



# Victorian Certificate of Education 2004

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

**STUDENT NUMBER**

Figures  
Words


Letter

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## VISUAL COMMUNICATION AND DESIGN Written examination

**Tuesday 9 November 2004**

**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	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 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 22 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 electronic communication devices into the examination room.**

**Instructions**

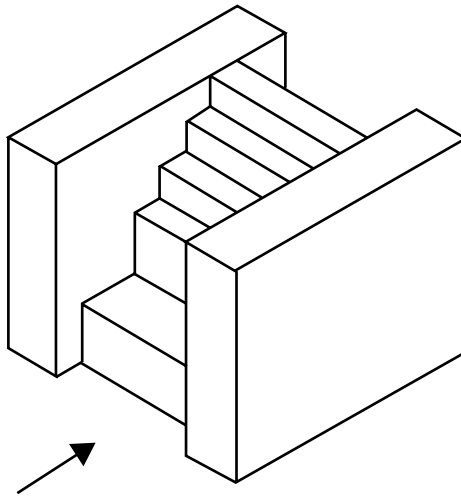
Answer **all** questions in the spaces provided.

**Question 1**

Figures 1, 2 and 3 are wooden blocks represented as isometric drawings.

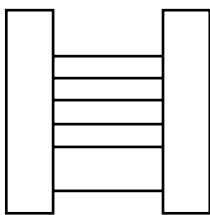
- The front view of each wooden block is indicated by the arrow.
- Under each wooden block are three alternative views.

Choose the correct view for each wooden block.

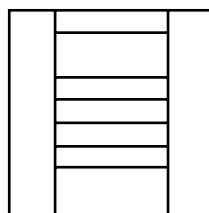


**Figure 1**

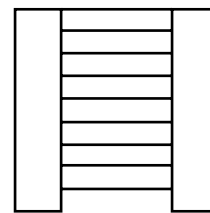
Indicate the correct **top** view by placing a **tick** in the appropriate box.



a.



b.



c.

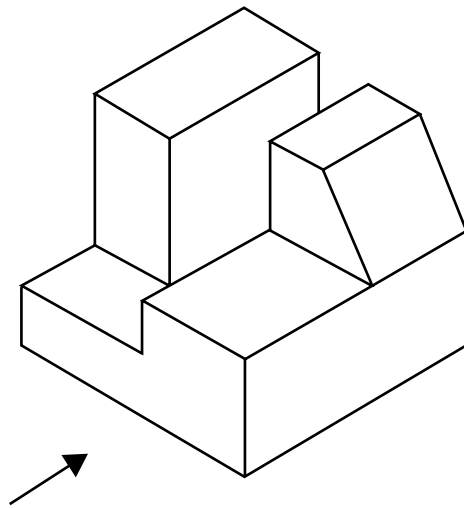
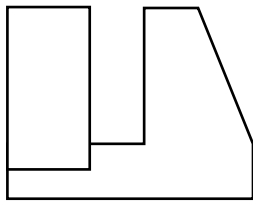
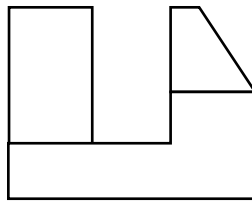


Figure 2

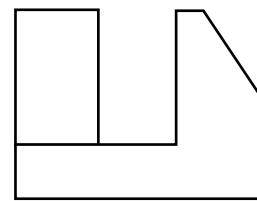
Indicate the correct **front** view by placing a **tick** in the appropriate box.



a.



b.



c.

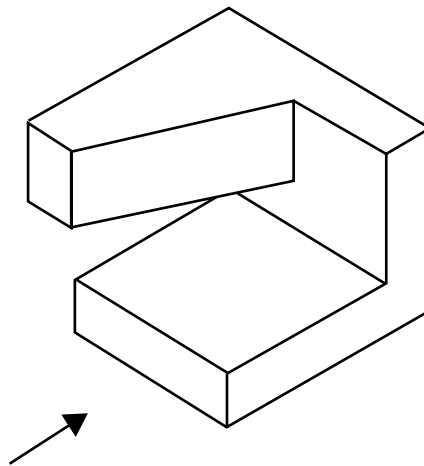
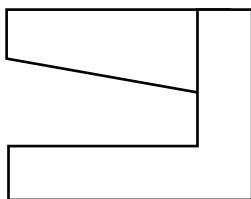
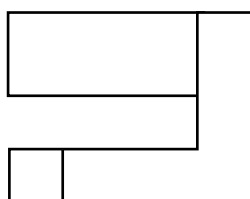


Figure 3

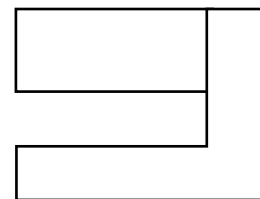
Indicate the correct **right side** view by placing a **tick** in the appropriate box.



a.



b.



c.

1 + 1 + 1 = 3 marks

**TURN OVER**

This page has been left blank for any rough working drawings.  
Work completed on this page will not be marked.

**Question 2**

line



shape

Using the design elements of **line** and **shape** as illustrated above, draw an example of each design principle listed below.

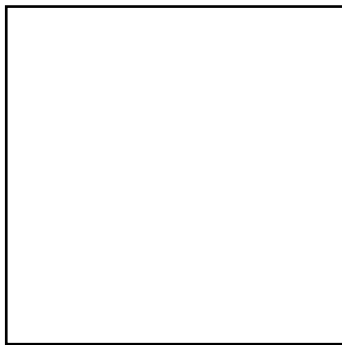
- hierarchy
- contrast

Complete your drawings in the spaces provided below.

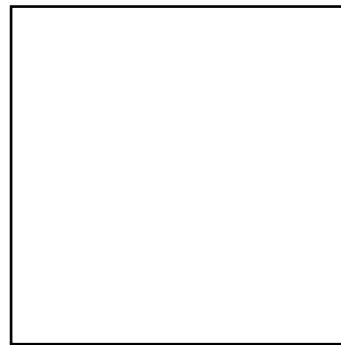
Either element may be used separately **or** the elements may be used as a combination.

The scale of either one or both elements may be changed.

Either one or both elements may be repeated as many times as necessary to demonstrate the required principle.



hierarchy



contrast

3 + 3 = 6 marks

**TURN OVER**

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Work completed on this page will not be marked.

**Question 3**

In the resource book on pages 3 to 6 are four examples of visual communication.

Choose **one** example and answer all the questions below referring to this **one** example.

Nominate the number of the chosen example

- a.** Visual communications are designed to attract a specific audience(s).

Name the specific audience(s), other than the general public, to whom the communication is directed.

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1 + 1 = 2 marks

- b.** Visual communications are designed with an intended purpose(s) in mind. Identify **one** intended purpose of this visual communication.

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1 mark

- c. The design elements can be considered as the marks we make on the surface of the page.  
Name **two** design elements and evaluate their effectiveness in conveying information and/or ideas to attract the specific audience(s).

Design element 1 \_\_\_\_\_

Evaluation \_\_\_\_\_

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Design element 2 \_\_\_\_\_

Evaluation \_\_\_\_\_

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1 + 3 + 1 + 3 = 8 marks



**d.** The design principles are ways of organising and arranging the design elements.

Name **two** design principles and evaluate their effectiveness in conveying information and/or ideas to attract the specific audience(s).

Design principle 1 \_\_\_\_\_

Evaluation \_\_\_\_\_

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Design principle 2 \_\_\_\_\_

Evaluation \_\_\_\_\_

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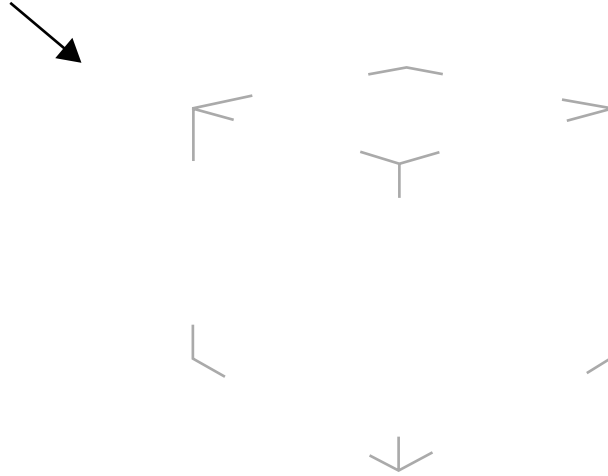
1 + 3 + 1 + 3 = 8 marks

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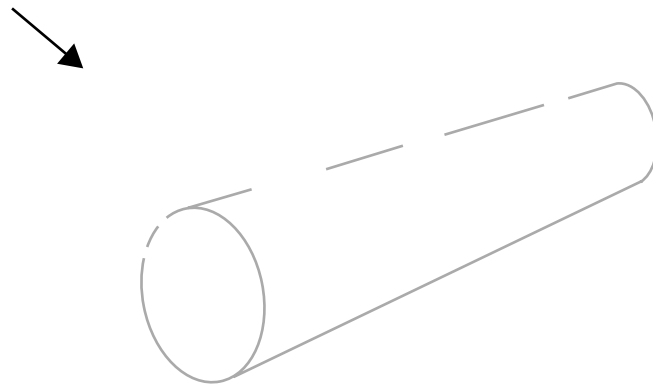
**Question 4**

The beginnings of two line drawings of three-dimensional objects are provided below. An arrow indicates the direction of light for each object.

- **Render all surfaces** of each three-dimensional object to emphasise the texture, as labelled, **completing** the three-dimensional form.
- Use **tone** and the indicated light source to **enhance** the three-dimensional form of each object.

**a.** Natural wood**b.** Shiny metal

The metal cylinder is **solid**.



$(2 + 2 + 1) \times 2 = 10$  marks

**TURN OVER**

**Question 5**

Ms Collins and Mr Lowe have formed a business partnership to develop and market a new range of watches for the youth market. They have engaged a design firm, which employs a team of professional designers and other specialist personnel, to design and promote the new range of watches.

At their first meeting with the design team Ms Collins and Mr Lowe intend to discuss their ideas for the appearance and promotion of the range of watches. The communication need will be defined at this meeting.

- a. List **three different** aspects of the communication need that you would expect to be discussed at this first meeting.

i. \_\_\_\_\_

ii. \_\_\_\_\_

iii. \_\_\_\_\_

3 marks

A designer will be the first person to work on the project after the communication need has been clearly defined. The designer will research information for ideas and inspiration before beginning initial sketches for the range of watches.

- b. List **three** sources the designer may use to research information for ideas and inspiration.

i. \_\_\_\_\_

ii. \_\_\_\_\_

iii. \_\_\_\_\_

3 marks

The designer then sketches initial ideas for the range of watches.

- c. List **three** ideas that might be generated and explored in the initial sketches that relate to the **appearance** of the watch.

i. \_\_\_\_\_

ii. \_\_\_\_\_

iii. \_\_\_\_\_

3 marks

A progress meeting is held with the clients after a number of design solutions for the range of watches have been developed and refined.

- d.** List **three** visual presentation formats that might be chosen by the design firm to present their ideas to the clients.

**i.** \_\_\_\_\_

**ii.** \_\_\_\_\_

**iii.** \_\_\_\_\_

3 marks

- e.** List **three** ways in which the design firm can use information and communications technology in the design process.

**i.** \_\_\_\_\_

**ii.** \_\_\_\_\_

**iii.** \_\_\_\_\_

3 marks

After the clients approve the design for the appearance of the range of watches, a model of a watch is produced. Other members of the design team are now given the task of developing ideas to promote the range of watches.

- f.** Identify **one** presentation format and **describe one** way the designer and another specialist might interact to develop ideas for promoting the range of watches.

Presentation format \_\_\_\_\_

\_\_\_\_\_

Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1 + 4 = 5 marks

**TURN OVER**

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**Question 6**

**Figure 4** on page 16 is an architectural plan drawing of a kitchen.

The grid squares shown in Figure 4 are at 0.5 metre intervals.

Produce a **scaled, planometric, line** drawing of the kitchen using the grid lines on page 17 of this book as a guide.

The planometric drawing must

- be drawn with both sides at 45 degrees
- be drawn from the spectator point as indicated by the direction of arrow A
- include all features shown on the architectural plan in the correct position
- include the walls, window and all the features of the kitchen to the correct scale by using the information given below Figure 4
- include all details of all the features of the kitchen indicating wall depth, window depth, sink depth and hotplates, by using the information given below Figure 4.

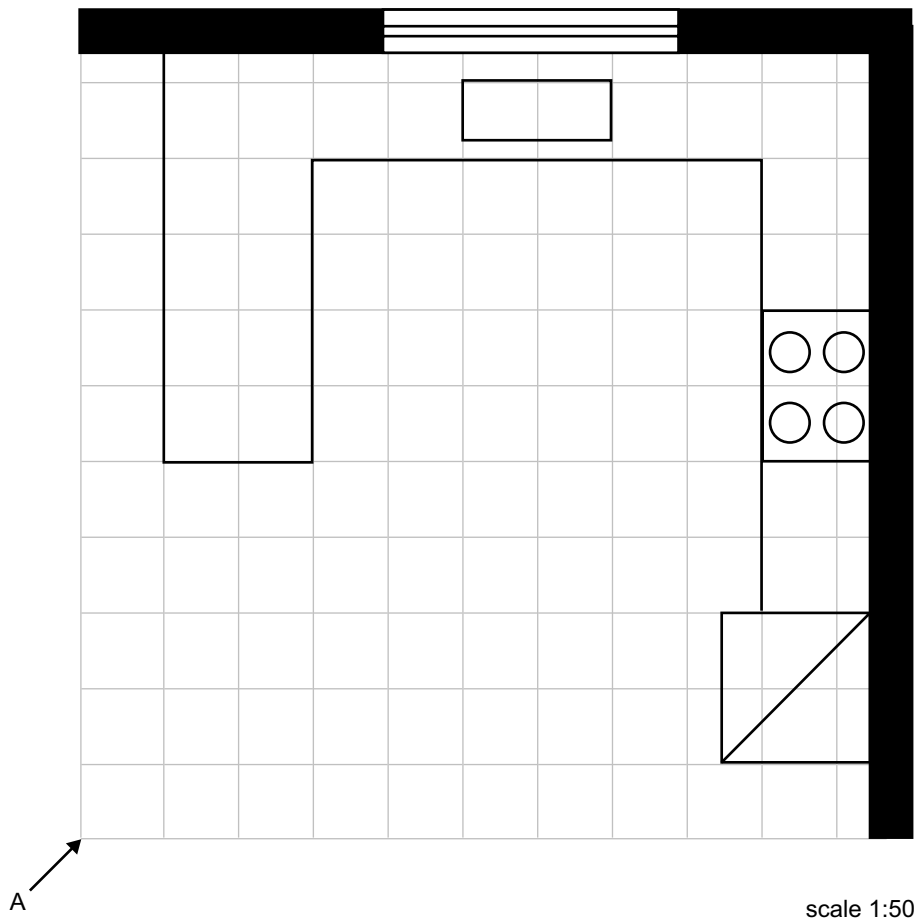
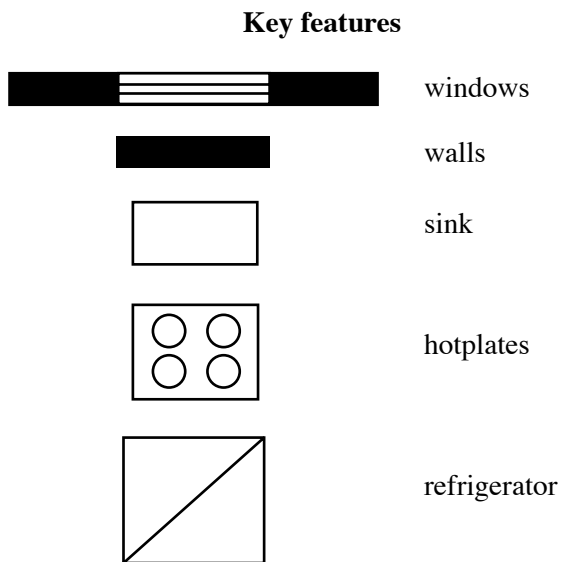


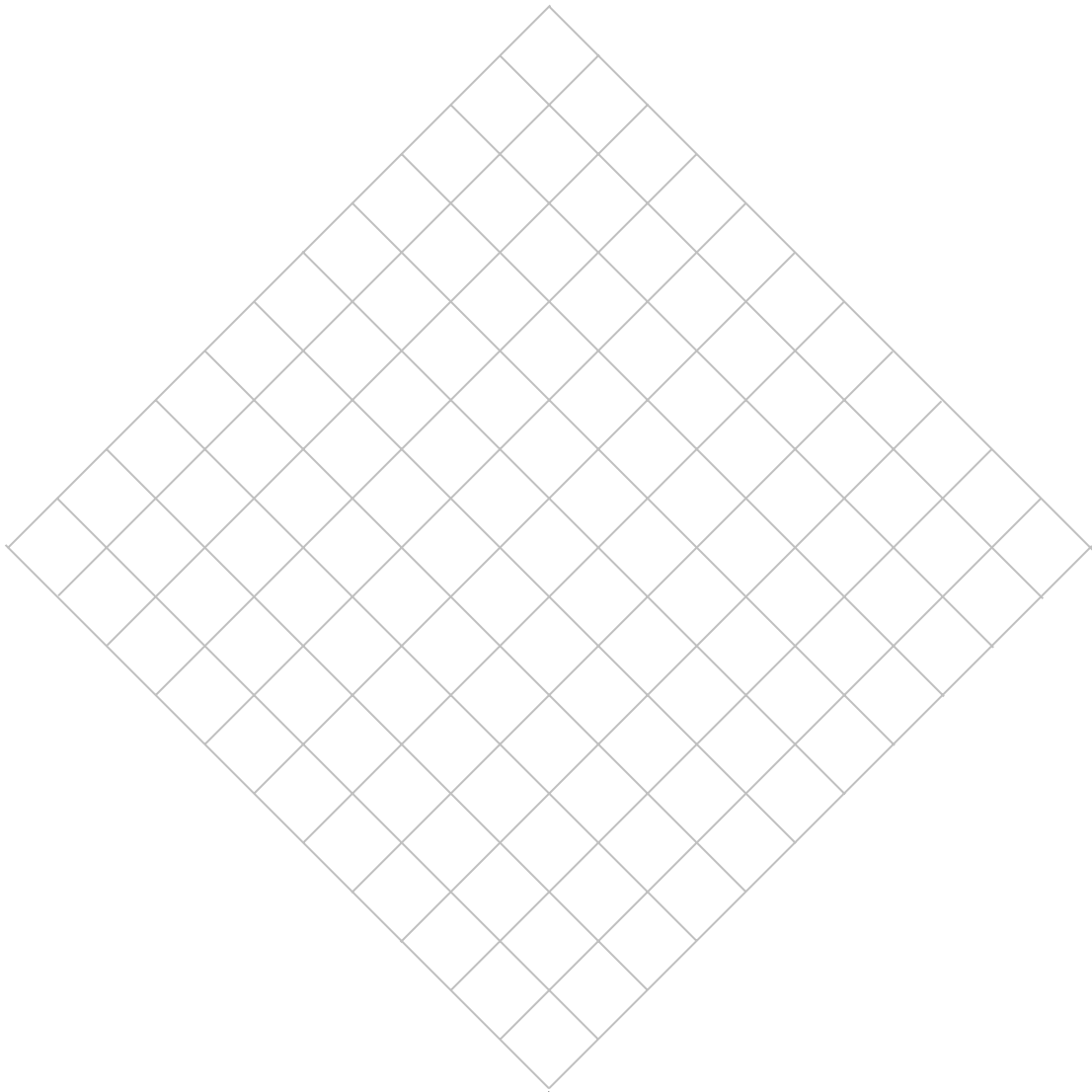
Figure 4 – kitchen



- Dimensions of features**
- The walls are 3.0 metres high.
  - The bench is 1.0 metre high.
  - The hotplates are the same height as the bench.
  - The refrigerator is 2.0 metres high.
  - The window begins 0.5 metres above the bench height and is 1.0 metre high.
  - The sink is 0.25 metres deep.



Complete Question 6 on this page



↑  
A

3 + 1 + 6 + 6 + 4 = 20 marks

**TURN OVER**

**Question 7**

Tourism Victoria is planning a marketing campaign to promote Flinders Street Station as a historical landmark.

A **pictograph** representing Flinders Street Station will be used on promotional materials released during the campaign. These materials will include such items as maps, posters, brochures, T-shirts and key rings.

A pictograph is a simplified image-related symbol of a real object. It is simple in shape, two-dimensional and often filled in with one tone to make the shapes stand out clearly. Such a symbol shows an object from a view point that is very familiar to us and includes relevant characteristics. It is therefore easily recognised as that object.

Figures 5 and 6 on page 7 of the resource book are examples of pictographs. You may use these examples as reference material.

**Design** a pictograph of Flinders Street Station.

The pictograph must

- be two-dimensional
- be a recognisable pictograph of Flinders Street Station
- use black and white only
- emphasise the design elements of shape and line
- emphasise the design principles of balance and figure/ground
- be designed to include a border to the pictograph which is integral to the design of the pictograph.

Complete the pictograph on page 19 of this book.

The images of Flinders Street Station shown on pages 8 to 9 in the resource book may be used as inspiration for the design of the pictograph.

Complete Question 7 on this page

1 + 1 + 2 + 2 + 2 + 4 = 12 marks

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2004**

**VISUAL COMMUNICATION AND DESIGN**

**Written examination**

**Tuesday 9 November 2004**

**Reading time: 11.45 am to 12.00 noon (15 minutes)**

**Writing time: 12.00 noon to 1.30 pm (1 hour 30 minutes)**

**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 electronic communication devices into the examination room.**

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Resource images for Question 3.

Example 1 – Apollo Bay Music Festival – poster



**Resource images for Question 3.**

**Example 2** – Front cover of the Honda magazine

Due to copyright restriction,  
this material is not supplied.

Resource images for Question 3.

Example 3 – Melbourne Food and Wine Festival – poster



Resource images for Question 3.

Example 4 – Arts Centre – brochure



Resource images for Question 7.

**Figure 5** – Sydney Opera House



**Figure 6** – Sydney Harbour Bridge



Resource images for Question 7.

Flinders Street Station



Resource images for Question 7.

