VISUAL COMMUNICATION AND DESIGN
Written examination

Wednesday 14 November 2012
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

<table>
<thead>
<tr>
<th>Structure of book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of questions</td>
</tr>
<tr>
<td>8</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, compasses, and circle and ellipse templates.
- Students are NOT permitted to bring into the examination room: blank sheets of paper and/or white out liquid/tape.
- No calculator is allowed in this examination.

Materials supplied
- Question and answer book of 17 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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Question 1
Below are illustrations representing four drawing systems that are used to produce visual communications.

1. 
2. 
3. 
4. 

Number the boxes below to match each illustration with the relevant drawing system.

- isometric
- two-point perspective
- orthogonal
- oblique

4 marks
Question 2

Figure 1

Change or manipulate Figure 1 to demonstrate your understanding of the design element or principle indicated beneath each box.

form

line

scale

proportion

8 marks
Question 3
Figure 2 is an isometric drawing of an object. Complete the third-angle orthogonal drawing of the object by adding the missing lines according to Australian Standards conventions. Arrow A indicates the front view.

Figure 2

3 marks
**Question 4**

Figure 3 is a line drawing of a photographer’s camera bag. Using tone, line, texture and colour, render the bag to enhance its form.

Your response must show
- a light source indicated by an arrow
- shadows cast by the light source onto the bag and the ground.

The bag
- including the handle and strap is made from fabric
- has a contrasting strip
- has strap buckles made from polished chrome.

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

Complete your answer in the space provided on page 7.

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**Figure 3**
Complete your answer to **Question 4** on this page.

12 marks
Question 5
Figure 4 is a third-angle orthogonal drawing of a USB housing. Produce a correctly proportioned isometric drawing of the USB housing from the direction of arrow A. Complete your answer in the space provided on page 9.

Figure 4
Complete your answer to Question 5 in the space provided.

12 marks

TURN OVER
Question 6

On pages 4 and 5 of the resource book are two examples of visual communication. Choose one example and answer all parts of this question, referring to this example.

Indicate your chosen example ____________

a. List two specific characteristics of the possible target audience.

________________________________________________________________________
________________________________________________________________________

2 marks

b. Describe how different media and materials may have been used throughout the design process.

media ________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

materials ______________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

6 marks

c. Describe the way letterform is used in collaboration with imagery in the visual communication. In your response, discuss how this assists in conveying information and/or ideas.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

5 marks
d. Select one design principle and describe how it has been used to create balance in the composition.

design principle __________________________

description ________________________________

________________________________________

________________________________________

3 marks
Question 7

The brief: Moonlight Cinema 2009/2010
The clients: Moonlight Cinema and Ford Fiesta
Design studio: Naughtyfish graphic design studio

Moonlight Cinema is Australia’s largest outdoor cinema chain. Films are screened during summer evenings in gardens and parks. Naughtyfish graphic design studio has designed the summer season identity and promotional material for Moonlight Cinema. Its imaginative and creative design solutions often include playful elements.

On pages 6 and 7 of the resource book are full-colour images designed by Naughtyfish for the 2009/2010 summer season. You are required to use these images when answering this question.

a. Identify and explain one constraint or consideration that may have been included in the Moonlight Cinema design brief. (In your response, refer to text and/or imagery found in one example from page 6 or 7 of the resource book.)

constraint or consideration _________________________________________________

explanation ____________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

3 marks

b. Indicate and describe two resources that the Naughtyfish design team may have used to develop their ideas for Moonlight Cinema’s imagery.

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

4 marks
Figure 5

Figure 5 is one of the items from the range of promotional material created as part of the Moonlight Cinema brief.

c. i. Identify the presentation format used and the context in which the presentation format could be located.

presentation format  
context  

ii. Discuss how this presentation format relates to the full range of promotional material on pages 6 and 7 of the resource book.

  

2 + 2 = 4 marks
Figure 6

Figure 6 is a T-shirt produced as part of the Moonlight Cinema promotional range.

d. Identify and discuss two methods the Naughtyfish design team may have used throughout the design process to design and/or produce the T-shirt.

method 1

method 2

6 marks
e. Below is a series of buttons inspired by the Moonlight Cinema brief. Complete the series by designing an original and matching fourth button. Images from the Moonlight Cinema brief found in the resource book on pages 6 and 7 may be used for inspiration. Design your button in the blank circle below and name it using the line provided.

Red Riding Hood

the troll

teddy bear

6 marks
Question 8

Ero Cycles
Ero Cycles is a Melbourne-based company that specialises in manufacturing and selling custom-built bicycles. Ero Cycles allows their customers the opportunity to pick, choose and swap different parts and colours to create a unique-looking bicycle. Ero Cycles then builds, boxes and ships the new bicycle to the customer’s door. The end result is a high-quality bicycle built to an individual’s needs and desires.

Ero Cycles has everything a cycling enthusiast would require, including replacement parts, bicycle accessories and clothing.

Ero Cycles requires a concept for the front of a T-shirt that will be worn by staff working in its warehouse and shop. The T-shirt will also be sold to customers and, therefore, needs to reflect the target audience.

You are required to design the graphics for the front of the T-shirt.

Your design must
• include the name of the bicycle company
• use shape and colour to create bicycle-related imagery
• emphasise and manipulate the design element letterform
• effectively apply the design principle of repetition
• effectively apply the design principle of figure-ground.

The reference material on pages 8–10 in the resource book may be used to assist you with this question.

Produce your final design in the space provided on page 17.
Complete your answer to **Question 8** in the space provided.

12 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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This page is blank
Reference material for Question 4

fabrics

polished chrome
Reference material for Question 6

Example A
2004 State of Design Exhibition
Due to copyright restriction, this material is not supplied.

Example B
Tick Tok Café & Patisserie business card
Reference material for Question 7
Reference material for Question 7

Source: Naughtyfish design
Reference material for Question 8

Question 8 – continued
Question 8 – continued

TURN OVER
Reference material for Question 8