VISUAL COMMUNICATION DESIGN

Written examination

Wednesday 13 November 2013
Reading time: 3.00 pm to 3.15 pm (15 minutes)
Writing time: 3.15 pm to 4.45 pm (1 hour 30 minutes)

QUESTION AND ANSWER BOOK

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>90</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: tee-squares and boards, texture boards, 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.
Question 1 (3 marks)
Below are three third-angle orthogonal drawings.
Using the information that the two-dimensional views and the three-dimensional sketch provide, add the missing line(s) for each drawing.
**Question 2** (6 marks)

Draw three different freehand sketches in the boxes provided to demonstrate your understanding of the design principle that is identified under each box.

Use **only** the two shapes next to each box to generate each sketch. You may change the scale, overlap or repeat the shapes, and use colour in your answers.

1. [Asymmetrical balance]

2. [Symmetrical balance]

3. [Hierarchy]
Question 3 (15 marks)
Refer to pages 3–6 of the resource book for larger and/or coloured versions of the visual communications that are related to Question 3.
Answer all questions referring to the visual communication that is identified.

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Figure 1

a. Referring to Figure 1, discuss the effectiveness of the use of shape in this illustration. 2 marks

________________________________________

________________________________________

________________________________________

________________________________________
b. Referring to Figure 2, list two specific characteristics of the possible target audience. Explain which features in the visual communication lead you to this opinion. 4 marks

characteristic 1

characteristic 2

explanation
Due to copyright restriction, this material is not supplied.

**Figure 3**

c. Tick (✓) the correct box.

Referring to Figure 3, select one of the following that best describes the **balance** that is used in this visual communication.

- [ ] balance – symmetrical
- [ ] balance – asymmetrical

Explain how design elements and/or principles have been used to achieve balance in this visual communication.  

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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d. Referring to Figure 4, explain a decision that the designer may have made with regard to one material and one method that may have been used in the design process. 6 marks

material _________________________________

explanation _________________________________

__________________________________________________________________________

__________________________________________________________________________

method _________________________________

explanation _________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
Question 4 (7 marks)

Create a composition in the box below using the letter X in Figure 5.
Your design must
• use only black and white
• have a similar distribution of both figure and ground
• repeat the letter that is shown in Figure 5.
You can change the proportion, scale, orientation and typeface of the X.
Question 5 (15 marks)

Figure 6 is a drawing of a cast object. You are required to draw a third-angle orthogonal drawing of this object using the grid that is provided on page 11. Arrow A indicates the front view.

Your drawing needs to include

- a scale of 1:1
- three views
- all hidden and centre lines, labels and the symbol.

Your drawing must adhere to the appropriate technical drawing conventions.
Complete your answer to Question 5 in the space below.
Question 6 (9 marks)

Figure 7 is a line drawing of a pair of headphones lying on a table. Using tone, render the headphones to enhance their form. The arrow indicates the direction of the light.

Your response must

• use the light source, as indicated by the arrow
• include shadows that are cast onto the headphones and the ground
• use texture to indicate the surface of different materials.

Colour is optional.

The reference material on page 7 of the resource book has examples of textures that you may use.
Question 7 (15 marks)

2011 St Kilda Film Festival

StudioBrave is an award-winning Melbourne-based design studio that has been working with the City of Port Phillip since 2008 on the branding of the St Kilda Film Festival. StudioBrave has been responsible for the film festival’s design material, which may include posters, programs, websites, advertising, tickets, e-communication, accreditation passes, digital presentations, signage and T-shirts.

In 2011, the film festival was held at The Astor Theatre in St Kilda. StudioBrave took its inspiration from this iconic, historic, Art Deco cinema and vintage film posters from various eras. The designer was Elise Lampe.

Refer to the images on pages 8 and 9 of the resource book to answer all parts of Question 7.

a. Identify one resource that StudioBrave may have used as inspiration for generating ideas. Discuss evidence of the application of this resource in the visual communications. 3 marks

resource ___________________________________________________________________________

discussion ___________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

b. Identify one example of media that may have been used by StudioBrave. Select one stage in the visual communication design process where this media may have been used and describe how it was used. 4 marks

media ________________________________________________________________________________

stage ________________________________________________________________________________

description ___________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

Question 7 – continued

TURN OVER
c. Figures 8 and 9 show two presentation formats from the St Kilda Film Festival 2011 campaign.

When working with the two different presentation formats, the designer would have needed to consider a range of factors, including scale and proportion.

Discuss the impact of scale and proportion on the design of these two presentation formats. 

4 marks
d. The City of Port Phillip may have wanted to include the services of a design specialist from the fields of **industrial** or **environmental** design. Select one of these fields. Identify one designer from this field and describe their possible contribution to the film festival’s campaign. 4 marks

- **design field**

- **designer**

- **description**

- 

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Question 8 (20 marks)

Lighthouses of Australia Inc.
Lighthouses of Australia Inc. is a non-profit organisation that aims to create a higher profile for Australian lighthouses within Australia and overseas, and thereby preserve, protect and promote their place within our history.

The brief
Your brief is to create a concept for a postcard that can be used as part of the organisation’s awareness campaign. The postcard will be available for free from tourist information booths, at events along the coast and in various shops in coastal towns. The design may also appear on the organisation’s website.

You are required to create a design for the front of a postcard to pitch to Lighthouses of Australia Inc.
Your design must
• include imagery related to a lighthouse(s)
• use shape, colour and type
• include only the words
  – preserve
  – protect
  – promote
• show an effective use of the design principle of figure-ground.

The reference material on pages 10–12 in the resource book is the research for this design brief. You should generate your concepts from this research.

a. Using the spaces provided on page 17, generate two different concepts for the postcard.
   Produce a range of visualisation drawings for each concept. 6 marks
Concept 1 (visualisation drawings)

Concept 2 (visualisation drawings)
b. From the two concepts that you have drawn on page 17, choose the concept that best fulfils the requirements of the design brief. Tick (✓) one of the boxes below to indicate your choice.

Evaluate the effectiveness of this concept in meeting the requirements of the brief. 2 marks

concept 1
concept 2

evaluation

Evaluation
c. In the postcard template below, produce your final design idea for the postcard. You may choose a portrait or landscape orientation. (If you choose landscape, you may turn the page around.) 10 marks


d. Explain two ways in which your final design meets the requirements of the brief. 2 marks


END OF QUESTION AND ANSWER BOOK
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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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**Figure 1**

illustration

Title: Bob Dylan
Client: Mark Balty Publishing
Designer: Noma Bar
Figure 2

postcard for Eckersley’s art and craft competition
(competition closed 15 April 2009)
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**Figure 3**

iTunes gift card
Apple Pty Ltd
Figure 4

brochure for the 2012 Print Weave Make exhibition
(presented by Australian Print Workshop, Australian Tapestry Workshop, Craft)
Designer: Luke Lucas
Reference material for Question 6
Reference material for Question 7

St Kilda Film Festival 2011 campaign
Studio: StudioBrave
Designer: Elise Lampe
Client: City of Port Phillip

poster

opening night invitation
street banner

program

website

TURN OVER