

SECTION A

Instructions for Section A

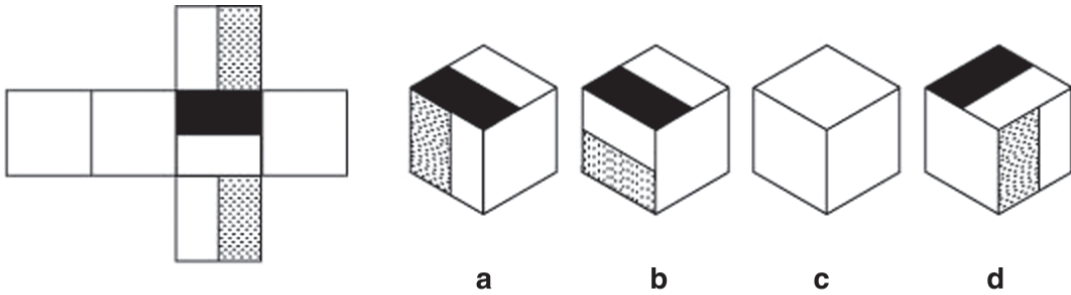
Answer **all** questions in the spaces provided.

Question 1

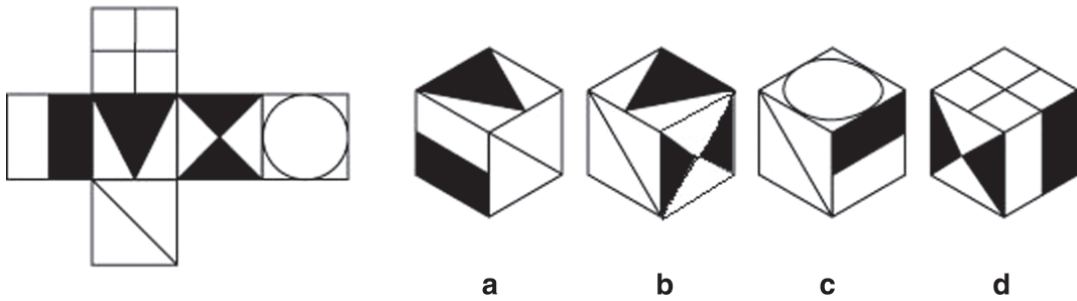
On the left-hand side of the page are the folded-out surfaces of two cubes, labelled **i.** and **ii.** Beside each of the drawings are four pictorial views (a–d).

Circle the letter (a–d) that matches the pictorial view with the fold-out drawing.

i.



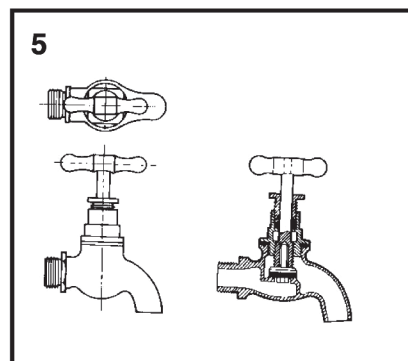
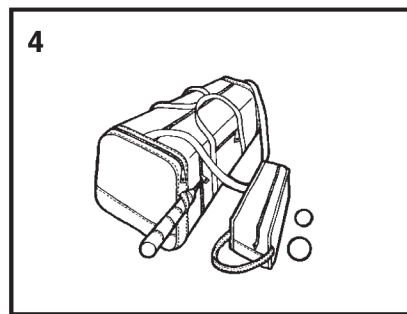
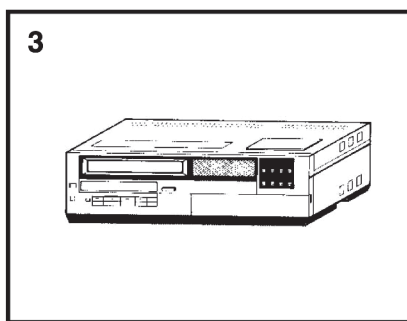
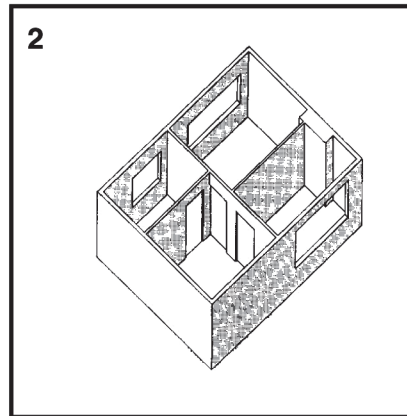
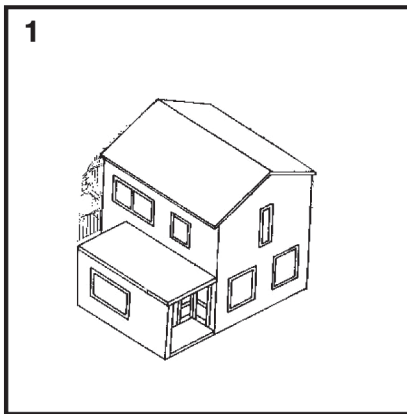
ii.



4 marks

Question 2

Below are examples of drawing production systems used to produce visual communications.



Number the boxes to match each drawing production system with the relevant example shown.

a two-point perspective drawing

a planometric drawing

an oblique drawing

an isometric drawing

a third-angle orthogonal drawing

5 marks

**SECTION A – continued
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Question 3

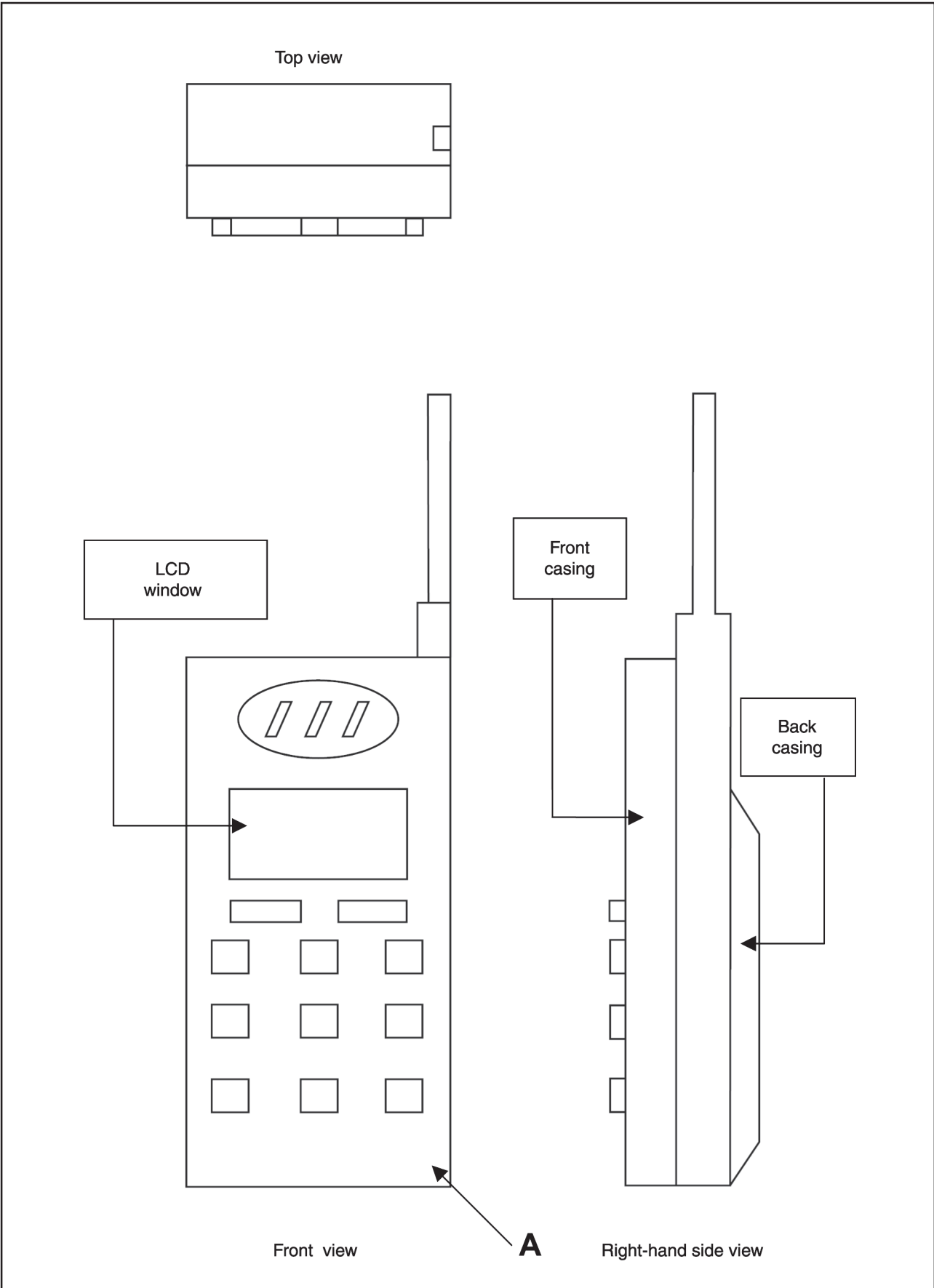
On page 5 is a third-angle orthogonal drawing of a toy mobile phone.

Points to notice about the mobile phone

- The front casing of the phone has a shiny metallic finish.
 - The LCD window is clear plastic.
 - The aerial and back casing of the phone has a matt plastic finish.
 - All buttons protrude from the casing by 3 mm.
- a. Complete the third-angle orthogonal drawing by drawing in the missing lines on the **top view** on page 5. You are **not** required to include hidden details.
- b. On page 7, complete a proportioned freehand isometric drawing of the toy mobile phone, viewed from **arrow A**. You may use the given guidelines as a starting point for your drawing.
- c. On page 7, render your isometric drawing of the toy mobile phone.
- Use tone **only** to emphasise the form.
 - Use texture to emphasise **two** different surfaces of the toy mobile phone.
 - All relevant detail of your line drawing should be retained.

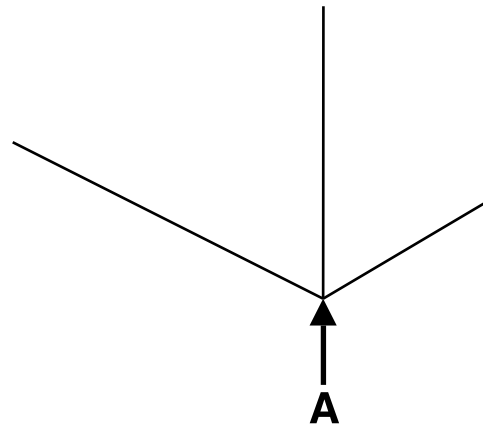
2 + 12 + 6 = 20 marks

Complete **Question 3a.** in the top view provided below



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Complete **Question 3b.** and **c.** in the space provided below.



SECTION A – continued
TURN OVER

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Question 4

In the resource book (pages 3–6) are four examples of visual communication. Choose **one** example and answer the questions below.

Number of the example chosen

- a. Name the specific audience(s), other than the general public, to whom the communication is directed. Describe how the imagery and/or letterform used in the example relate to the specific audience(s).

- b. Name **two** design elements that have been used in the design of this visual communication. Evaluate their effectiveness in conveying information and/or ideas.

Design element 1 _____

Design element 2 _____

- c. Name **two** design principles that have been used in the design of this visual communication. Evaluate their effectiveness in conveying information and/or ideas.

Design principle 1 _____

Design principle 2 _____

3 + 8 + 8 = 19 marks

Question 5

In answering this question, you are to refer to the series of images relating to the design and production for the Epson phone in the resource book pages 7–9.

Reproduced in the resource book are a series of images highlighting specific stages of a visual communication production process. A professional practitioner (an industrial designer) created the work shown in the images. The professional practitioner responded to a communication need from Epson which required a new design for a desk telephone.

The communication need asked for an office phone, modern in appearance, with special emphasis on the functions and ease of use.

During the visual communication production process the professional practitioner researched other phone designs and images for inspiration in creating a design that reflected the needs of the client.

Having done this the professional practitioner developed pencil and colour roughs to generate, develop and refine ideas. The professional practitioner experimented with a variety of materials, design elements and design principles in the refinement process of the phone design.

Preliminary scaled models were developed to test the scale and shape of the phone. Finally, plastic models were created to show design detail and colour options for the client to evaluate.

- a. Identify the components of the visual communication production process described in this explanation.

- b. Name **two** resources which may have been used to inspire the professional practitioner to develop the initial designs for the phone.

Resource 1 _____

Resource 2 _____

- c. Describe **two** choices which may have been made by the professional practitioner when choosing materials, production systems, media, design elements and design principles to be used in the production of the Epson phone.

In your response explain the reason(s) for each choice.

Choice 1 _____

Choice 2 _____

- d. Suggest **four** final presentation formats which could be used to produce visual communications for an advertising campaign to launch this Epson phone.

Format 1 _____

Format 2 _____

Format 3 _____

Format 4 _____

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SECTION B**Instructions for Section B**

Answer **either** Question 6 **or** Question 7 in the space provided.

EITHER**Question 6**

The resource material provided in the resource book (pages 10–11) may be used for this question.

- a.** Figure 1 on page 16 is a third-angle orthogonal drawing of a bus shelter. The diagram includes the horizon line and the spectator point indicated by the **arrow A**.

Produce a well-proportioned, two-point perspective drawing of the bus shelter on page 17.

- Use the orthogonal drawing provided on page 16. (The photographic images found in the resource book on page 11 are for visual reference only.)
- Use the two-point perspective drawing system.
- Draw the bus shelter as seen by a spectator from the direction of **arrow A**.
- Complete the perspective drawing using the horizon line provided on page 17.

- b.** Render your drawing using tone and texture to emphasise the form of the bus shelter. Colour is optional.

The materials used for the bus shelter are as follows.

- The roof is plastic.
- The side and back panels are glass.
- The frame and seat are metal.

- c.** On page 19 produce a poster to promote bus travel as a form of public transport in Victoria.

The information on your poster must include

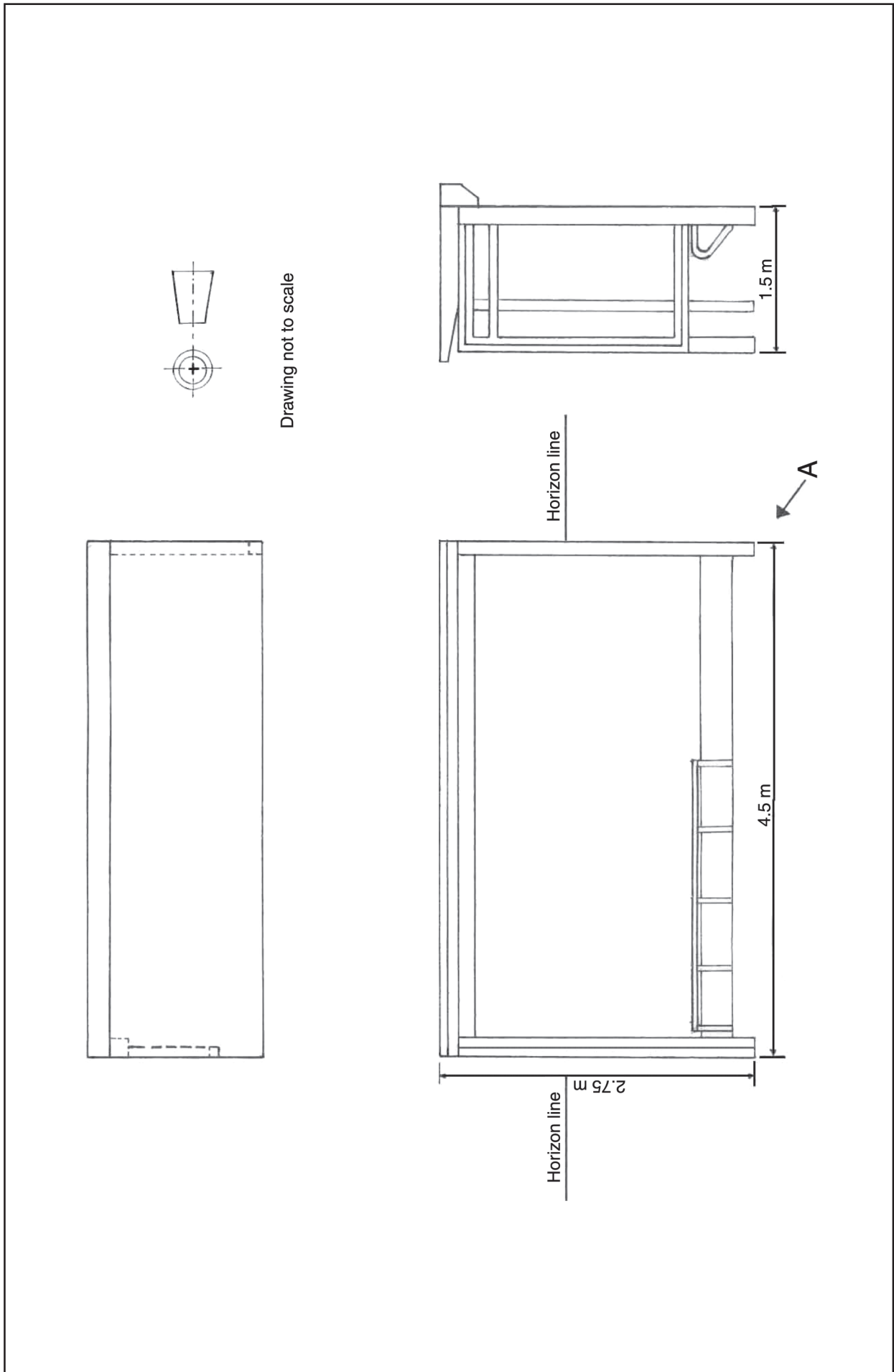
- the name of the transport authority – ‘Vic Bus’
- images appropriate for the poster.

The poster must

- emphasise the design elements of colour and shape
- emphasise the design principle of cropping.

12 + 6 + 12 = 30 marks

Figure 1 – Third-angle orthogonal drawing of a bus shelter



Complete **Question 6a.** and **b.** on this page. Use the horizon line provided.

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Complete **Question 6c.** on this page.

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OR

Question 7

The resource material provided in the resource book (page 12) may be used for this question.

SPORTZ is the name of a new energy drink. The company which produces the drink has not yet designed a logo or the surface graphics to be applied to the surface of the cardboard carton used as the drink container.

Figure 2 is a two-dimensional surface development drawing of the drink container.

Figure 3 is the pouring device.

When the drink container is fully constructed the pouring device is inserted halfway into the drink container at the position indicated by the circle on the surface development drawing.

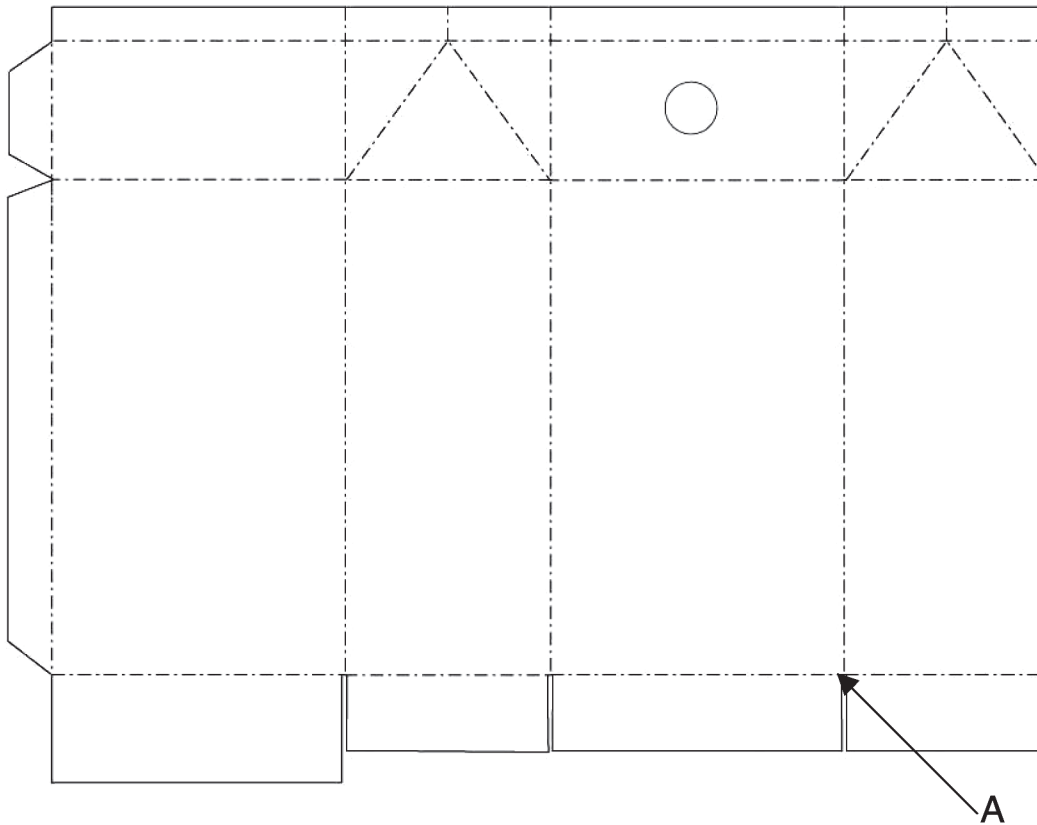


Figure 2 – Surface development drawing of the drink container

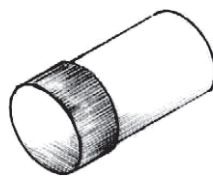


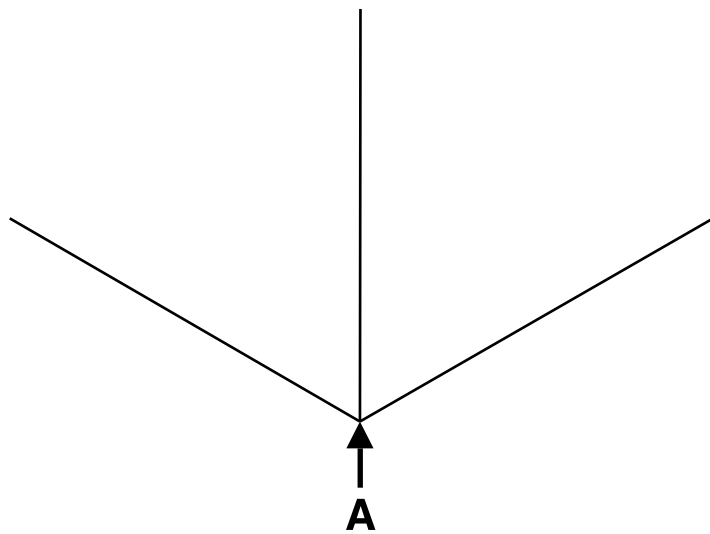
Figure 3 – Detail of pouring device (not drawn to scale)

The pouring device is inserted halfway into the carton to sit securely.

- a. Draw a correctly proportioned, isometric view of the drink container, including the pouring device placed in the correct position on the drink container.
Produce your drawing in the space provided on page 24.
- b. You are to design the logo for the sports drink.
You must include the design elements of **letterform** and **colour**.
Produce your logo on page 26.
- c. You are to design appropriate surface graphics for the container of the sports drink.
You must include
- the drink name 'Sportz'
 - the design principle of cropping
 - the design principle of contrast
- Produce your surface graphic design on the surface development drawing on page 28.

12 + 6 + 12 = 30 marks

Complete **Question 7a.** in the space provided below. You may use the lines provided as guides.

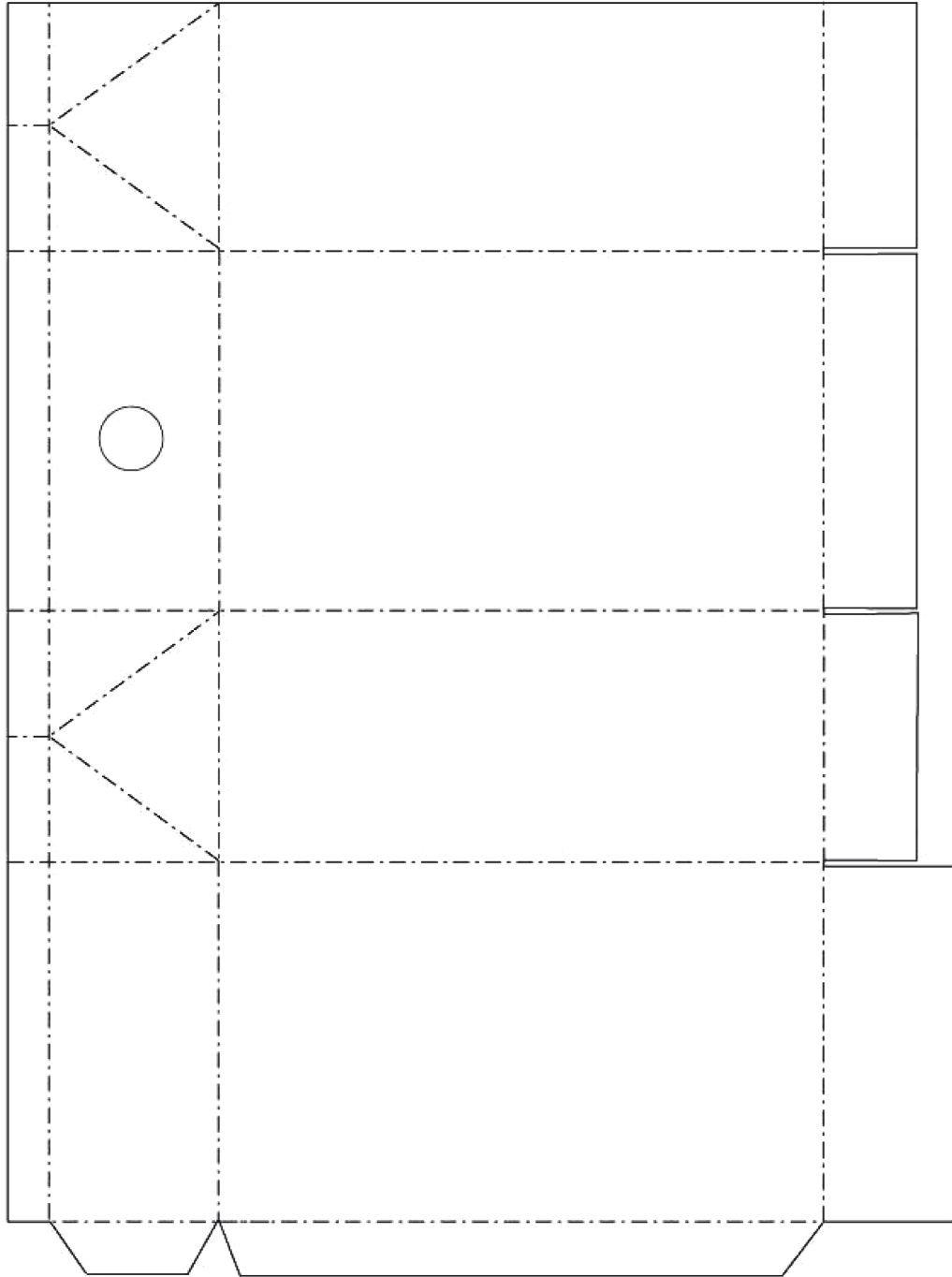


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Complete **Question 7b.** on this page.

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Complete **Question 7c.** on the surface development drawing below.



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END OF QUESTION AND ANSWER BOOK