



**Victorian Certificate of Education
2010**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures
Words

Letter

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VISUAL COMMUNICATION AND DESIGN

Written examination

Tuesday 9 November 2010

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>
7	7	93

- 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 15 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 unauthorised electronic devices into the examination room.

Instructions

Answer **all** questions in the spaces provided.

Question 1

Below are four images of birds where different media, materials, design elements and methods have been used.

For each image tick (✓) the correct answer.



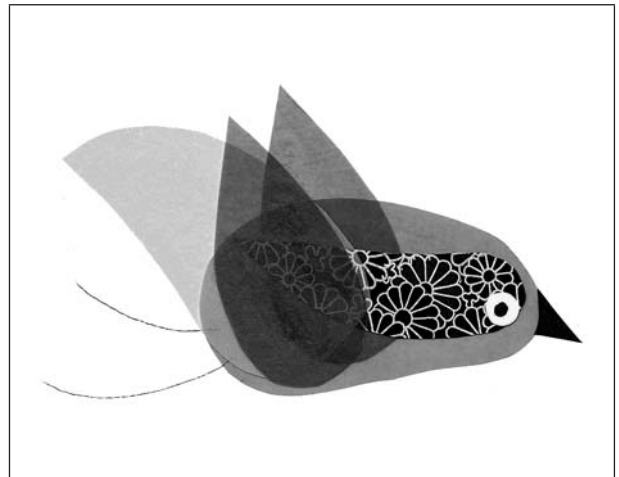
- a. What media has been used?
- i. cropping
 - ii. paper
 - iii. watercolour paint



- b. What method has been used?
- i. figure-ground
 - ii. photography
 - iii. colour



- c. What design element has been used?
- i. ink
 - ii. line
 - iii. freehand drawing



- d. What material has been used?
- i. texture
 - ii. pattern
 - iii. paper

4 marks

Question 2

Figure 1 is a logo design for a local Internet cafe, Tweets. Demonstrate your understanding of the design principles by generating **two** different freehand sketches which **emphasise** each of the principles named.

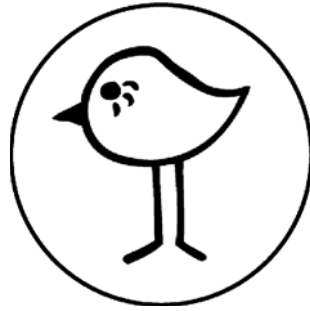


Figure 1

i. cropping

ii. pattern

4 marks

TURN OVER

Question 3

Figure 2 is a line drawing of a toy car. Render the car to show the textures listed and to enhance the form of the car.

- The body of the car is made from **natural wood**.
- The roof is made from **shiny reflective plastic**.
- The wheels are made from **textured rubber**.

You should select your own light source and indicate this on your answer with an arrow.

Colour is optional.

The reference material on page 3 of the resource book may be used to assist you with this question.

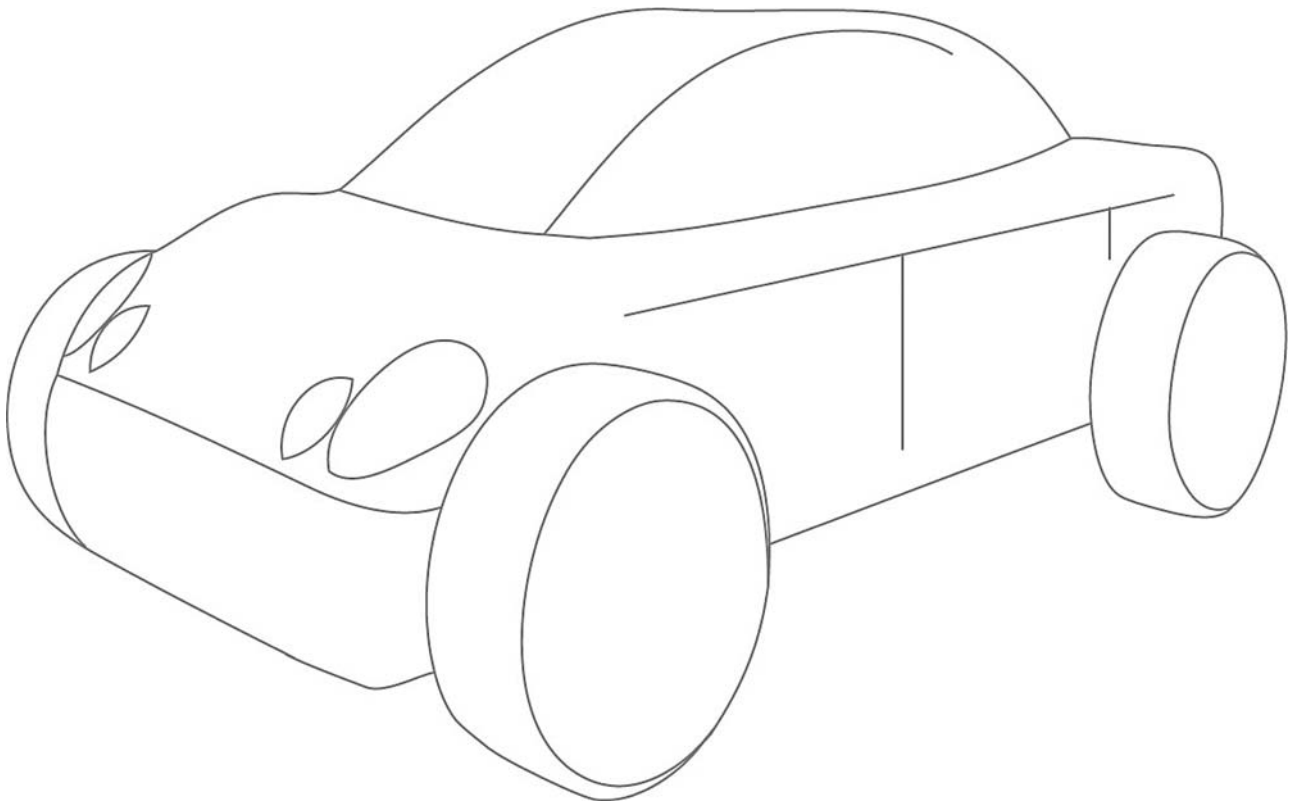
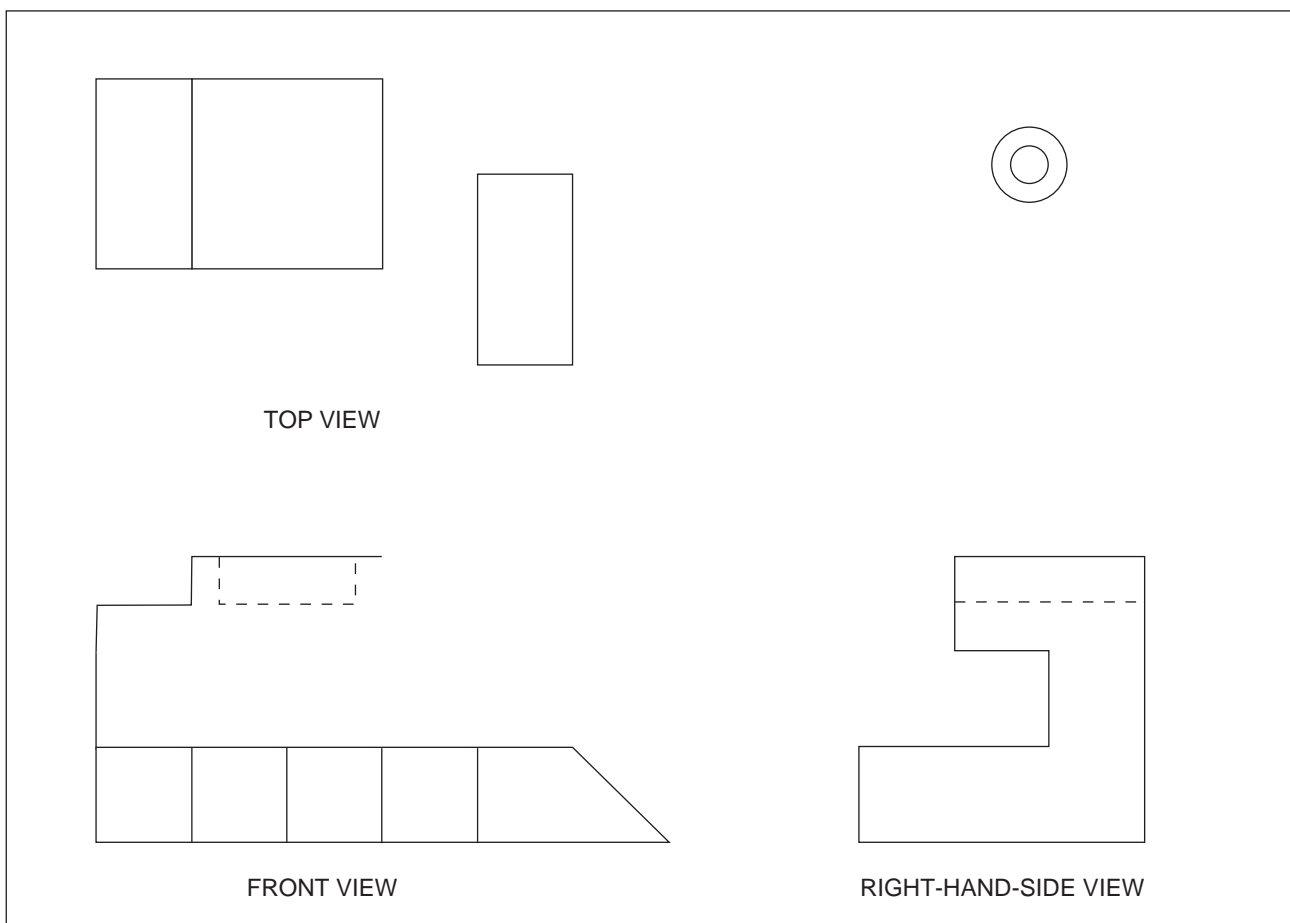
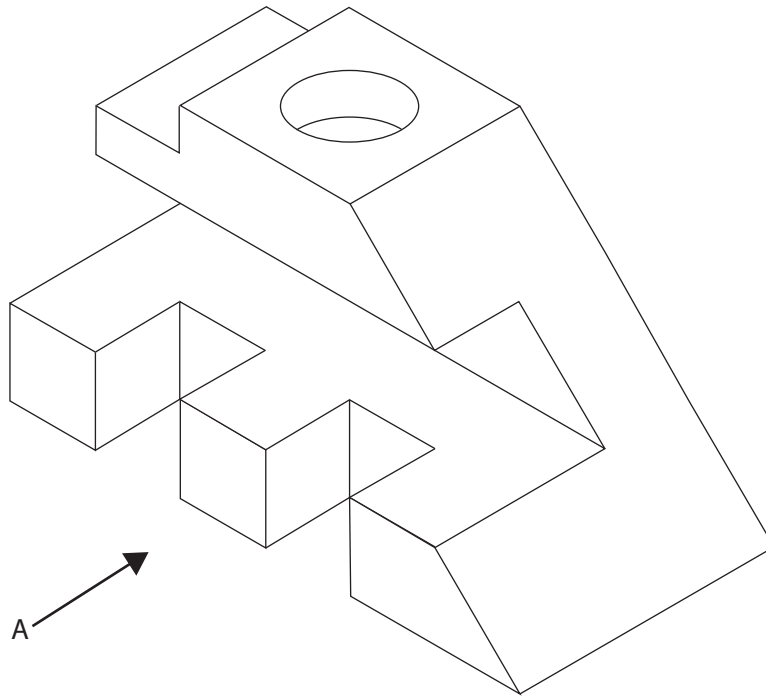


Figure 2

10 marks

Question 4

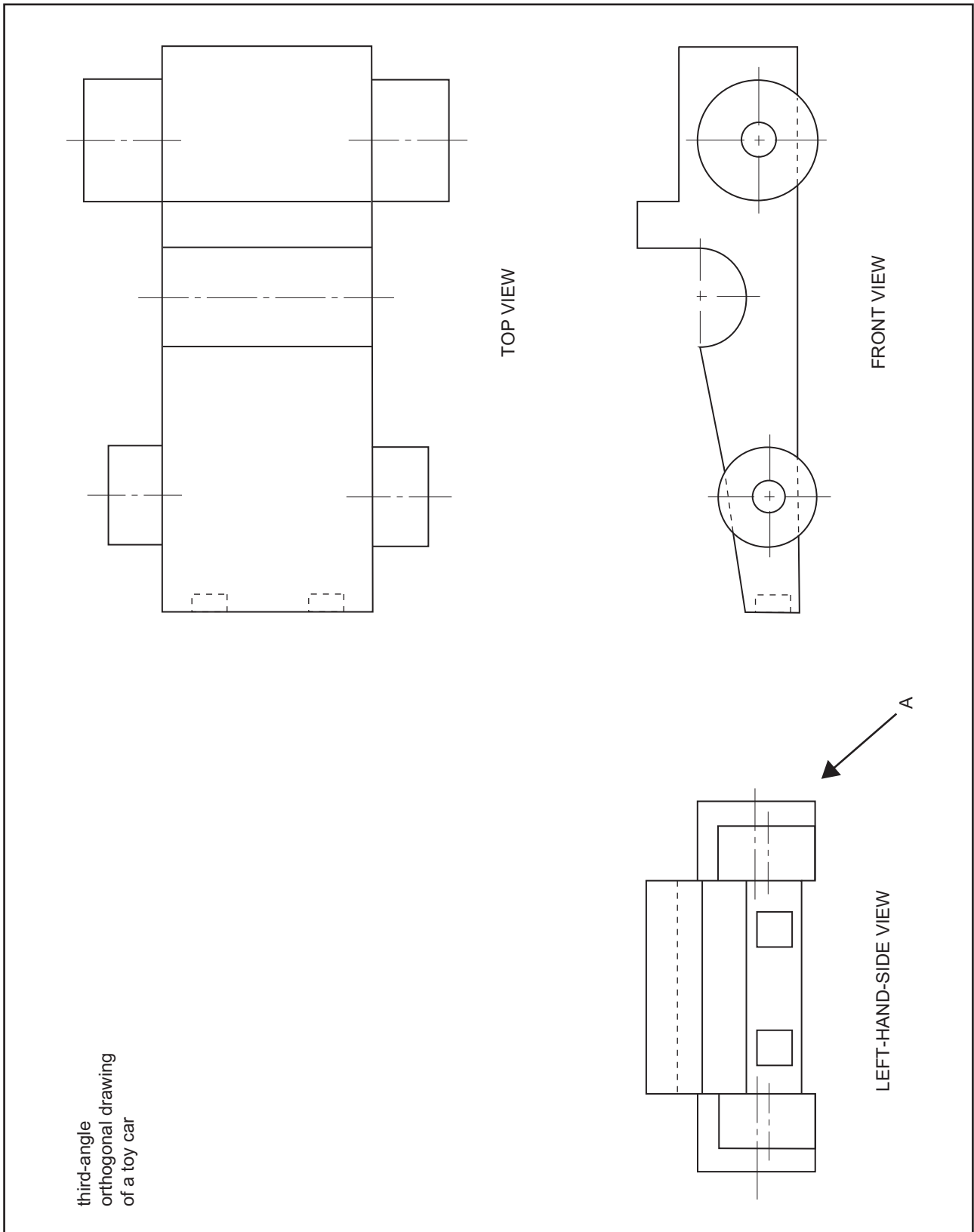
- a. Complete the third-angle orthogonal drawing of the block shown below by adding in all missing details according to ASA conventions. Arrow A indicates the front view.



12 marks

Question 4 – continued
TURN OVER

- b. Shown below is a third-angle orthogonal drawing of a wooden toy car. Produce a correctly proportioned isometric drawing of the car from the direction of arrow A. Complete your answer in the space provided on page 7.



Complete your answer to **Question 4b.** in the space below.

12 marks

TURN OVER

Question 5

In the resource book on pages 4 and 5 are two examples of visual communications.

Choose either Example 1 or Example 2 and answer all parts of the question referring to this example.

Indicate the chosen example _____

- a. Describe the **specific** audience(s) to whom the communication may be directed. In your answer refer to how the imagery and/or letterform used in the example relates to the specific audience(s).

3 marks

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

4 marks

- c. Identify and describe one **dominant** design principle and discuss how it has been effectively applied to create the set of visual communications.

4 marks

- d. Identify and describe how **drawing** has been combined with **one** other method to produce the final visual communication.

4 marks

TURN OVER

Question 6

The company Office International has employed a team of professional designers, including a photographer, an illustrator and a graphic designer. They have been given a brief to design a new range of office equipment and to create the promotional and advertising material for the new range.

Refer to page 6 in the resource book for images of the office equipment.

After the design brief was set by Office International the design team held a meeting.

a. Explain two different aspects of the communication need that the design team would have discussed.

i. _____

ii. _____

4 marks

The design team would have trialled various media during the design of the products.

b. Discuss one design decision the design team may have made in relation to media during the design process.

3 marks

Some members of the team are now given the task of developing different visual communications to advertise and promote the range of office equipment.

- c. i.** List two different visual presentation formats that could be developed to advertise and promote the products.

Presentation format 1 _____

Presentation format 2 _____

- ii.** Describe how Information and Communications Technology may be used to create these.

4 marks

Different specialist practitioners have a wide range of skills which they apply at different stages of the design process.

- d.** Refer to one of the specialist practitioners on the design team and describe two skills which they may have applied during the design process.

Chosen specialist _____

i. _____

ii. _____

4 marks

TURN OVER

Question 7

The Red Trees is a new Melbourne band. There are four band members, a guitarist, a keyboard player, a percussionist and a vocalist. The band has a target audience of males and females between the ages of 16 and 25 years who are interested in music. The Red Trees are going to launch their first album titled 'Branching Out' at an upcoming local music festival.

a. You are required to design a logo for this band.

Your logo design must

- include the title of the band
- combine the elements of shape and letterform
- use colour to emphasise the letterform
- use the design principle figure-ground.

The reference material on pages 7–9 in the resource book may be used to assist you with this question. You should produce your final logo design on page 13.

Working space

Complete your answer to **Question 7a.** in the space below.

8 marks

Question 7 – continued
TURN OVER

b. You are required to design the artwork for the CD cover of the band's new album 'Branching Out'.

Your design must

- include the name of the band and the album (your logo from **part a.** may be used)
- include a dominant tree-related image
- effectively apply the principle of cropping
- demonstrate a clear hierarchy of information
- use the element of texture.

The reference material on pages 7–9 in the resource book may be used to assist you with this question.

Produce your final design in the space provided on page 15.

Working space

Complete your answer to **Question 7b.** in the space below.

13 marks

END OF QUESTION AND ANSWER BOOK



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RESOURCE BOOK

Instructions

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- Refer to instructions on the front cover of the question and answer book.
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Reference material for Question 3



wood



shiny plastic



textured rubber

Reference material for Question 5

Due to copyright restriction,
this material is not supplied.

Example 1

DR STUART S – set of tea packaging

Reference material for Question 5

**Example 2**

SMALL WORLD – set of packaging

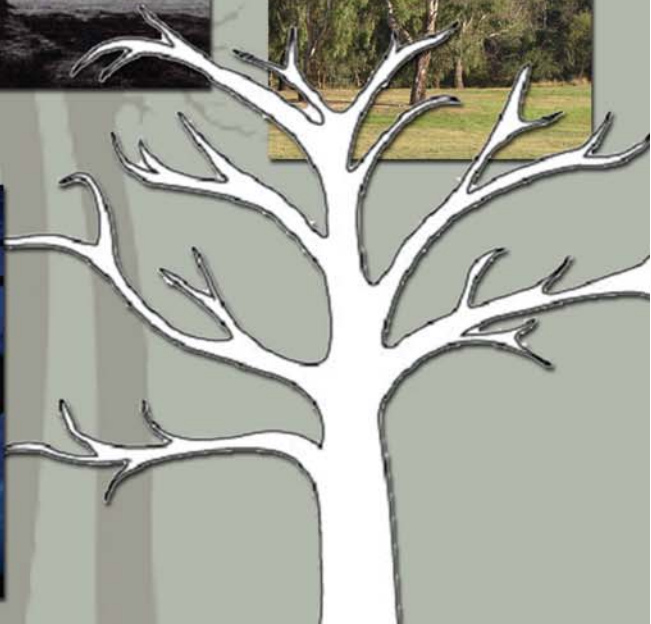
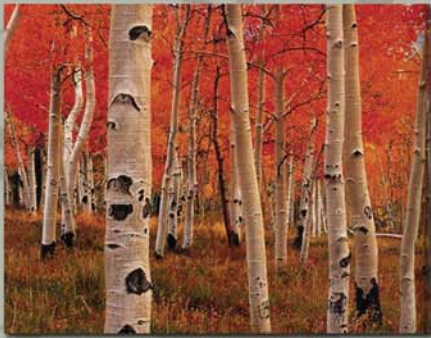
TURN OVER

Reference material for Question 6



Examples of office equipment designed by Michael Sodeau Partnership

Reference material for Question 7



Reference material for Question 7



Reference material for Question 7

abcde
fg hijk
lmno
pqrst
uvw x
yz

ABC
DEF
GHI
JKL
MNO
PQR
STU
VWX
YZ

abcdefghijklmn
opqrstuvwxyz

abcdefghijkl

mnopqrstuvw

xyz

abcdefghijkl

mnopqrst

vwxyz

ABCDEFGHI

JKLMNOPQR

STUVWXYZ