VISUAL COMMUNICATION AND DESIGN
Written examination

Tuesday 11 November 2008
Reading time: 11.45 am to 12.00 noon (15 minutes)
Writing time: 12.00 noon to 1.30 pm (1 hour 30 minutes)

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>8</td>
<td>8</td>
<td>93</td>
</tr>
</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 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.

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
Below are examples of design elements and principles.
Indicate the emphasised element or principle by placing a tick in the appropriate box.

i.  

![Pattern](image1.png)

- pattern
- form
- colour

ii.  

![Tone](image2.png)

- tone
- texture
- scale

iii.  

![Line](image3.png)

- line
- scale
- proportion

iv.  

![Form](image4.png)

- form
- point
- shape

v.  

![Form](image5.png)

- form
- texture
- colour

vi.  

![Texture](image6.png)

- texture
- colour
- hierarchy

6 marks
Question 2
Below are the fold-out surfaces of two cubes. Under each of the drawings are four pictorial views. Circle the correct pictorial drawing (a.–d.) that matches the two-dimensional fold-out drawing.

i.

![Cubical View 1](image1)

a. ![Cube 1a](image2)  
b. ![Cube 1b](image3)  
c. ![Cube 1c](image4)  
d. ![Cube 1d](image5)

ii.

![Cubical View 2](image6)

a. ![Cube 2a](image7)  
b. ![Cube 2b](image8)  
c. ![Cube 2c](image9)  
d. ![Cube 2d](image10)

1 + 1 = 2 marks
This page has been left blank for rough working space for development work.

Work on this page will not be assessed.
Question 3

Using **tone** and the **light source** indicated, render each shape to enhance its three-dimensional form.

\[ 4 + 4 + 4 = 12 \text{ marks} \]
Question 4

Figure 1 is an isometric drawing of a wooden block. On page 7, complete the third-angle orthogonal drawing of this block by adding the missing top view. Include all hidden lines according to the Australian Standards Association conventions.
Complete your answer to Question 4 below.

8 marks

TURN OVER
Question 5

Figure 2 is a third-angle orthogonal drawing of a key. On page 9, produce a correctly proportioned planometric drawing of the key from the direction of arrow A.
Complete your answer to Question 5 in the space provided below.

11 marks
**Question 6**

**Figure 3**, on page 3 of the resource book, is a poster by the designer David Pidgeon. The poster is part of a summer campaign to promote Federation Square. The poster encourages the public to explore Federation Square beyond its architectural facade. You must use Figure 3 to answer all parts of this question.

a. Identify and describe one dominant design element and discuss how it has been used effectively in this design.

b. Identify one dominant design principle and describe how it has been used in the design to attract the general public to Federation Square.

c. Identify and describe how photography has been successfully combined with one other method to produce the final poster design.

**Question 6 – continued**
Designers must often apply a particular design to a range of different visual presentation formats to suit the client’s needs.

d. Name and describe two other presentation formats that this design could be applied to.
   In your answer explain why these formats would be appropriate for the Federation Square summer campaign.

Presentation format one

Description

__________________________________________________________________________________________________________

Presentation format two

Description

__________________________________________________________________________________________________________

(1 + 2) + (1 + 2) = 6 marks
Question 7

**City of Wodonga design brief**
David Pidgeon created a visual identity for the City of Wodonga to link business and community. The City of Wodonga is a major town in Northern Victoria. The brief stated that the designs needed to reflect the recent growth in business and the community.

The final design solution was based around a geometric letterform with a wide range of applications. From the letterform design, a range of symbols and icons were developed using the same style. These were used in a wide range of industry and community applications.

In the resource book on pages 4 and 5 are some final designs created by David for the Wodonga City Council that may assist you in answering this question.

As the designer, David Pidgeon discussed the requirements of the design brief with the Wodonga City Council before beginning work.

**a.** List and explain two specific requirements that David may have discussed with the council at the beginning of the design process to establish the communication need.

1. ____________________________________________________________

2. ____________________________________________________________

2 + 2 = 4 marks

A designer needs to make many decisions during the design and production of visual communications to fulfill the constraints of a design brief.

**b.** Discuss one design decision which David may have made in relation to *materials* or *media* during the design process.

________________________________________________________________

________________________________________________________________

________________________________________________________________

1 + 2 = 3 marks
Designers often need to work with other design professionals when working through the design process.

c. Name one design specialist and discuss how David would have worked together with the specialist throughout the design process.

Specialist _____________________________________________________________

Discussion __________________________________________________________

______________________________________________________________

1 + 2 = 3 marks

Below is a series of symbols from the City of Wodonga brief which were used on signage.

d. Complete the series by designing a matching symbol to communicate a person skateboarding.

3 + 2 = 5 marks
Question 8
Fins is a modern fish and chip café that sells freshly cooked seafood. The café provides both dine in and takeaway and caters for local families and tourists. It is located at 124 Main Street, Ocean Cove. Opening hours are Tuesday to Sunday, 11.00 am until 9.00 pm.

**Letterform** can be used to express the meaning of the words. Creative application of different letterforms can produce interesting and exciting layouts.

**a.** Design a logo for the café which will be applied to its packaging and signage.
   
The logo must
   - include the title Fins
   - emphasise and manipulate the design element of **letterform**
   - emphasise the design principle of **contrast**.

The imagery provided on pages 6–8 of the resource book may be used as inspiration.

---

Rough working space for development work

Work on this page will not be assessed.

---
Complete your final presentation for **Question 8a.** in the space below.
This page has been left blank for rough working space for development work.
Work on this page will not be assessed.
b. Design the surface graphics for a sign that will be placed on the pavement outside the café. The image found on page 18 of the question book defines the shape of the sign and must be used for your final answer.

The sign must

• include marine and/or seafood imagery
• include the word Fins
• include the opening hours of the café; Tuesday to Sunday 11.00 am to 9.00 pm
• use the element of colour
• emphasise the design principle of pattern
• use the following hierarchy of information (images, name of café, opening hours).

The imagery provided on pages 6–8 of the resource book may be used as inspiration.

Rough working space for development work
Work on this page will not be assessed.
Complete your final presentation for **Question 8b.** in the space below.

(4 + 2 + 2) + 5 = 13 marks

**Question 8 – continued**
c. Discuss one design element that you have used in your design and evaluate its effectiveness in attracting the target audience.


2 marks

d. Discuss one design principle that you have used in your design and evaluate its effectiveness in creating hierarchy.


2 marks
VISUAL COMMUNICATION AND DESIGN

Written examination

Tuesday 11 November 2008
Reading time: 11.45 am to 12.00 noon (15 minutes)
Writing time: 12.00 noon to 1.30 pm (1 hour 30 minutes)

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.

© VICTORIAN CURRICULUM AND ASSESSMENT AUTHORITY 2008
This page is blank
Reference material for Question 6

Promotional poster for Federation Square

Figure 3
Reference material for Question 7

City of Wodonga design brief

council chambers
Reference material for Question 7

City of Wodonga design brief
Reference material for Question 8
Reference material for Question 8