VISUAL COMMUNICATION DESIGN

Written examination

Wednesday 11 November 2015
Reading time: 9.00 am to 9.15 am (15 minutes)
Writing time: 9.15 am to 10.45 am (1 hour 30 minutes)

QUESTION AND ANSWER BOOK

Structure of book

<table>
<thead>
<tr>
<th>Number of questions</th>
<th>Number of questions to be answered</th>
<th>Number of marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>7</td>
<td>90</td>
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</tbody>
</table>

- 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 15 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 (7 marks)
Figure 1 shows images of 3D packaging. Figure 2 shows images of packaging nets.
Match the correct 3D image to the packaging net by writing the number under the image of the packaging net in Figure 2.

1. 
2. 
3. 
4. 
5. 
6. 
7. 

Figure 1

Figure 2
Question 2 (20 marks)
Refer to pages 3–5 of the resource book for larger colour versions of the visual communications that are related to Question 2.
Answer all questions referring to the visual communications that are shown.

![Figure 3](image1.png) ![Figure 4](image2.png)

a. The National Gallery of Victoria (NGV) produced a communication design for its gallery shop. The design was used in a range of applications in the shop, for example, shopping bags and display stands.

Referring to Figures 3 and 4, identify one dominant **design element** and one dominant **design principle**, and explain how they have been used together to create the communication design in the contexts shown.

4 marks

Design element __________________________

Design principle __________________________

Explanation ____________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________
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**Figure 5**

b. Referring to Figure 5, identify two characteristics of the target audience and explain which features of the advertisement led you to these decisions. 4 marks

Characteristic 1 __________________________________________

________________________________________________________

________________________________________________________

Characteristic 2 __________________________________________

________________________________________________________

________________________________________________________
c. The Ararat Rural City Council in western Victoria uses the logo shown in Figure 6.

With reference to Figure 6, identify two different client needs that may have been included in the design brief. Explain, with evidence, how the designer has responded to these needs. 6 marks

Client need 1

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Client need 2

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
d. Figure 7 shows the logo designs for Landcare Australia Limited. The logo and iconic hands are easily recognised symbols.

i. Landcare Australia Limited restricts the use of the logo, which has to be used in accordance with its style guide and terms of use. Groups that wish to use the logo must obtain approval from Landcare Australia Limited.

Explain why Landcare Australia Limited is able to impose these rules. 2 marks

ii. Figure 7 shows three variations of the logo to represent different activities.

Discuss the similarities and differences of the three logos and explain how they represent the ideals of Landcare Australia Limited. 4 marks
Question 3 (9 marks)
Using greyscale, generate three different designs to effectively demonstrate your understanding of the principle identified on the right side of each box.
Use only the type as shown (solid, upper case, sans serif) on the left side of each box to generate your design. You may change the scale of, crop and repeat the type in the answer box.

1. pattern
   \[
   \begin{array}{c}
   E T \\
   \end{array}
   \]

2. hierarchy
   \[
   \begin{array}{c}
   E X \\
   \end{array}
   \]

3. balance – symmetry
   \[
   \begin{array}{c}
   T X \\
   \end{array}
   \]
Question 4 (13 marks)

Figure 8 is a third-angle orthogonal drawing of street seating.

On page 9, you are required to draw a two-point perspective drawing of the seating. Your drawing must:

• maintain similar proportions
• be from the spectator point indicated by the arrow A
• use the horizon line provided in Figure 8
• use the vanishing points (VP) provided on page 9.

Figure 8
Complete your answer to **Question 4** in the space below.
**Question 5** (10 marks)

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

The client, Northcote Plaza Veterinary Clinic, worked with a designer to produce a range of promotional material to create a business identity.

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**Figure 9**

**a.** Figure 9, which is a detail taken from Figure 10, shows the imagery used for the business identity of the veterinary clinic.

Describe what research the designer may have undertaken for inspiration and explain how the research was developed into the imagery shown.  

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**Figure 10**

**b.** Using evidence from the image in Figure 9, identify one dominant design element and explain its effectiveness.

Design element ____________________________

Explanation ____________________________________________________________

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**Question 5 – continued**
c. With reference to Figures 10 and 11, explain how the designer adapted the dog and cat imagery for the new context of the sculptures situated outside the veterinary clinic.  

__________________________________________________________________________________________________________________________________

__________________________________________________________________________________________________________________________________

__________________________________________________________________________________________________________________________________

d. With reference to Figure 11, describe a technique that the designer has used to gain attention with the sculptures situated outside the veterinary clinic.  

__________________________________________________________________________________________________________________________________

__________________________________________________________________________________________________________________________________

__________________________________________________________________________________________________________________________________
Question 6 (9 marks)
Figure 12 is a line drawing of a comfortable lounge chair that you are required to render. The legs of the chair are made from wood, the upholstery is leather and the cushion on the chair is textured fabric. You may use the images on page 7 of the resource book as a reference.
Your response must:
• use the light source, as indicated by the arrow
• include shadows that are cast onto the chair and the ground.
Question 7 (22 marks)

The brief
Jus (‘jus’ is French for juice) is a new company that specialises in cold-pressed juices. This process extracts the juice by pressing the fruit instead of grinding, so nutrients remain undamaged and are easily absorbed into the body. Jus is introducing a new berry flavour.

Client need
Cold pressing is an expensive process, so Jus wants to target health-conscious professionals aged 25 to 40. Jus wants to create an identity emphasising the cold-pressed process and its unique juice experience.

The client needs a concept for the design of their new berry juice cup’s surface graphics. They want a dominant image that is to be a stylised interpretation of various berries.

You are required to create one concept for the surface graphics of the Jus berry juice cup. The design must:

• be based on berries
• use a continuous design that connects around the surface of the cup
• use colour that reflects the ingredients
• use the following hierarchy – imagery, the name of the company, the word ‘cold-pressed’
• include an area of the cup that is transparent.

You may use the reference material provided on pages 8 and 9 of the resource book.

a. In the space provided on page 14, use visualisation drawings to generate a range of ideas for the Jus berry cup’s surface graphics. You must show at least one technique for design thinking to develop or evaluate your concept. 6 marks
Complete your visualisation drawings and design thinking in the space provided below.

b. Explain the **design thinking technique** that you used to help develop or evaluate your concept.

   Design thinking technique

   Explanation

   Question 7 – continued
c. Produce your final concept design for the berry cup’s surface graphics using the template below. 

10 marks

d. Write a pitch to the client, explaining how your design will effectively attract the client’s specified target audience.

4 marks

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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.
• You may keep this 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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THIS PAGE IS BLANK
Reference material for Question 2, part a.

Figure 3

Figure 3 – detail

Figure 4

Source: National Gallery of Victoria

TURN OVER
Reference material for Question 2, part b.

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Figure 5

Reference material for Question 2, part c.

![Ararat Rural City Logo]

**Figure 6**
Source: Ararat Rural City Council

Reference material for Question 2, part d.

![Landcare, Junior Landcare, Coastcare Logos]

**Figure 7**
Source: Landcare Australia Limited
Reference material for Question 5

Figure 10

Figure 11

Source: Northcote Plaza Veterinary Clinic
Reference material for Question 6
Reference material for Question 7

Sources (clockwise from top left): Boule/Shutterstock.com, Olha Afnasieva/Shutterstock.com, Volosina/Shutterstock.com, Dionisvera/Shutterstock.com, Boule/Shutterstock.com
Reference material for Question 7

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END OF RESOURCE BOOK