



**Victorian Certificate of Education
2006**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures										Letter	
Words											

VISUAL COMMUNICATION AND DESIGN
Written examination

Tuesday 31 October 2006

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>
8	8	101

- 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 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

Figures 1–3 are shapes represented as isometric drawings. The **arrow** indicates the **front view** for each. Under each isometric drawing are three different orthogonal views. Hidden lines are included where appropriate. Choose the correct view for each of the shapes.

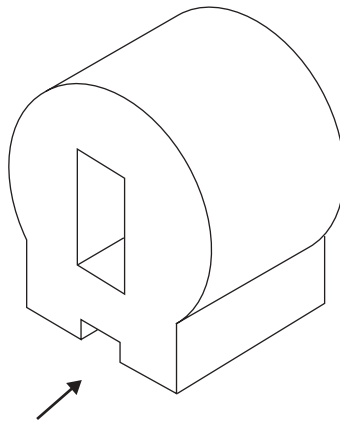
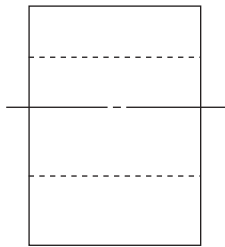
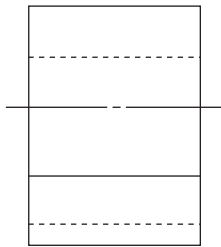


Figure 1

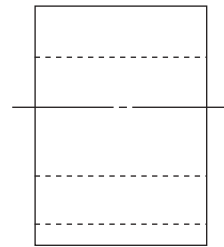
Indicate the correct **side view** by placing a **tick** in the appropriate box.



a.



b.



c.

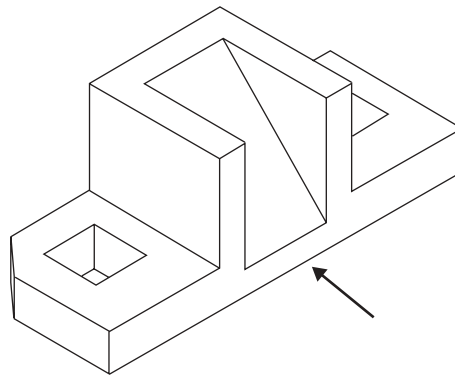
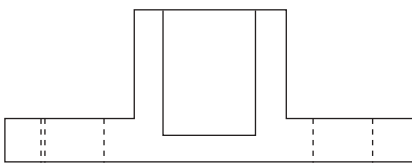
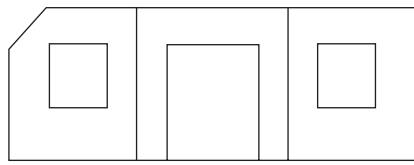


Figure 2

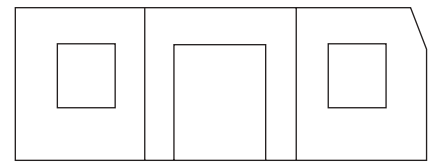
Indicate the correct **top view** by placing a **tick** in the appropriate box.



a.



b.



c.

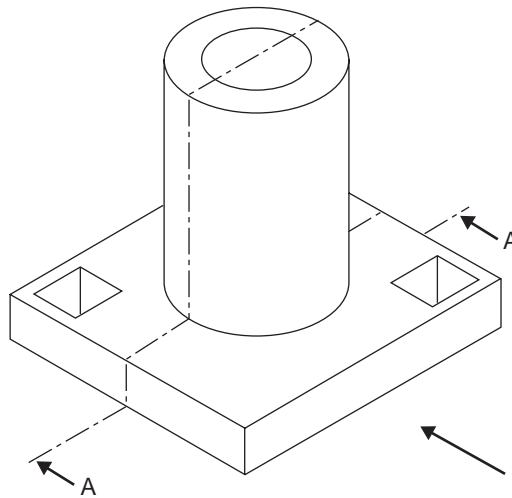
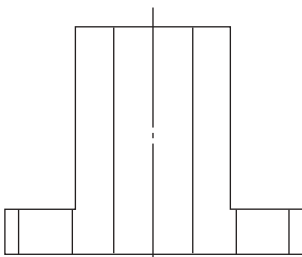
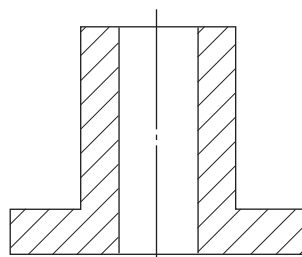


Figure 3

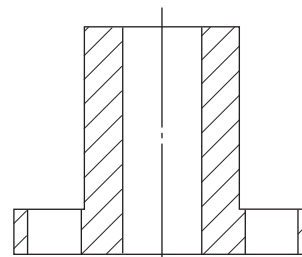
Indicate the correct **section A–A** by placing a **tick** in the appropriate box.



a.



b.



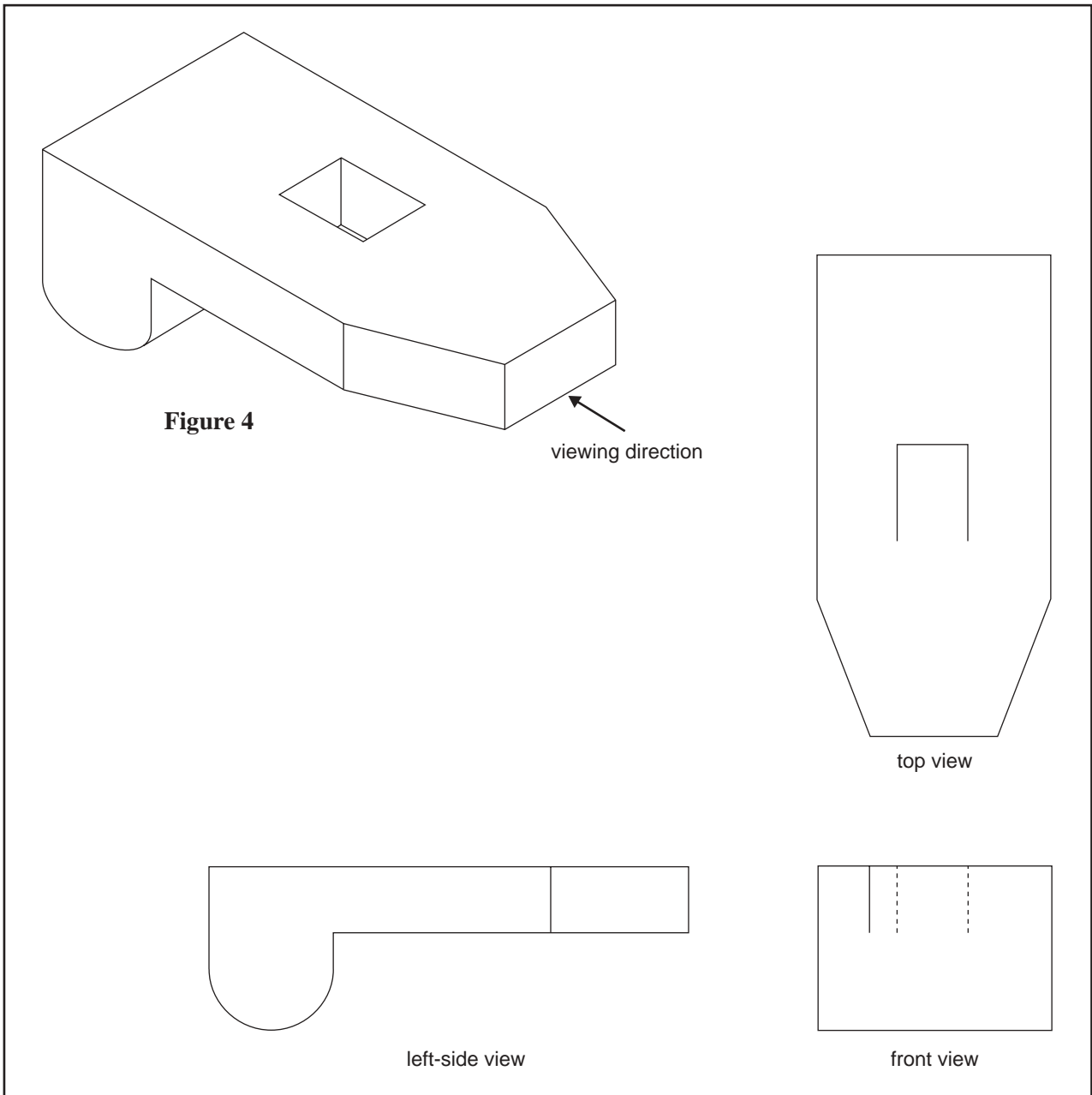
c.

1 + 1 + 1 = 3 marks

TURN OVER

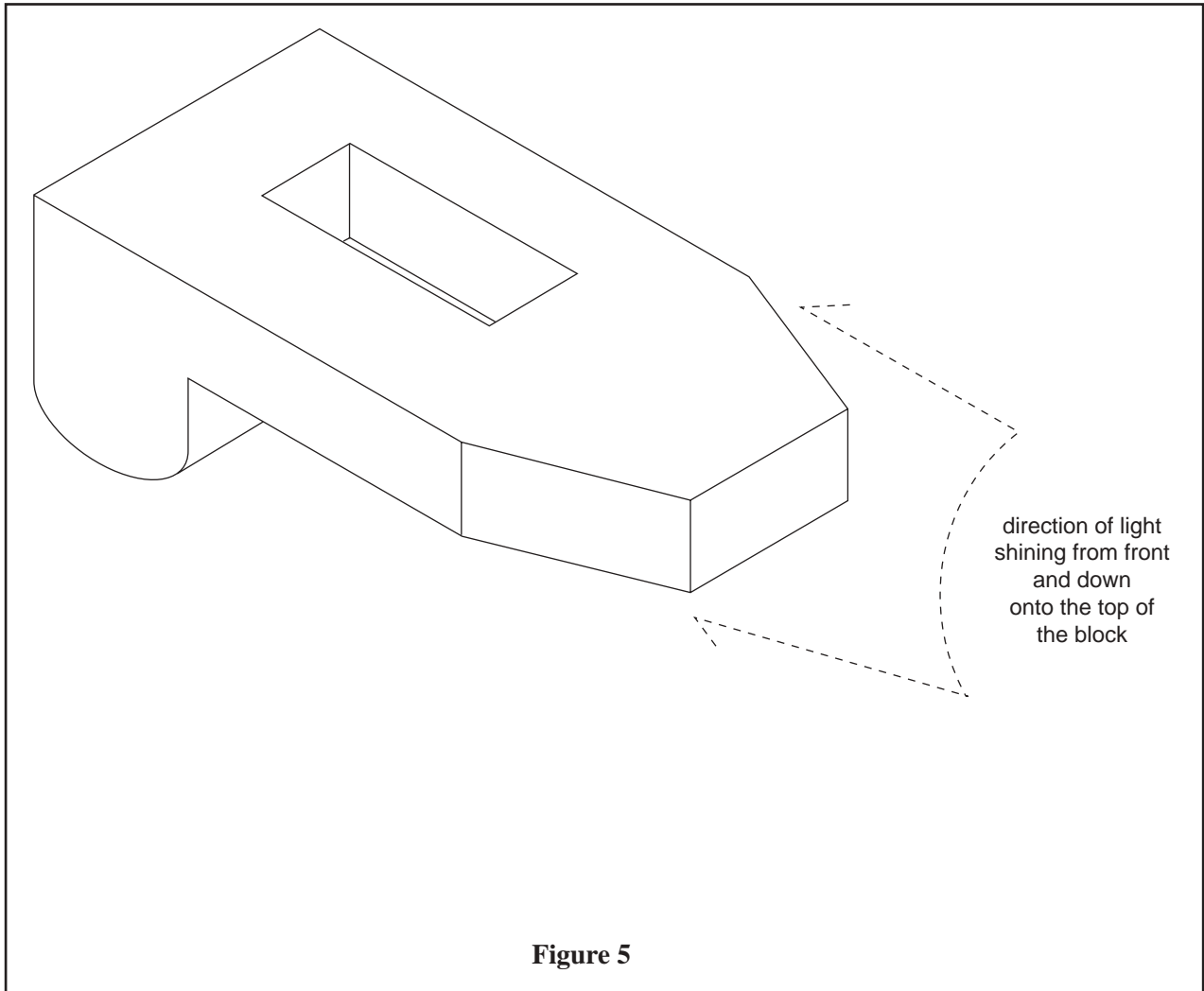
Question 2

- a. Figure 4 is an isometric drawing of a block. Complete the missing details of the third-angle orthogonal views including hidden lines.



2 + 2 + 2 = 6 marks

- b. Figure 5 is a line drawing of a block. Use **tone** and the light source indicated by the dashed line to **enhance** the three-dimensional form of the block.



2 + 3 = 5 marks

TURN OVER

Question 3

Patch Garden Supplies produces a range of flower and vegetable seedlings, such as **tomatoes, carrots, daisies** and **poppies**. Each seedling punnet has a tag attached, which shows the type of seedlings for sale.

(See page 3 in the resource book for an example of how the tag is attached to the seedling punnet.)

- a. You are required to design a final presentation for the **front** of a tag for **one** of the seedling types listed above. Use the tag shape given on page 7 to complete your final presentation.

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

1. image(s) to indicate the type of seedlings (tomatoes or carrots or daisies or poppies)
2. words to indicate the type of seedling
3. the brand name Patch Garden Supplies

The final presentation must **emphasise** the following design elements and design principles.

- colour
- pattern
- cropping

The reference material on pages 3–5 in the resource book can be used to assist with imagery for this question.

Rough working space for development work.
Work completed in this space will not be marked.

Complete **Question 3a.** on this page.



front of seedling tag

not to scale

5 + 3 + 5 = 13 marks

Question 3 – continued
TURN OVER

The following steps describe the process that should be followed to plant seedlings in the ground.

Prepare ground by digging three holes for three seedlings. Squeeze the bottom of the punnet to remove seedlings. Plant seedlings into prepared ground. Water thoroughly after planting.

- b.** Using **freehand drawing**, you are required to produce a **pictorial** diagram, to be used on the back of the tag, which shows the sequence of how to plant the seedlings.

The diagram must

- include freehand drawings
- include four numbered steps
- include the title 'How to plant seedlings'
- use black and white and one colour to emphasise key aspects of the process
- include key words to describe each step in the process.

Use the tag shape given on page 9 to complete your final diagram.

Rough working space for development work.
Work completed in this space will not be marked.

Complete **Question 3b.** on this page.



not to scale

back of seedling tag

1 + 1 + 1 + 1 + 1 + 5 = 10 marks

TURN OVER

Question 4

Figure 6 is a three-dimensional isometric drawing of a seedling punnet. In the space provided on **page 11** draw a third-angle orthogonal drawing of the seedling punnet using the same proportions as in **Figure 6**.

You must

- include three aligned views
- correctly label each view
- use Australian Standards Association conventions (including the third-angle orthogonal symbol)
- have each view in proportion to **Figure 6**.

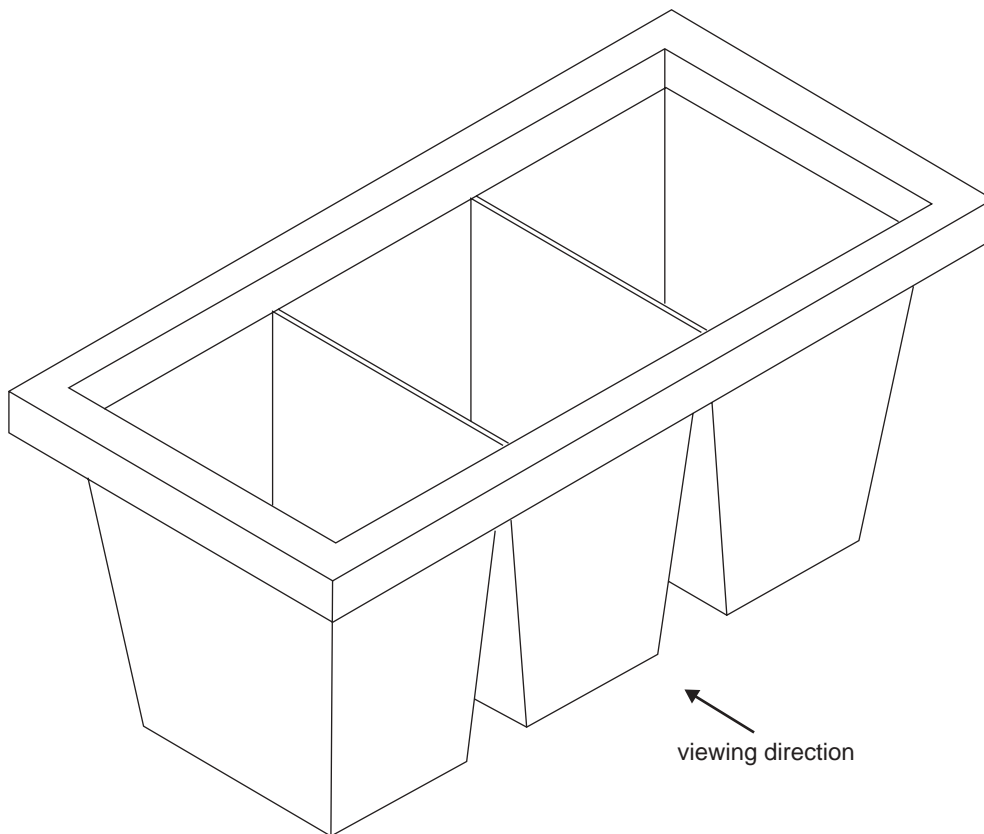


Figure 6. Seedling punnet

Complete **Question 4** on this page.

3 + 3 + 6 + 3 + 1 = 16 marks

TURN OVER

Question 5

In the resource book on page 6, **Figure 7** is a promotional flyer for Sweet Chestnuts cafe and restaurant. You must answer questions **a. and b.** in reference to **Figure 7**.

a. Identify and describe **how** the following design elements have been used in the promotional flyer.

line _____

colour _____

shape _____

b. Explain how line, shape and colour **have or have not** been used effectively **together** to promote the restaurant.

(2 + 2 + 2) + 4 = 10 marks

Question 6

In the resource book on page 7, **Figure 8** is a postcard advertising the Southern Cross Station.

You must answer questions **a. and b.** in reference to **Figure 8**.

- a.** Identify and describe **how** the following design principles have been used in the postcard.

contrast _____

cropping _____

- b.** Explain how the design principles, **contrast and cropping**, **have or have not** been used effectively in the postcard to **attract** the target audience(s) to the station.

(2 + 2) + 4 = 8 marks

Question 7

In the resource book on page 8, **Figure 9** is a flyer for the Melbourne Food & Wine Festival.

You must answer questions **a. and b.** in reference to **Figure 9**.

- a.** Identify a target audience, other than the general public, that would be attracted to this flyer.
In your response refer to how the **imagery** and **letterform** used relate to a target audience.

- b.** Identify and describe one method of production which may have been considered to create the final presentation for the Melbourne Food & Wine Festival flyer.

- c. List two other presentation formats which may have been considered in developing a final presentation to promote the Melbourne Food & Wine Festival.

3 + 3 + 2 = 8 marks

Question 8

In answering this question, you are to refer to the series of images relating to the design and production of the children's book cover for *Thomas the Turtle* in the resource book pages 9–12 and to the text below.

In the resource book are a series of images highlighting specific components of the design process used by illustrator Maxwell James to produce the cover for a children's book. The design brief required a bright colourful illustration that emphasised the main character 'Thomas'. The cover design needed to target young children aged 4–6 and be non-gender specific. The illustrator worked with a graphic designer from a publishing company who had expertise in manipulating text and images on the computer. The graphic designer also assisted in the layout of the design incorporating letterform and the illustration of the turtle.

a. List four components of the **design process** that Maxwell James might have undertaken to produce the cover of the children's book.

1. _____

2. _____

3. _____

4. _____

b. List three **resources** that Maxwell James may have used in the initial stages of the design process.

1. _____

2. _____

3. _____

c. List three **methods** of production that Maxwell James used to develop and refine his ideas.

1. _____

2. _____

3. _____

- d. Identify two design elements Maxwell James used in his design for the book cover. For each design element describe a **decision** Maxwell James has made relating to its selection for use on the book cover design.

Element one _____

Decision one _____

Element two _____

Decision two _____

- e. Outline two reasons why Maxwell James decided to work with a graphic designer to produce the final book cover design.

Reason one _____

Reason two _____

- f. Describe one way that Maxwell James may have **evaluated** his ideas during the production of the book cover design.

4 + 3 + 3 + 6 + 4 + 2 = 22 marks

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

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Work completed on this page will not be marked.



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VISUAL COMMUNICATION AND DESIGN

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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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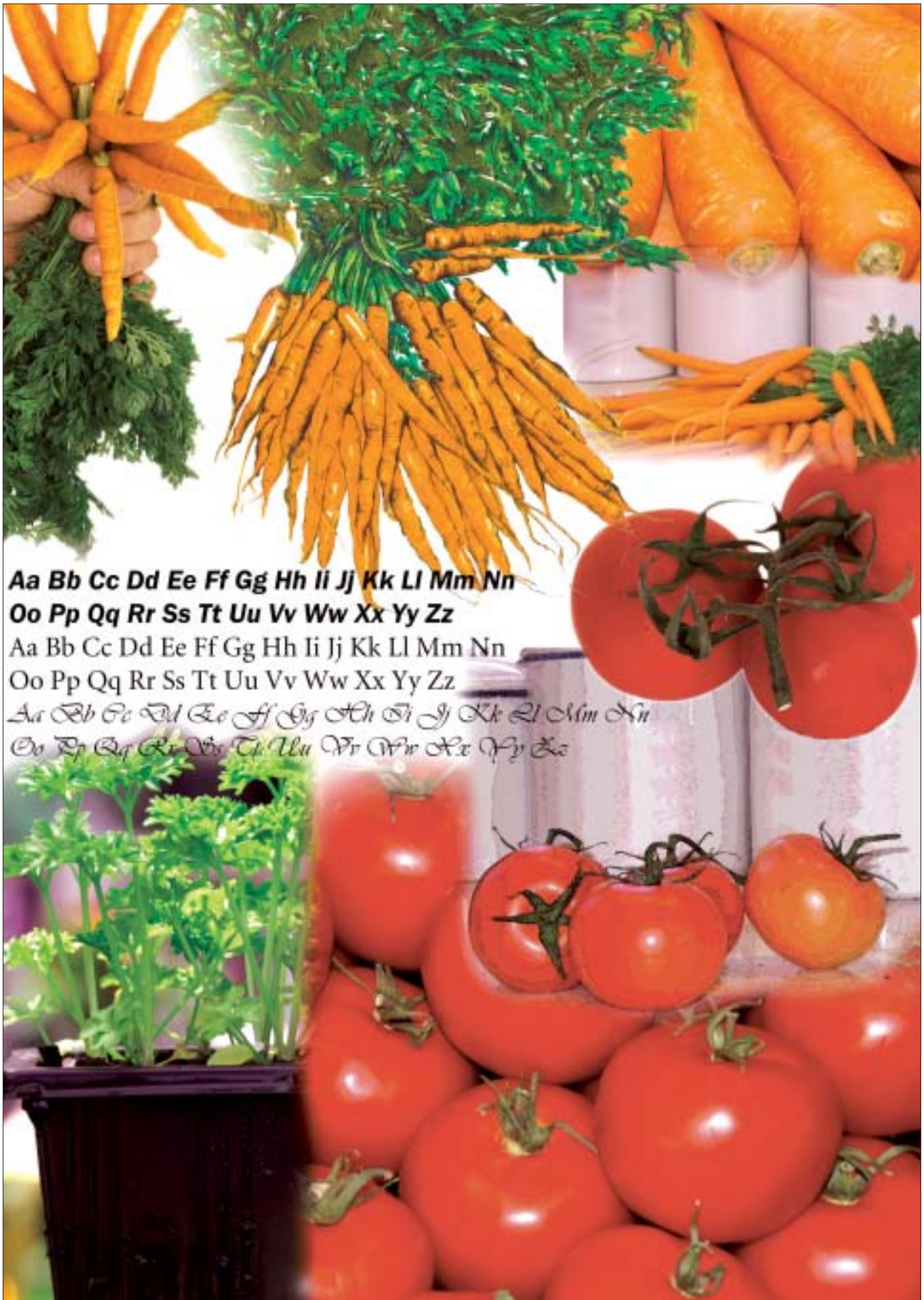
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Resource image for Question 3a.



seedling punnet

Resource images for Question 3a.



Resource images for Question 3a.



Resource image for Question 5

Figure 7

Due to copyright restriction,
this material is not supplied.

Resource image for Question 6

Figure 8



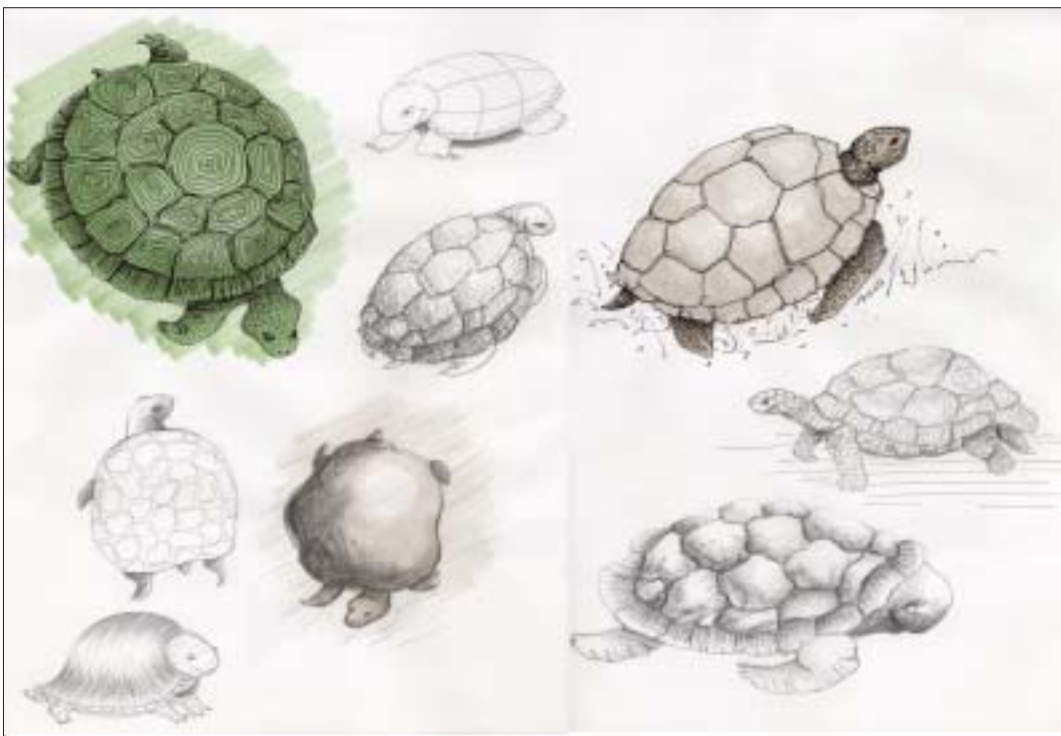
Southern Cross Station is located in inner city Melbourne.

Resource image for Question 7

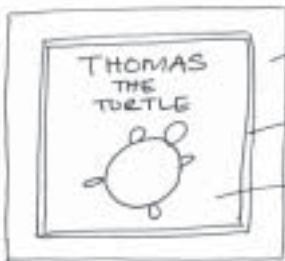
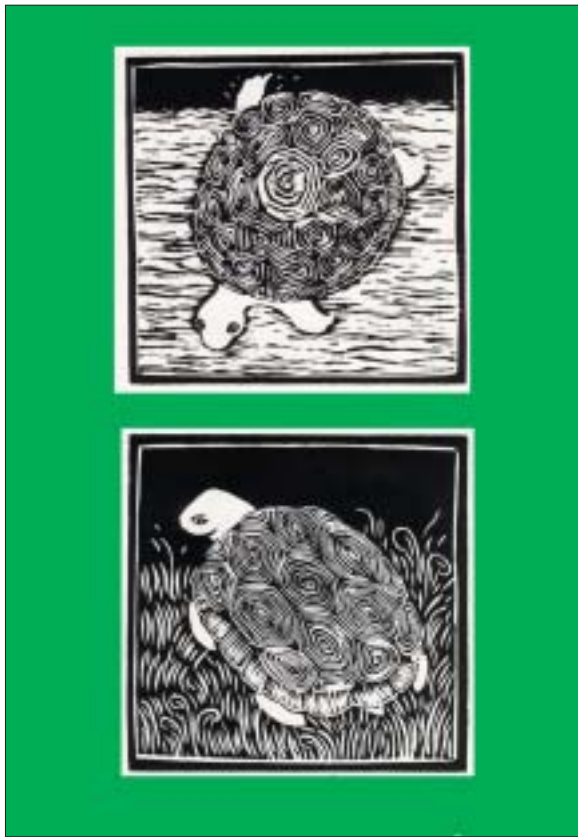
Figure 9



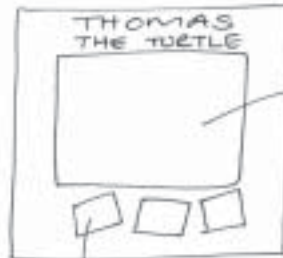
Resource images for Question 8



Resource images for Question 8

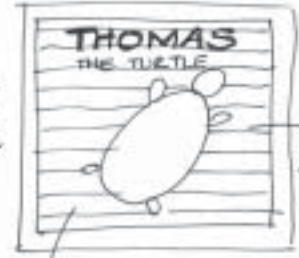


shell pattern
white border
red/green or blue background



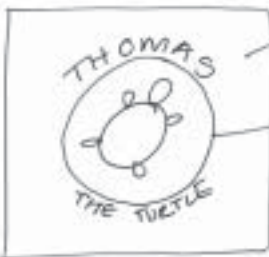
large simple turtle image

turtle images cropped?



like photo image

extend water



solid blue or pattern
outline circle in white or red embossed?

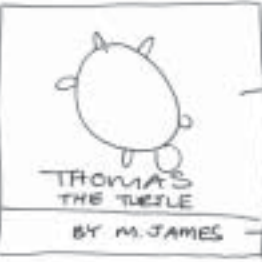


explore curved text... apply turtle shell pattern to text?



change? outline in white

pattern or plain



black/dark blue background

orange

Resource images for Question 8



Resource images for Question 8

