simplified design for the bin based on the imagery from your final presentation drawing in **part c**. The black parts of your design should indicate the laser-cut areas of the metal screen.

Your design must:

- use black and white
- use asymmetrical balance.

The screen should still be structurally strong when the metal pieces are cut out.

4 marks

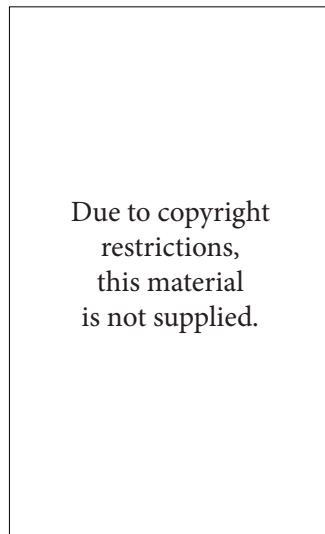
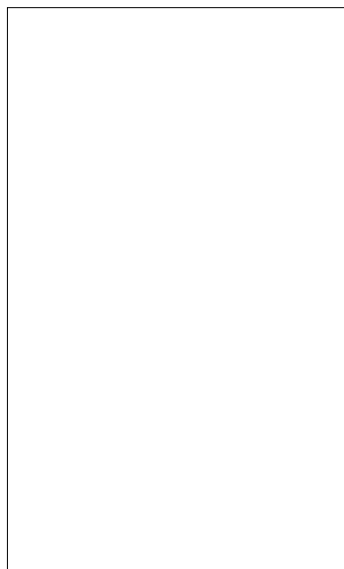


Figure 17



Sources

Figure 2: Craft Victoria logo, <www.craft.org.au>; Figure 5: Sketch by Alberto Vasquez, <www.behance.net/gallery/2279906/Behind-the-scenes-ideation-and-design-sketching>; Figure 6: ASAP Laboratory logo and cars, <www.asaplab.com.au>; Figures 8 & 9: Public space designed by ASPECT Studios, Cox Architecture, Aurecon, PB, A/Prof. John Rayner, Double-A Communications, <www.aspect-studios.com/project/caulfield-to-dandenong>, photographs by Simon Schluter (Figure 8) and Dianna Snape (Figure 9); Figure 10: Book cover designed by Daniel New for Maggie Beer, *Maggie's Harvest*, Penguin Books Australia, Melbourne, 2007; Figures 14 & 15: Toilet signs designed by Insitu Group, <www.insitugroup.com.au>; Figure 17: Rubbish bin 'Sydney wild', DMC Direct, <www.dmcdirect.fr>

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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

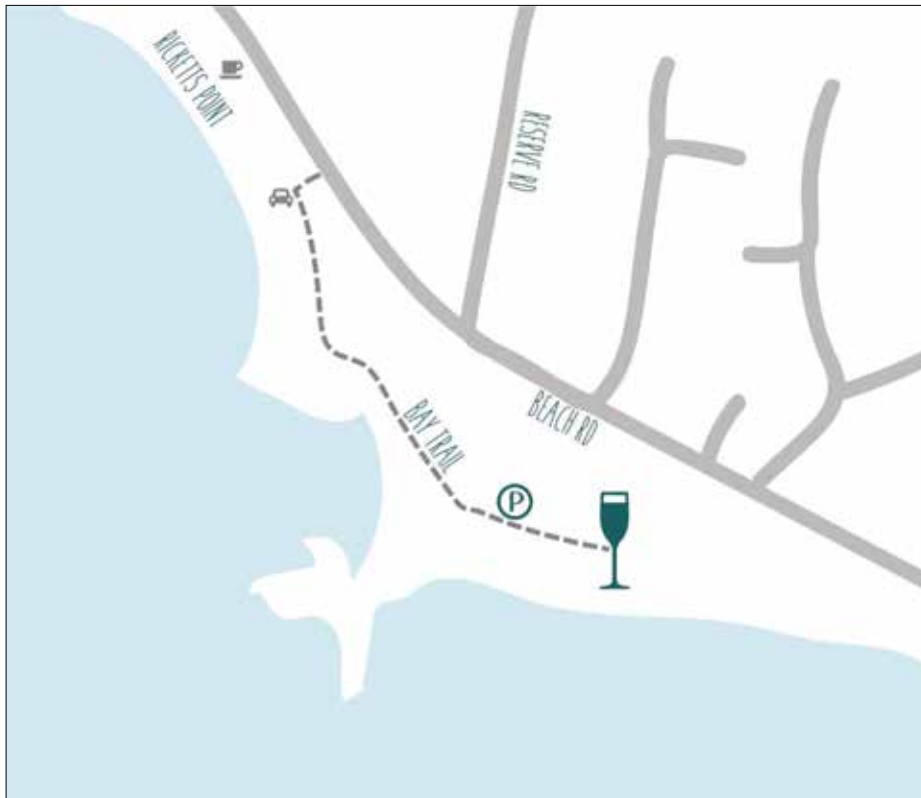


Figure 1

craft
Victoria

Figure 2

Reference material for Question 1

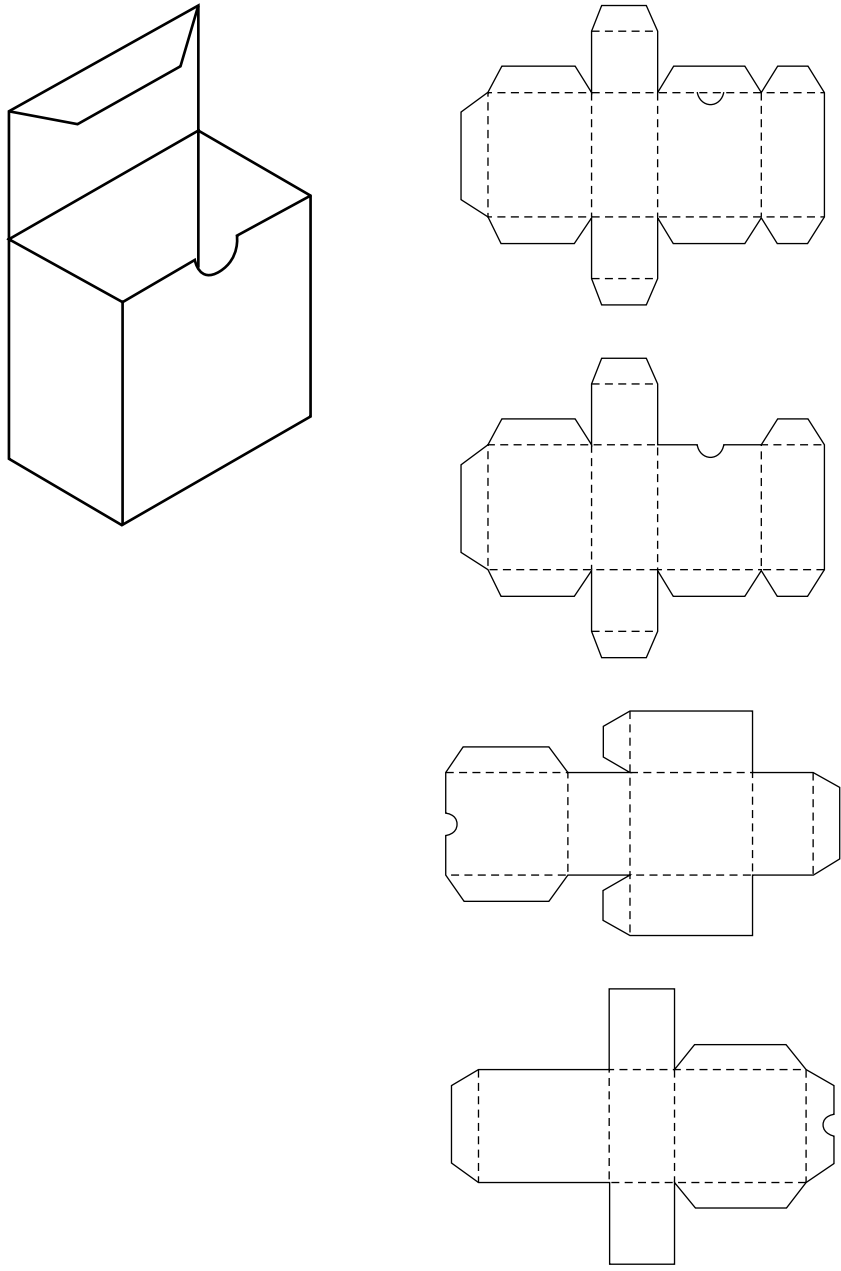


Figure 3

Reference material for Question 1

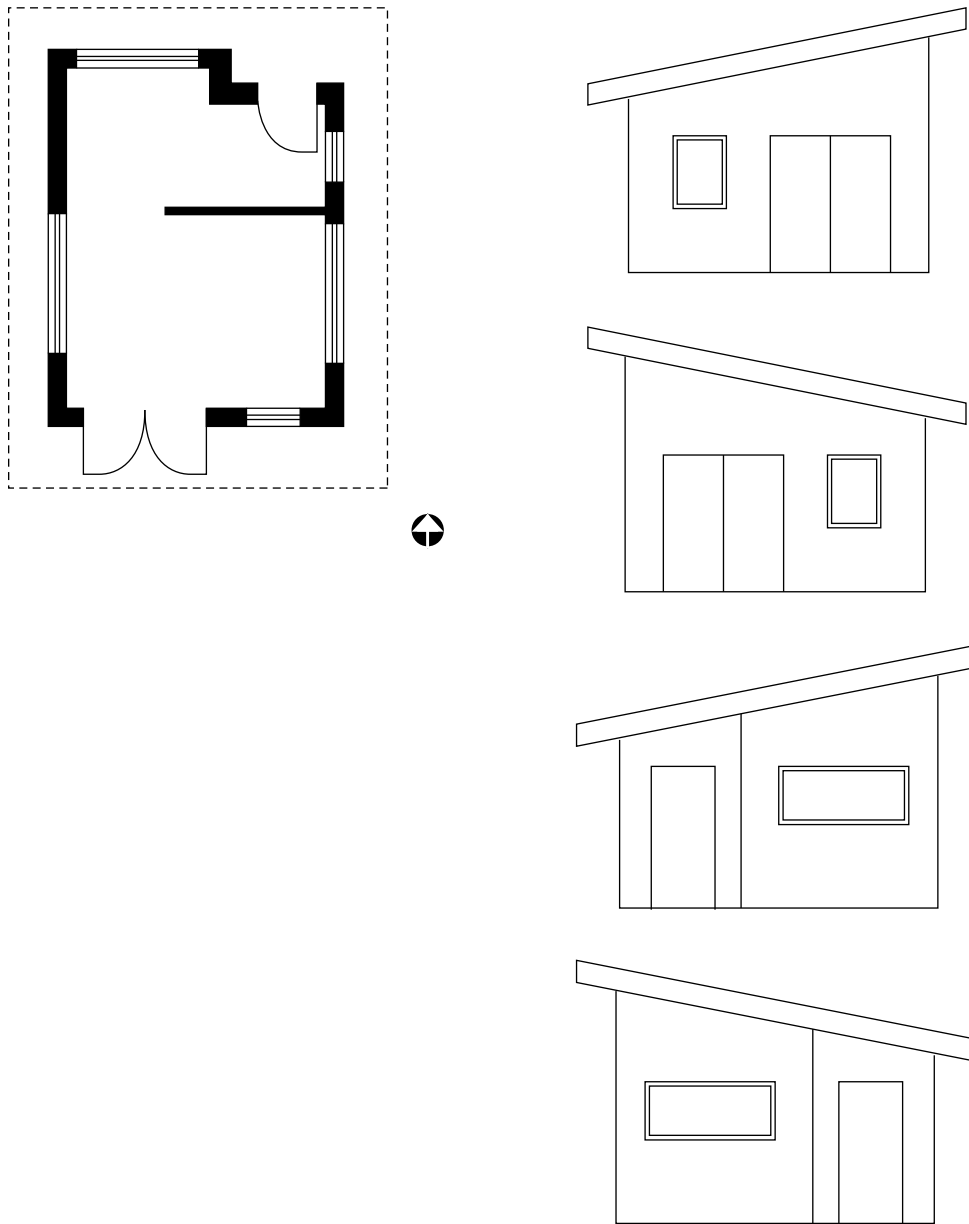


Figure 4

Reference material for Question 2

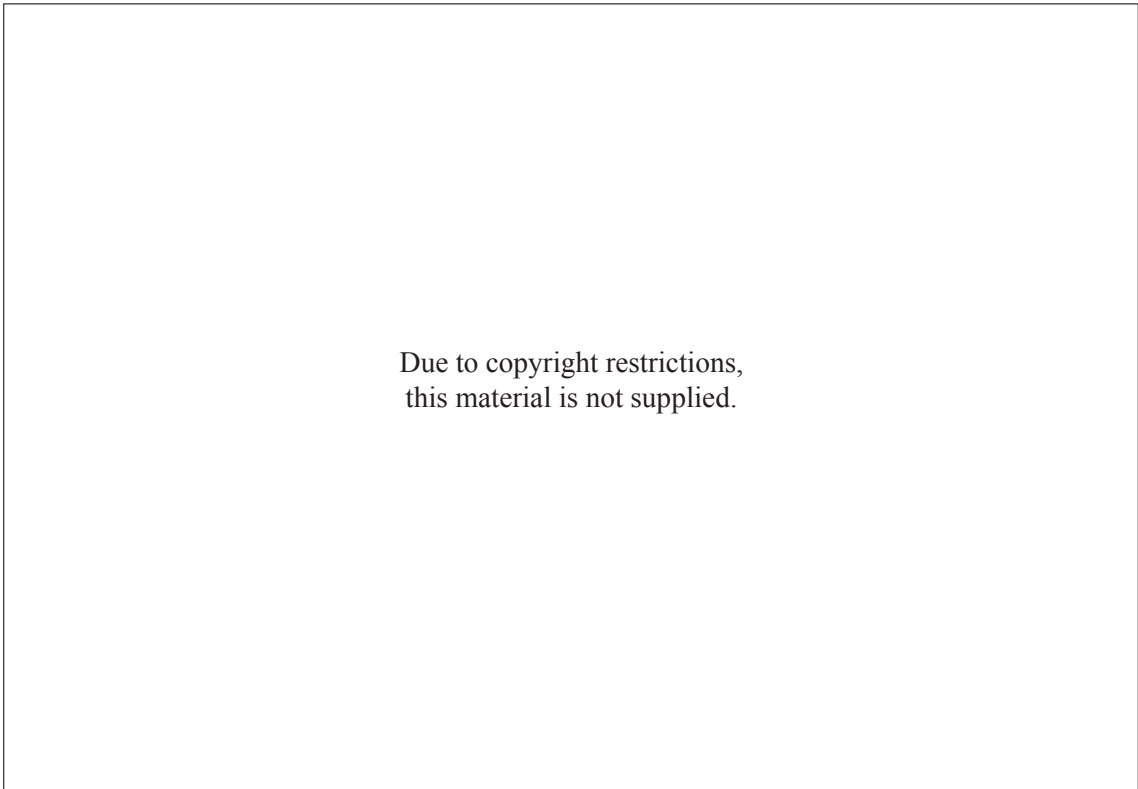


Figure 5

Reference material for Question 3



Figure 6

Reference material for Question 6



Figure 8



Figure 9

Reference material for Question 7

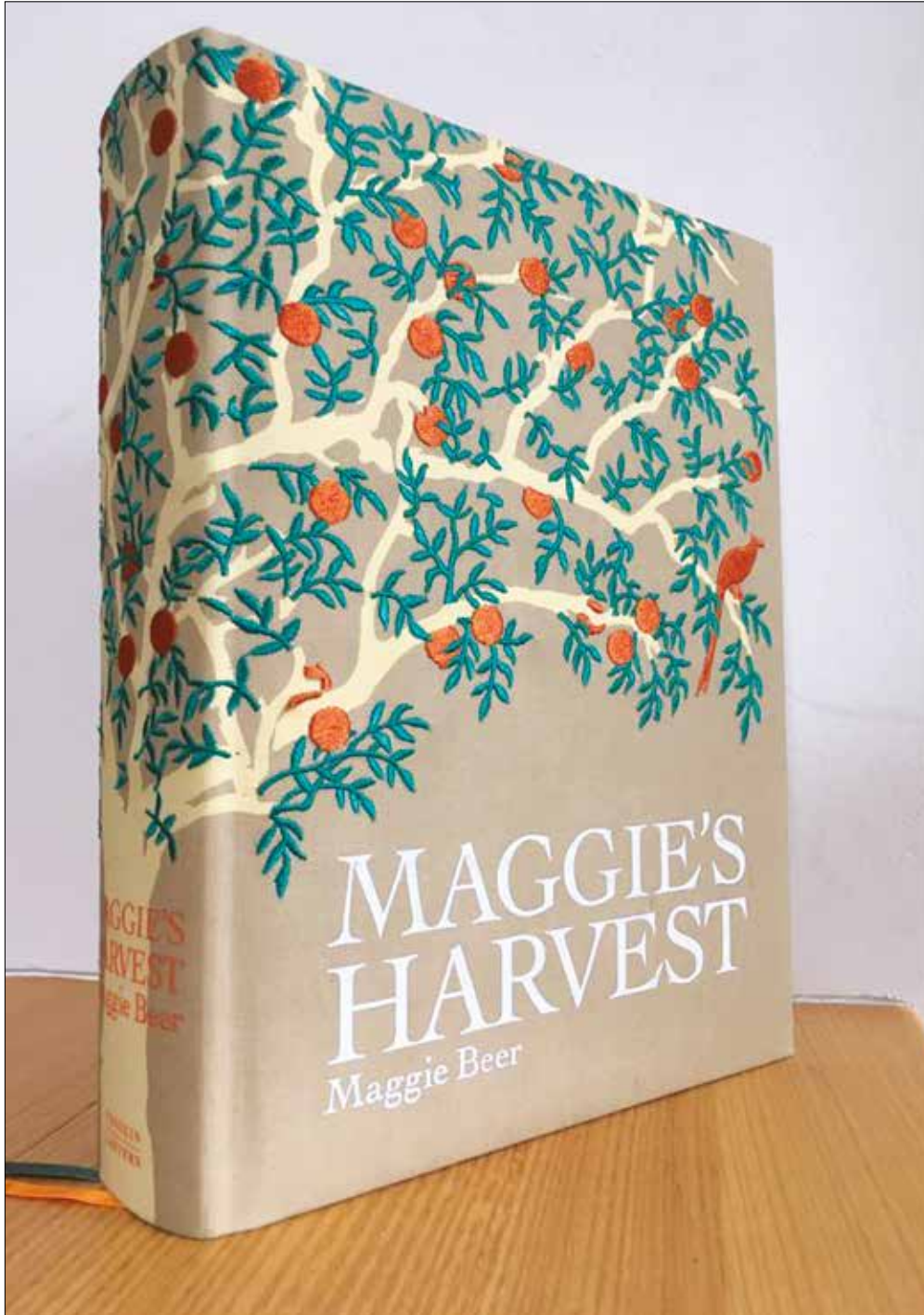
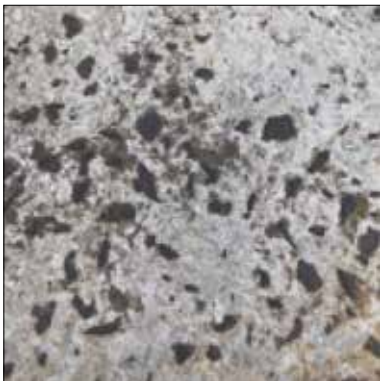


Figure 10

Reference material for Question 9

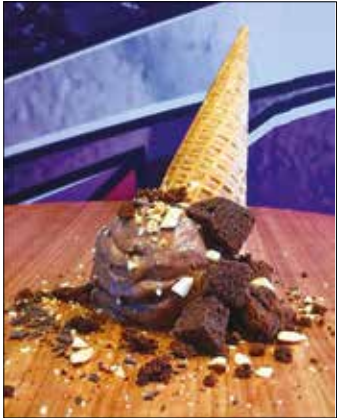


Reference material for Question 10**Figure 14****Figure 15****TURN OVER**

Reference material for Question 11



Due to copyright restrictions, this material is not supplied.



Reference material for Question 11

Due to copyright restrictions,
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Figure 17

Sources

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Resources for Question 11

Top row, from left: Popstic Ice Cream, Melbourne, <www.instagram.com/p/B3ilavQh2Sr>; Ice Cream of Melbourne, <www.instagram.com/p/B3JU6wAjCc>; Pidapipo Gelateria, <www.instagram.com/p/BrHKVyAALfH>
Bottom row, from left: Gelato UNOU, <www.instagram.com/p/BtGCZJBgLt4>, <www.instagram.com/p/BmsHHIggkFh> and <www.instagram.com/p/BjEAM1chnRQ>