



**Victorian Certificate of Education
2003**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures

Words

| | | | | | | | |
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Letter

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VISUAL COMMUNICATION AND DESIGN
Written examination

Friday 14 November 2003

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>Section</i> | <i>Number of questions</i> | <i>Number of questions to be answered</i> | <i>Number of marks</i> |
|----------------|----------------------------|---|------------------------|
| A | 5 | 5 | 60 |
| B | 2 | 1 | 30 |
| | | | Total 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 and compasses.
- Students are NOT permitted to bring into the examination room: tee squares and boards, compressed gas sprays, equipment requiring a power source, blank sheets of paper and/or white out liquid/tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 19 pages.
- Resource book of 9 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 electronic communication devices into the examination room.

SECTION A

Instructions for Section A
 Answer **all** questions in the spaces provided.

Question 1

Figures a, b, c, d and e are wooden blocks represented as isometric drawings. Beside each isometric drawing is an incomplete third-angle orthogonal drawing of the wooden block.

Each third-angle orthogonal drawing has **one** line missing on **one** of the views.

Complete the third-angle orthogonal drawing for each figure by adding the missing line. Use Australian Standards Association conventions.

Isometric drawing

Third-angle orthogonal drawing

Figure a

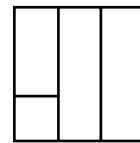
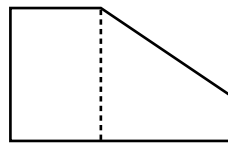
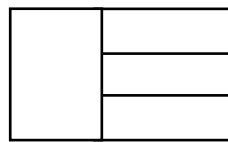
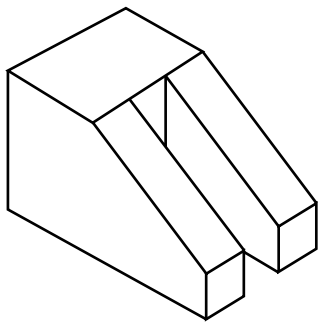
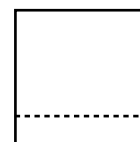
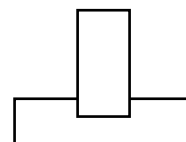
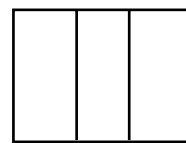
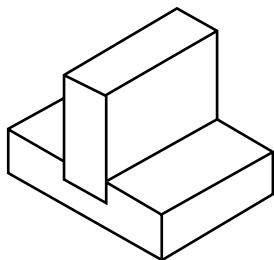


Figure b



Isometric drawing

Third-angle orthogonal drawing

Figure c

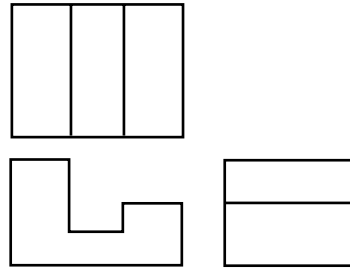
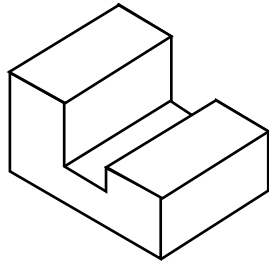


Figure d

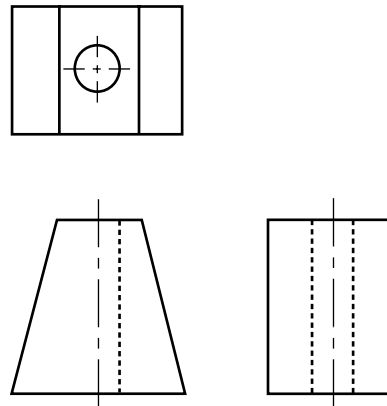
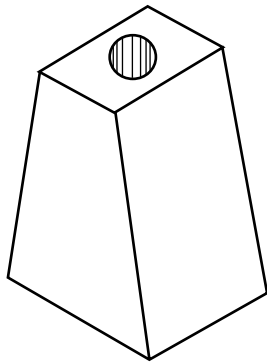
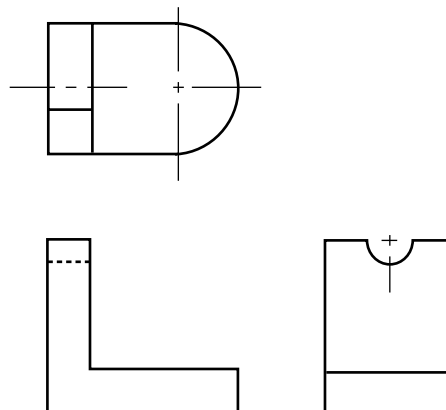
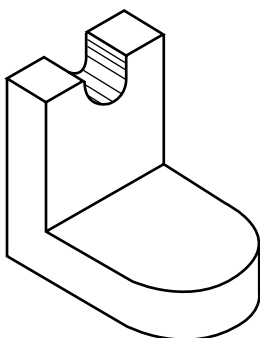


Figure e



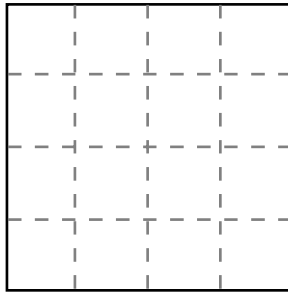
1 + 1 + 1 + 1 + 1 = 5 marks

This page has been left blank for any rough working drawings.
Work completed on this page will not be marked.

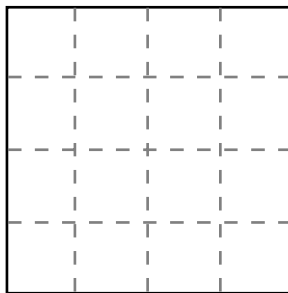
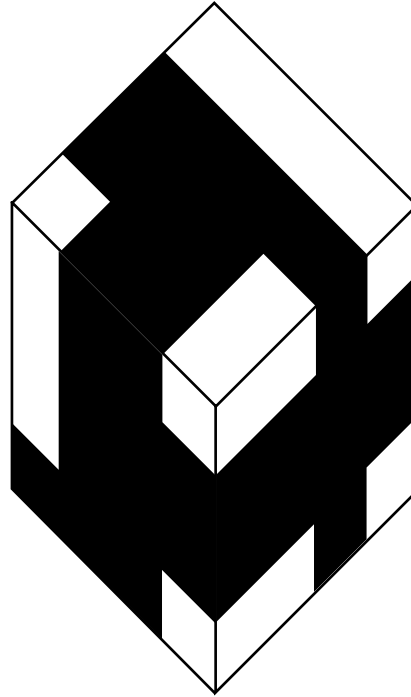
Question 2

A cube with a pattern displayed on all visible surfaces is shown below.

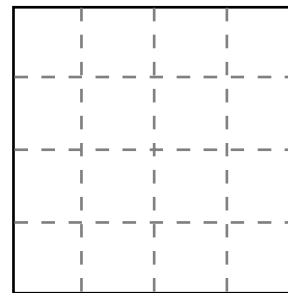
Transfer the pattern shown on each of the surfaces of the cube to the correct view.



Top view



Front view



Right-hand side view

1 + 1 + 1 = 3 marks

This page has been left blank for any rough working drawings.
Work completed on this page will not be marked.

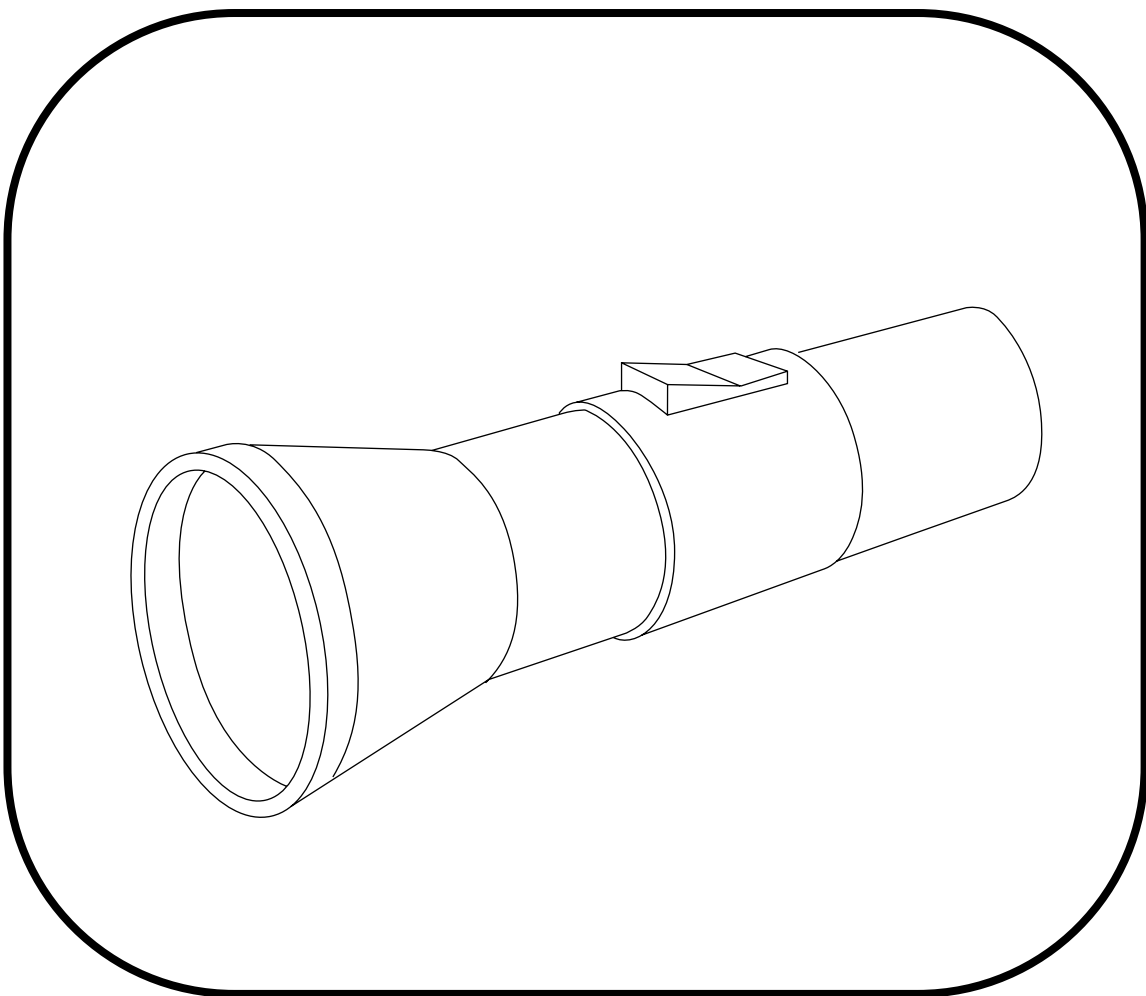
Question 3

A line drawing of a torch is provided below.

Render this line drawing to emphasise the textures identified and indicate the form of the torch.

- the **shiny metal** of the torch **body**
- the **textured rubber** of the torch **handgrip** and **switch**
- the **reflective glass** of the torch **lens**
- a clear direction of light by the use of **tone** to emphasise **form**

Colour is optional.



3 + 3 + 3 + 4 = 13 marks

Question 4

In the resource book on pages 3 to 6 are four examples of visual communication.

Choose **one** example and answer the questions below.

Identify the number of the chosen example

- a. Name the specific audience(s), other than the general public, to whom the communication is directed. Describe how the imagery and/or letterform used in the example relate to the specific audience(s).

3 marks

- b. Name **two** design elements that have been used in the design of this visual communication. Evaluate their effectiveness in conveying information and/or ideas.

Design element 1 _____

Design element 2 _____

4 + 4 = 8 marks

- c. Name **two** design principles that have been used in the design of this visual communication. Evaluate their effectiveness in conveying information and/or ideas.

Design principle 1 _____

Design principle 2 _____

4 + 4 = 8 marks

Question 5

a. List **two** sources that a professional practitioner(s) may use for inspiration in the production of a visual communication(s).

1. _____

2. _____

1 + 1 = 2 marks

b. **Discuss** reasons for decisions made by a professional practitioner(s), when producing a visual communication(s), in the use of

- material(s)
- production system(s)

Give **two** reasons for each.

Material(s)

Reason 1 _____

Reason 2 _____

Production system(s)

Reason 1 _____

Reason 2 _____

4 + 4 = 8 marks

- c. Describe **two** decisions a professional practitioner(s) may make in deciding upon the use of a design element(s) in the production of a visual communication(s).

Decision 1 _____

Decision 2 _____

3 + 3 = 6 marks

- d. Describe **two** methods used by professional practitioner(s) to refine and/or evaluate their ideas in the production of a visual communication(s).

Method 1 _____

Method 2 _____

2 + 2 = 4 marks

Total 60 marks

**END OF SECTION A
TURN OVER**

SECTION B**Instructions for Section B**

Answer **either** Question 1 **or** Question 2 in the spaces provided.

EITHER**Question 1**

- a. Shown below is an isometric drawing of a modern chair.

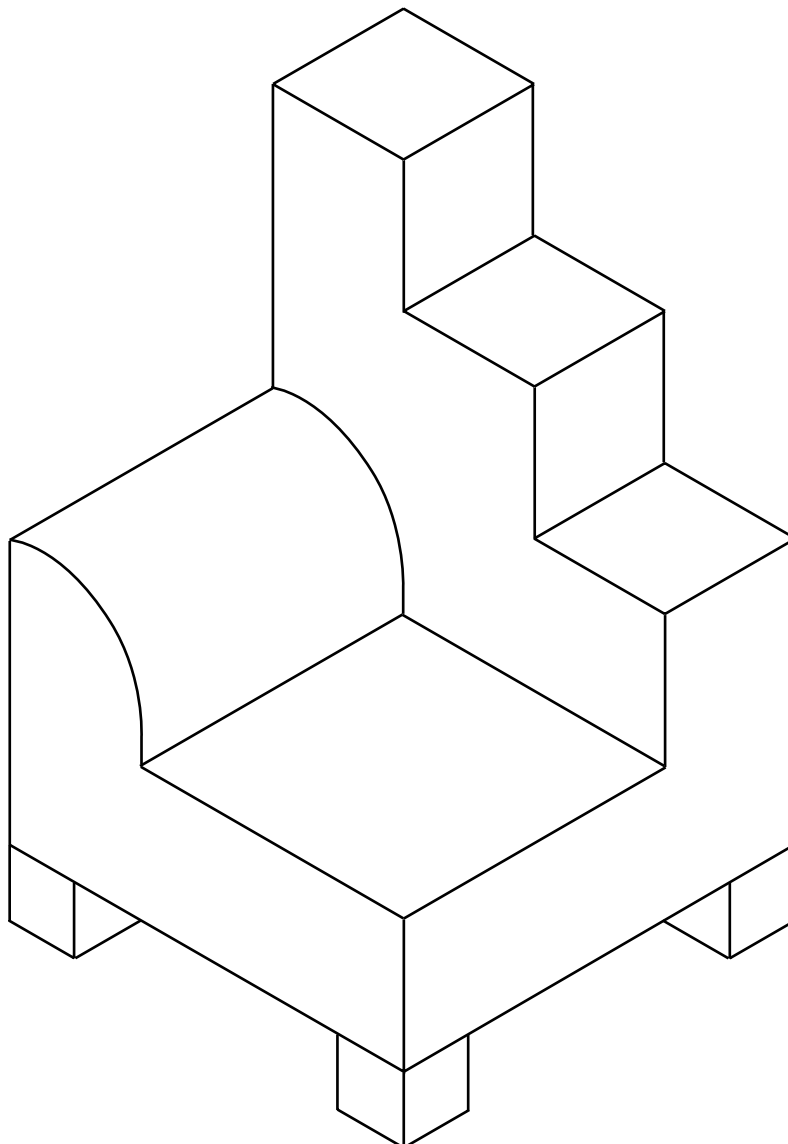
Draw the chair as a third-angle orthogonal drawing on page 13 of this booklet.

- The same proportions must be used.
- Use Australian Standards Association conventions.
- The four corner feet of the chair are the same dimensions.

The third-angle orthogonal drawing of the chair must show the following.

- top view
- front view
- right-hand side view

Label each view.



Complete **Question 1a.** on this page.

15 marks

SECTION B – Question 1 – continued
TURN OVER

- b.** Urban Design is a furniture company that designs and constructs a range of modern office furniture suitable for functional use and display in office entry foyers and spaces.

The address of Urban Design is 202 High Street Camwood.

Design a swing tag for Urban Design on page 15 of this book.

The swing tag will be attached to all furniture pieces that leave the factory to clearly identify and promote Urban Design furniture.

Examples of swing tags and letterform are provided on page 7 in the resource book. They may be used as inspiration for this question.

The swing tag must

- include a modern logo design that incorporates the letterform ‘u’ and ‘d’
- include the design element of **colour**
- emphasise the design principle of **ground**.

The **hierarchy of information** on the swing tag should appear in the following order

- i.** letterform ‘u’ and ‘d’
- ii.** the address of Urban Design.

Complete **Question 1b.** on this page.

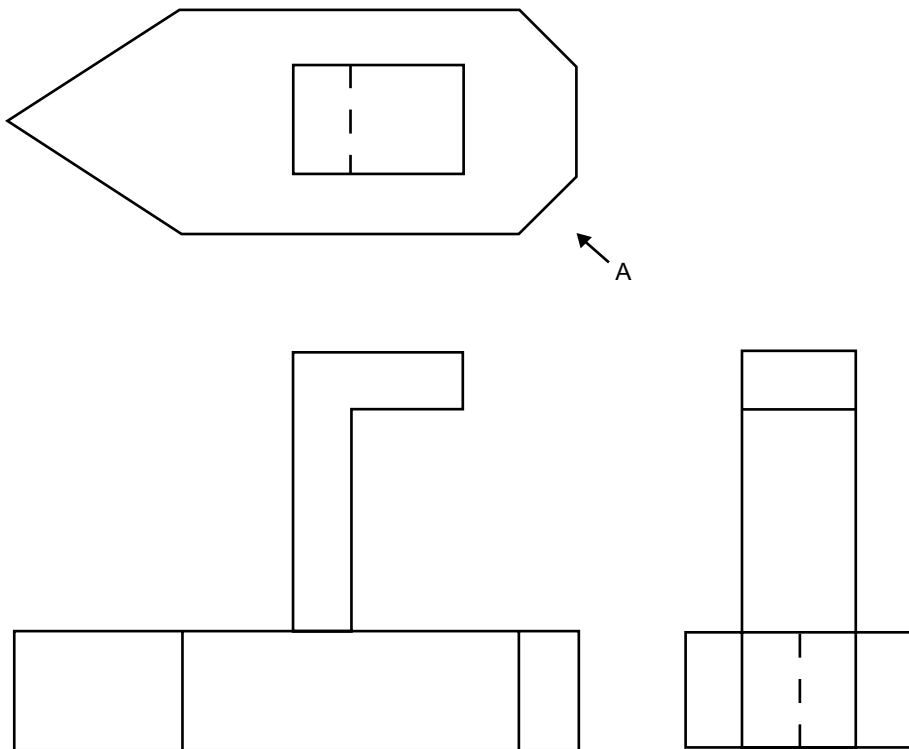
15 marks

SECTION B – continued
TURN OVER

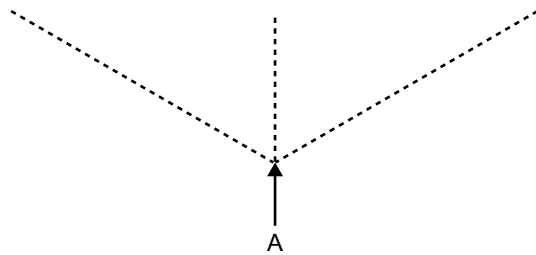
OR**Question 2**

Shown below is a third-angle orthogonal drawing of a wooden toy boat.

- a. Produce a correctly proportioned isometric drawing of the wooden toy boat from the direction of arrow A. You may use the lines provided on page 17 as a guide.



Complete **Question 2a.** on this page.



15 marks

SECTION B – Question 2 – continued
TURN OVER

The Wooden Toy Library is a place from which parents or carers can borrow a large variety of wooden toys on a regular basis. The range of toys is updated frequently. The circulation of toys among the community is encouraged.

The Wooden Toy Library is located at the Burwell Municipal Library and is run by volunteers from the Burwell community. Opening hours are Tuesdays 6.30 pm to 8.30 pm. The address is 56 Main Street Burwell.

- b.** Design a flyer on page 19 of this booklet to promote the Wooden Toy Library to the community of Burwell. The rectangle drawn on page 19 of this booklet defines the shape and size of the flyer.

The information on the flyer must include

- the Wooden Toy Library logo as shown in the resource book on page 8
- location and opening hours of the Wooden Toy Library
- appropriate imagery for the flyer

The images on pages 8 and 9 in the resource book may be used as inspiration for this question.

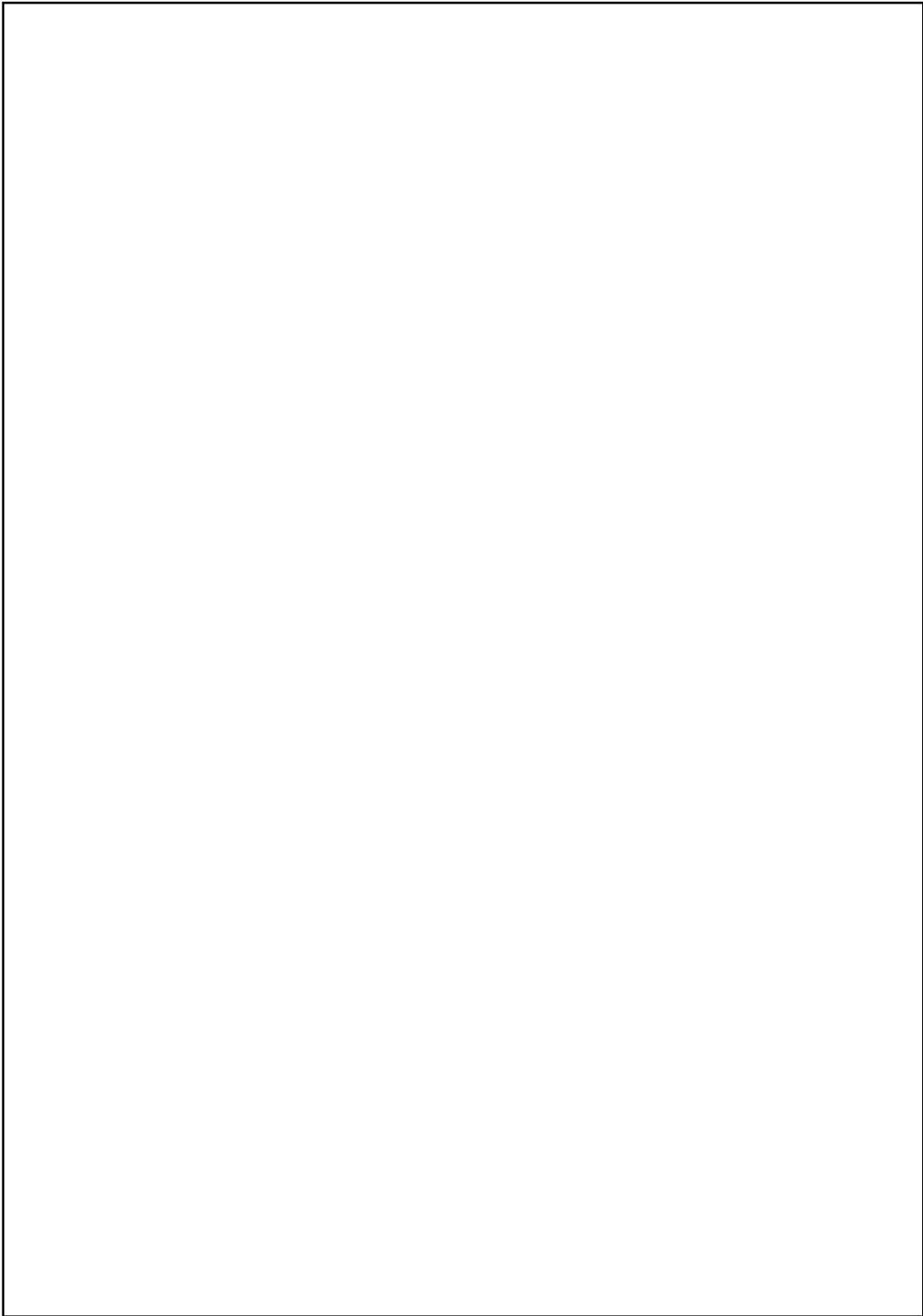
The flyer must

- emphasise the design element of **colour**
- emphasise the design principle of **pattern**.

The **hierarchy of information** on the flyer should appear in the following order.

- i.** images
- ii.** logo
- iii.** location and opening hours of the Wooden Toy Library

Complete **Question 2b.** on this page.



15 marks

Total 30 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.

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Resource images for Section A – Question 4

EXAMPLE 1

Free postcard – Apollo Bay Music Festival



EXAMPLE 2

Poster – Shakespeare series



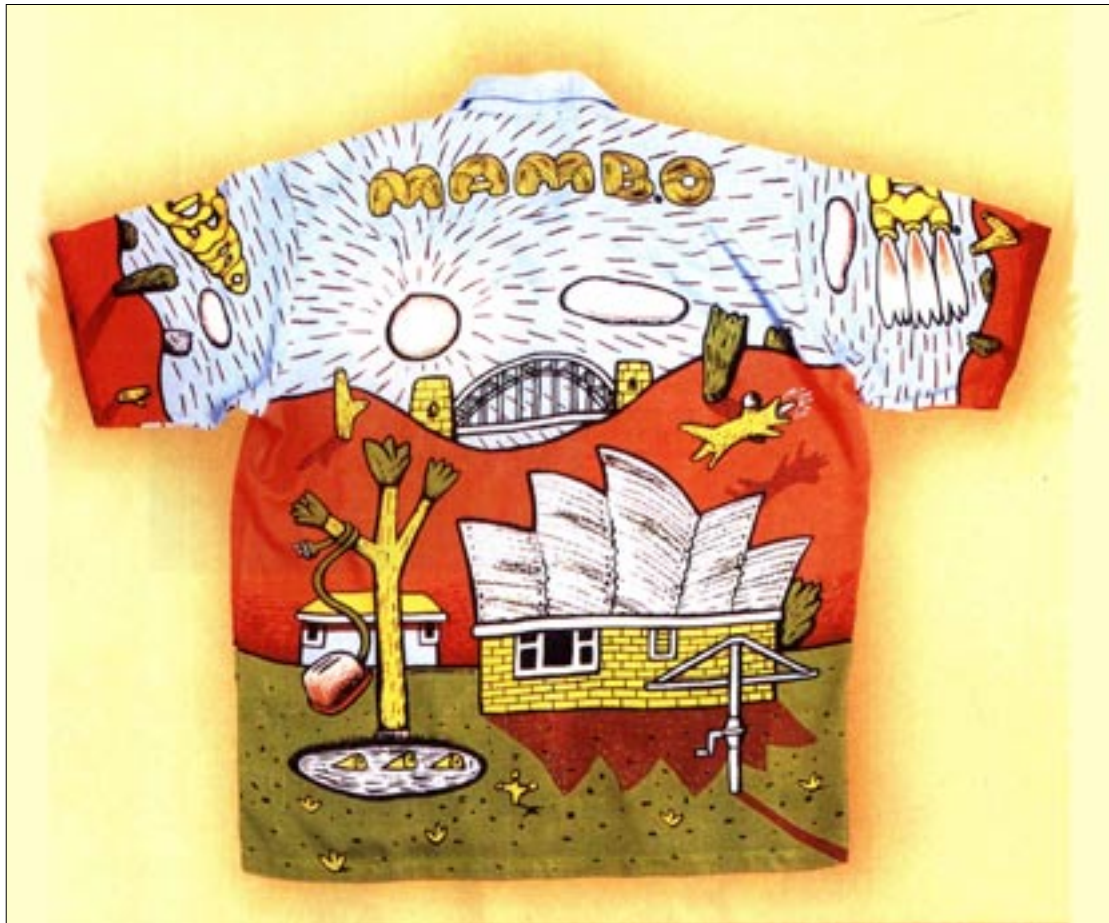
Due to copyright restriction,
this material is not supplied.

EXAMPLE 3

Industrial design – Sculptural chair

Due to copyright restriction,
this material is not supplied.

EXAMPLE 4
Shirt – Mambo



Resource images for Section B – Question 1 Part b.

Swing tag shapes



Letterform

U D

ud

U D

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ud

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UD

Resource images for Section B – Question 2 Part b.

Logo for the Wooden Toy Library



Ring toss game

Due to copyright restriction,
this material is not supplied.

Gear machine

Due to copyright restriction,
this material is not supplied.

Duck family

Due to copyright restriction,
this material is not supplied.

Truck

Due to copyright restriction,
this material is not supplied.

Little red wagon

Due to copyright restriction,
this material is not supplied.

Spinning wheel

Due to copyright restriction,
this material is not supplied.

Noah's Ark

Due to copyright restriction,
this material is not supplied.

Tractor

Due to copyright restriction,
this material is not supplied.