

STUDENT NUMBER Letter

VISUAL COMMUNICATION DESIGN

Written examination

Tuesday 8 November 2016

Reading time: 2.00 pm to 2.15 pm (15 minutes)

Writing time: 2.15 pm to 3.45 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	90

- 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 correction fluid/tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 18 pages.
- Resource book of 11 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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Instructions

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

Question 1 (4 marks)

Refer to page 3 of the resource book for larger colour versions of the visual communications that are related to Question 1.

Identify the dominant design principle in each image below. Tick (✓) the correct answer.



- shape
- colour
- pattern
- figure-ground

Figure 1



- tone
- colour
- contrast
- hierarchy

Figure 2



- type
- shape
- cropping
- hierarchy

Figure 3



- line
- colour
- symmetrical balance
- asymmetrical balance

Figure 4

Question 2 (19 marks)

Refer to pages 4 and 5 of the resource book for larger colour versions of the visual communications that are related to Question 2.

Answer all questions referring to the visual communications that are shown.

**Figure 5****Figure 6**

- a. Referring to Figures 5 and 6, identify the two design fields and explain the distinguishing characteristics of each design field. 4 marks

Design field 1 _____

Design field 2 _____



Figure 7

- b. i.** Referring to Figure 7, identify the material used to produce the poolside furniture shown. Describe the visual effect of the material and explain why the designer might have chosen this material.

3 marks

- ii.** Discuss how design elements and design principles are used to enhance the functional and aesthetic factors of the poolside furniture in Figure 7.

4 marks



Figure 8



Figure 9



Figure 10



Figure 11

- c. The rebuilt and redeveloped Royal Children’s Hospital in Melbourne (Figures 9–11) looks significantly different from the original hospital building (Figure 8).
 - i. Use evidence to describe **one** environmental design need that might have been included in the brief for the redevelopment. 2 marks

- ii. Referring to one design element and one design principle, explain how effectively the need you described in **part c.i.** was addressed by the designer.

6 marks

Design element _____

Design principle _____

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Question 3 (13 marks)

Figure 12 shows a packaging net. Solid black lines are cut lines, broken lines are fold lines and solid grey shapes are surface graphics. The tabs are for fastening and stability.

On page 9, draw an isometric view of the constructed package from point A.

Your drawing must:

- be drawn viewed from point A
- maintain a scale of 1:1
- include all surface graphics.

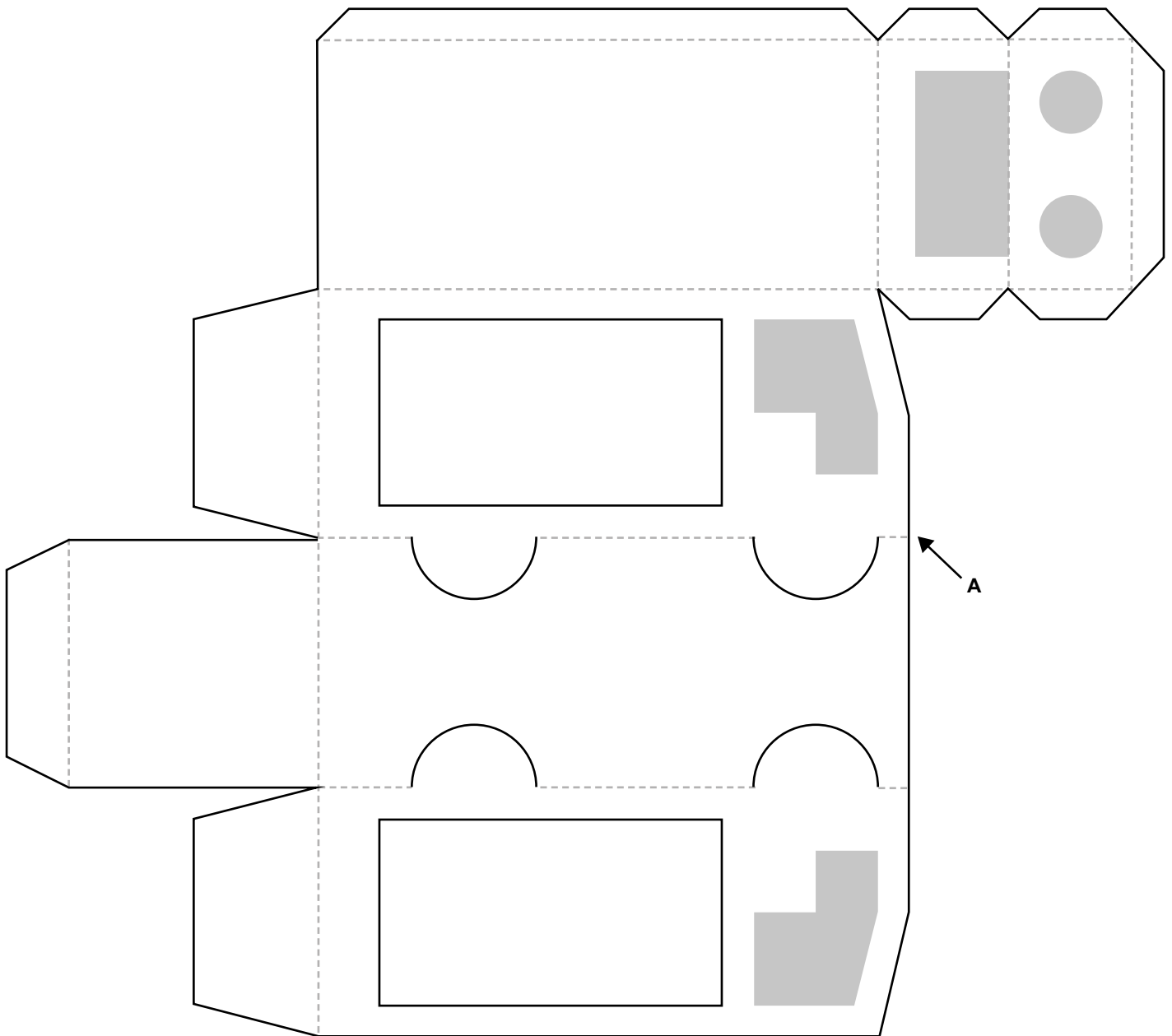


Figure 12

Complete your answer to **Question 3** in the space below.

Question 4 (14 marks)

Refer to pages 6 and 7 of the resource book for larger colour versions of the visual communications that are related to Question 4.



Figure 13



Figure 14

- a. Using evidence from Figures 13 and 14, identify two constraints that might have been specified in the brief and discuss how the designer addressed each constraint.

4 marks

Constraint 1 _____

Constraint 2 _____

- b.** Referring to Figure 13, describe how the designer might have collaborated with **one** specialist during the design process. 3 marks

- c. i.** Identify the purpose of Figure 14. 1 mark

- ii.** Explain what design decisions might have been made to create an effective solution to the purpose identified in **part c.i.** 3 marks

- d.** Discuss **one** evaluation technique that might have been used by the designer of the Summersalt Festival program prior to the resolution of the final presentation. 3 marks

Question 5 (8 marks)

Refer to page 8 of the resource book for larger colour versions of the visual communications that are related to Question 5.

A set of postcards is planned to celebrate the architecture of iconic museums around the world.

You are required to create stylised designs for the two museums shown below. Each postcard design must refer to the building shown in the figure, and emphasise the design element and design principle identified below the figure.

The design must:

- maintain the orientation of the postcard template drawn below the figure
- focus on the museum building
- depict identifiable features of the building
- use the entire postcard area effectively
- use only black and white.



Figure 15

Design element – shape

Design principle – figure-ground

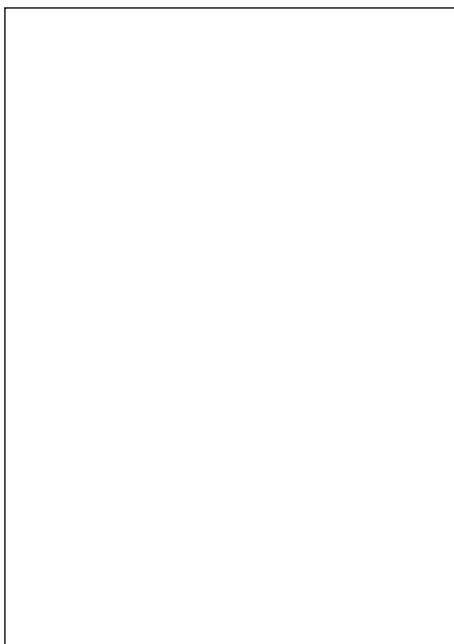
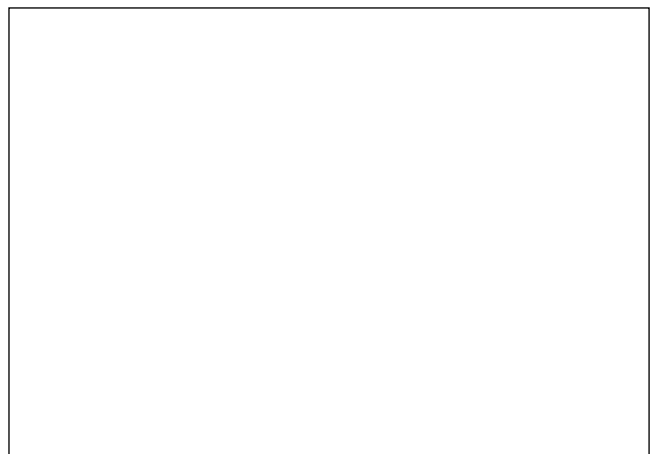


Figure 16

Design element – line

Design principle – contrast



Question 6 (9 marks)

Figure 17 is a line drawing of a kettle that you are required to render. You may use the reference material on page 9 of the resource book.

Your response must use the light source, indicated by the arrow, to enhance the form. You must also use tone and colour to render the kettle to indicate the following:

- shadows that are cast on the kettle and onto the ground
- coloured enamel for the main body and lid
- shiny chrome for the spout and thin parts of the handle
- textured rubber for the thick part of the handle

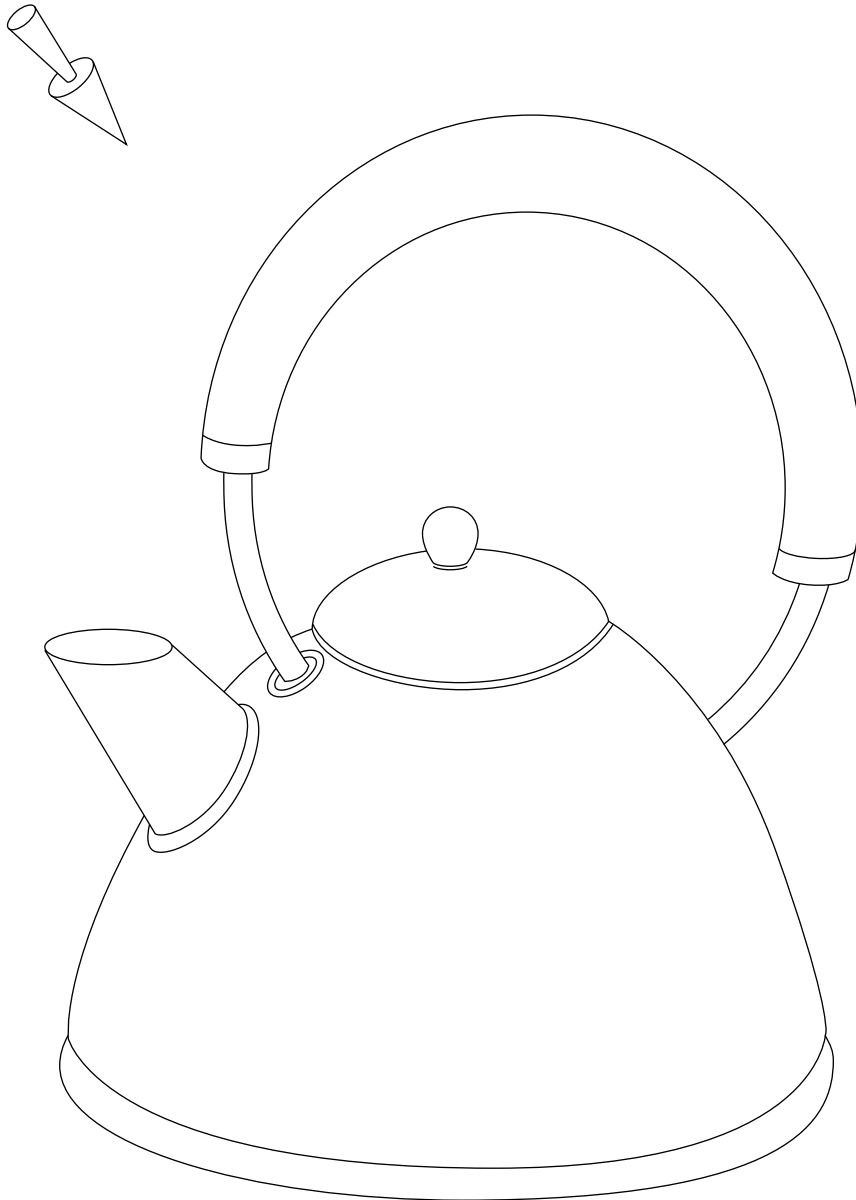


Figure 17

Question 7 (23 marks)**The brief**

Kidgeo, a company that specialises in educational toys for preschool children, is introducing new toys that will help to teach young children about geometric shapes.

Client need

Kidgeo wants to create toy characters that preschool children will associate with specific geometric shapes. The toys must represent animals or humans.

The toy will be made from soft compressed rubber and any parts protruding from the main form should be limited and must not extend too far so as to minimise the chance of them breaking off.

The client needs a concept for the design of **one** of these toys. You are to design and name a three-dimensional toy based on **one** of the following shapes: circle, oval, triangle, square, rectangle or parallelogram. Your design will then be used on a postcard and a sticker.

- a. In the space provided on page 15, use three-dimensional visualisation drawings to generate a range of ideas for the design of the toy character based on **one** of the geometric shapes specified. You must identify and show evidence of one design thinking technique to develop or evaluate your concept.

6 marks

Design thinking technique _____

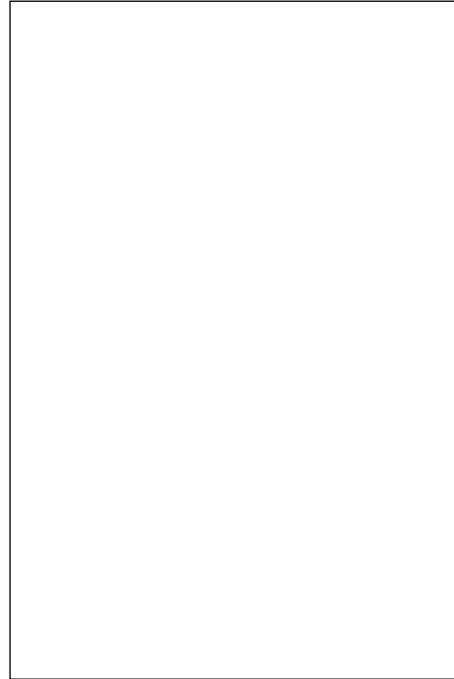
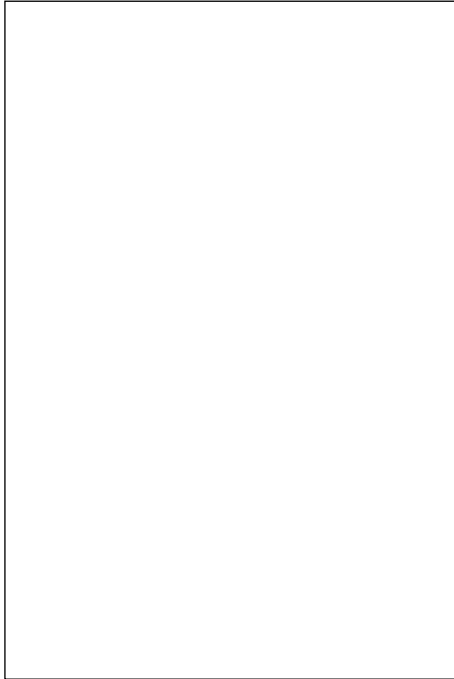
Complete your visualisation drawings and design thinking in the space provided below.

b. Sketch two possible layouts for a collectible postcard of your character. Each composition must consider the placement of type and image within the rectangular templates below. The design must include:

- the three-dimensional character selected from your visualisation drawings in **part a.**
- the following hierarchy – imagery, the name of the character, the company name.

You may rotate the page if you want to use a landscape format.

4 marks



c. Refine your preferred design concept from **part b.** and produce a collectible postcard of your three-dimensional character. You must complete your design in the template below. The design must include:

- the three-dimensional character selected from your visualisation drawings in **part a.**
- the following hierarchy – imagery, the name of the character, the company name
- tone to show form
- colour (a maximum of three) and black and white.

You may use the reference material provided on page 10 of the resource book.

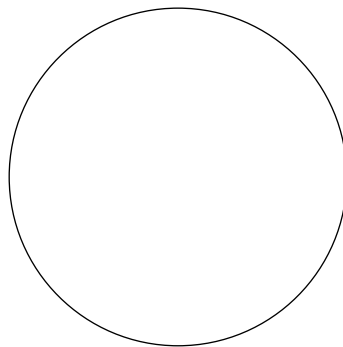
You may rotate the page if you want to use a landscape format.

10 marks



d. Using only shape and line, produce a simplified two-dimensional black-and-white version of your character from **part c.** for a sticker. Draw your design in the template below.

3 marks



TURN OVER

Sources

Figure 1: Australia Post; Figure 2: Niklaus Troxler, 'McCoy Tyner Sextet' poster, 1980, 128.1 cm × 90.6 cm, in Cooper Hewitt, *Making Design*, Cooper Hewitt, Smithsonian Design Museum, New York, p. 172; Figure 3: Elisabetta Berardi, Clarendon Bold artwork, in Judith Wilde and Richard Wilde, *Visual Literacy*, Watson-Guptill Publications, New York, 1991, p. 85; Figure 4: Philippe Apeloig, *An American in Paris*, screenprint, 2014, 150 cm × 100 cm, in Ellen Lupton, *How Posters Work*, Cooper Hewitt, Smithsonian Design Museum, New York, p. 137, © Successió Miró/ADAGP/licensed by Viscopy, 2017; Figure 5 and Figure 6: Zach Hastings, 'Brand Identity', 2 August 2006, www.coroflot.com; Figure 7: yoann henry yvon – YHYdesign, 'Codex', 13 November 2008, www.coroflot.com; Figure 8: RCH News, 7 December 2011; Figures 9–11: courtesy Bates Smart and John Gollings; Figure 13 and Figure 14: Summersalt Festival program, <http://summersaltfestival.com.au>, Melbourne Recital Centre Ltd; Figure 15: David Heald and SRGF; Figure 16: Gehry Partners LLP

**Victorian Certificate of Education
2016**

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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.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

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Reference material for Question 1



Figure 1



Figure 2

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Figure 3



Figure 4

Reference material for Question 2, part a.

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Figure 5

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Figure 6

Reference material for Question 2, part b.

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Figure 7

Reference material for Question 2, part c.



Figure 8



Figure 9



Figure 10



Figure 11

TURN OVER

Reference material for Question 4



Figure 13

Reference material for Question 4

FESTIVAL MAP

- 1 SOUTHGATE PROMENADE
- 2 ARTS CENTRE MELB LAWN
- 3 TESTING GROUNDS
- 4 ARTS CENTRE MELB FORECOURT
- 5 NGV 'GARDEN'
- 6 MELBOURNE RECITAL CENTRE
- 7 SOUTHBANK THEATRE
- 8 DODDS ST ENTRANCE
- 9 DODDS ST STAGE
- 10 VCA VISUAL ARTS COURTYARD
- 11 ACCA FORECOURT
- 12 MALTHOUSE COURTYARD
- 13 PRAVILION
- 14 SIDNEY JETER MUSIC BOWS
- 15 ROYAL BOTANIC GARDENS
- 16 VCA PERFORMING ARTS COURTYARD

SUMMERSALT - THE OUTDOOR ARTS FESTIVAL YOU'LL FLIP FOR

Explore SummerSalt at the outdoor venues of the Southbank Arts Precinct.

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Explore SummerSalt at the outdoor venues of the Southbank Arts Precinct.

Over five extraordinary summer weekends, the Melbourne Arts Precinct is turned on its head. Music, dance, circus, theatre and art burst into life and spill out onto the streets of Southbank.

This inventive program of events is a unique and creative collaboration of Melbourne's leading arts organisations including Melbourne Recital Centre, Arts Centre Melbourne, Australian Centre for Contemporary Arts, Chunky Move, Malthouse Theatre, Melbourne Symphony Orchestra, Melbourne Theatre Company, National Gallery of Victoria, The Australian Ballet, Victorian College of the Arts, Victorian College of the Arts Secondary School, Federation Square, and Opera Australia amongst many others. There's something for everyone.

During the day, families can explore fun free and low cost events such as interactive theatre, puppetry, storytelling, giant art installations and hands-on workshops.

In the evenings, Southbank will come alive with exciting outdoor concerts, street-art, theatre and cinema until late.

Visit summersaltfestival.com.au for all the details and join in the party!

Figure 14

Reference material for Question 5

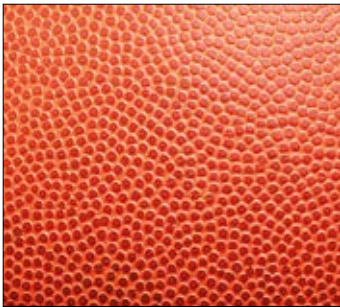
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Figure 15

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Figure 16

Reference material for Question 6



TURN OVER

Reference material for Question 7

ABCDEF **fg hijklmn**

JKL RSTUV

FGHIJbcde

ABCdef HIJK

DEFG **xy**

qrstuv **IJKLM**

Sources

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Question 7 fonts

From top row, left to right: Abadi MT Condensed Extra Bold, Ayuthaya, Desdemona, Hobo STD Medium, Gill Sans Ultra Bold, Charlemagne STD Bold, Braggadocio Stencil Bold, Poplar STD Black Bold