



**Victorian Certificate of Education
2005**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures										Letter	
Words											

VISUAL COMMUNICATION AND DESIGN

Written examination

Tuesday 8 November 2005

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>
8	8	94

- 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 17 pages.
 - Resource book of 7 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.

Instructions

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

Question 1

Figures 1, 2 and 3 are wooden blocks drawn in a three-dimensional paraline drawing system.

- 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.

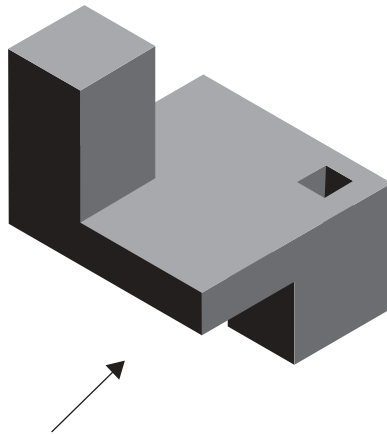
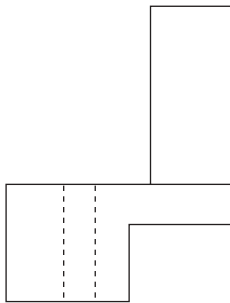
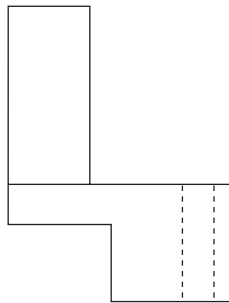


Figure 1

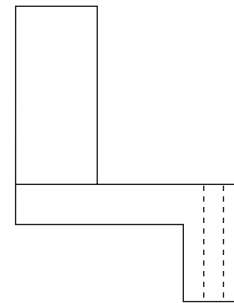
Indicate the correct **right-hand side view** by placing a **tick** in the appropriate box.



a.



b.



c.

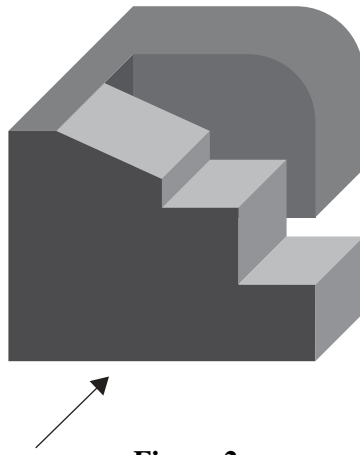
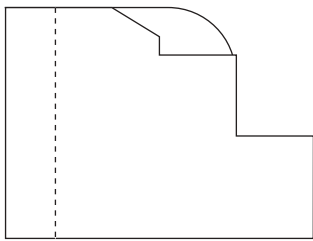
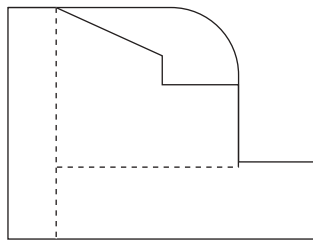


Figure 2

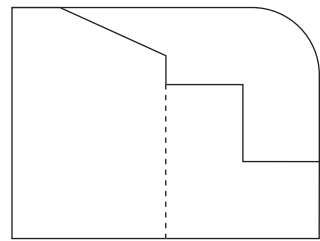
Indicate the correct **front view** by placing a **tick** in the appropriate box.



a.



b.



c.

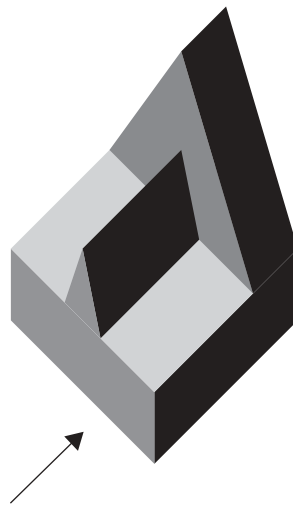
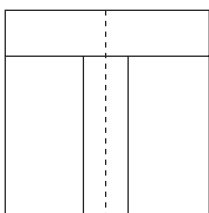
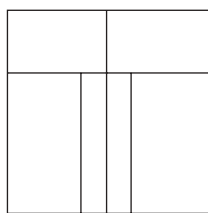


Figure 3

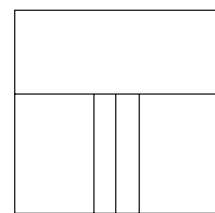
Indicate the correct **top view** by placing a **tick** in the appropriate box.



a.



b.



c.

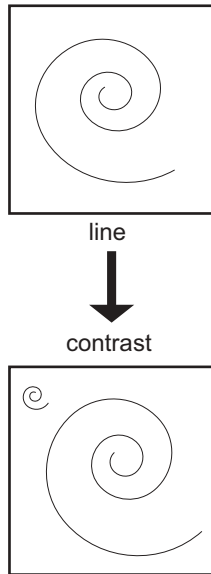
1 + 1 + 1 = 3 marks

TURN OVER

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

Question 2

EXAMPLE

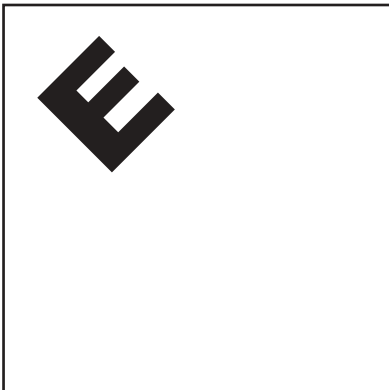


In the example the design element of **line** has been used to represent the design principle of **contrast**.

You are required to

- use the existing image in each of the boxes **a.**, **b.** and **c.** to represent the design principle indicated.
- You may alter the scale, orientation and position within the box.

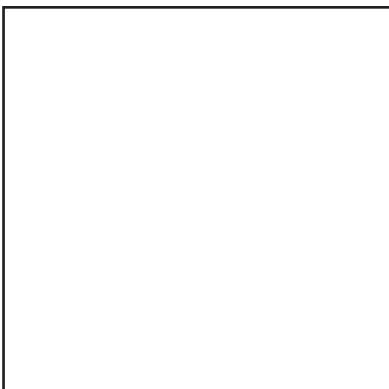
a.



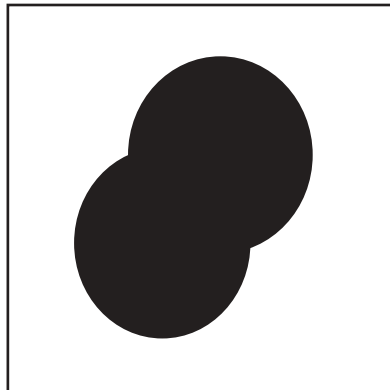
letterform



symmetrical balance



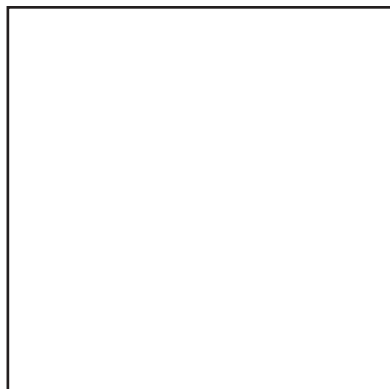
b.



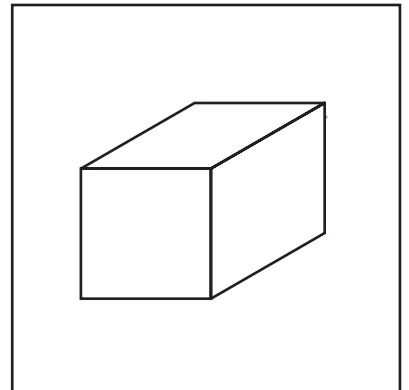
shape



cropping



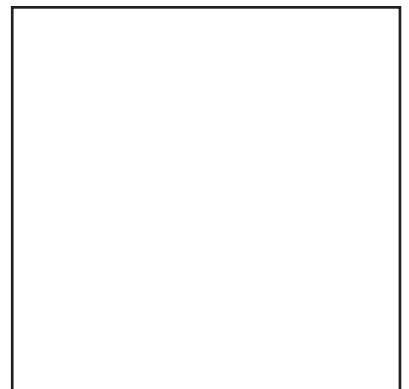
c.



form



pattern



3 + 3 + 3 = 9 marks

TURN OVER

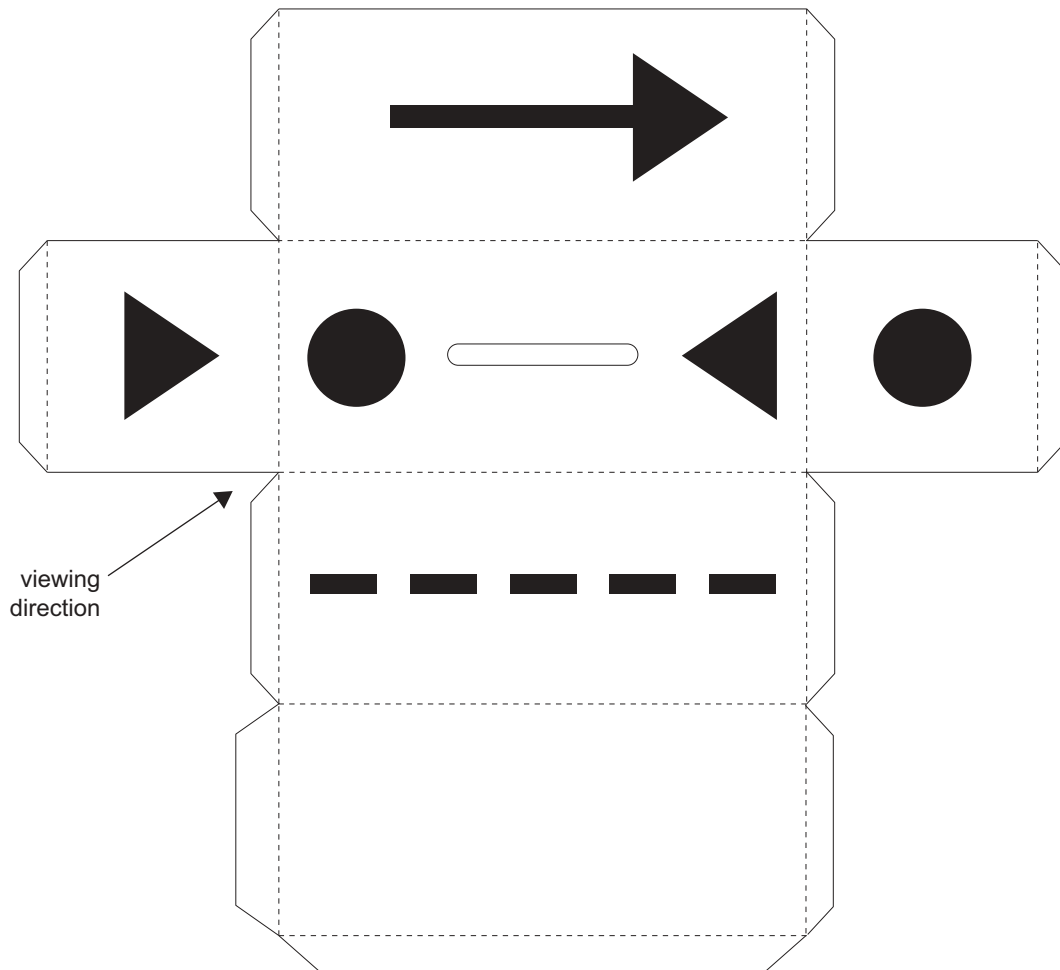
Question 3

Figure 4 is a scaled foldout drawing of a child’s moneybox with solid shapes drawn onto the surface and a hole for the money slot. The cardboard is 2 mm thick.

You are required to

- draw a well-proportioned **isometric view** of the moneybox from the viewing direction as indicated
- draw the correct **orientation** and **placement** of the shapes
- draw the money slot.

Complete your drawing on page 7 using the scale of 2:1.




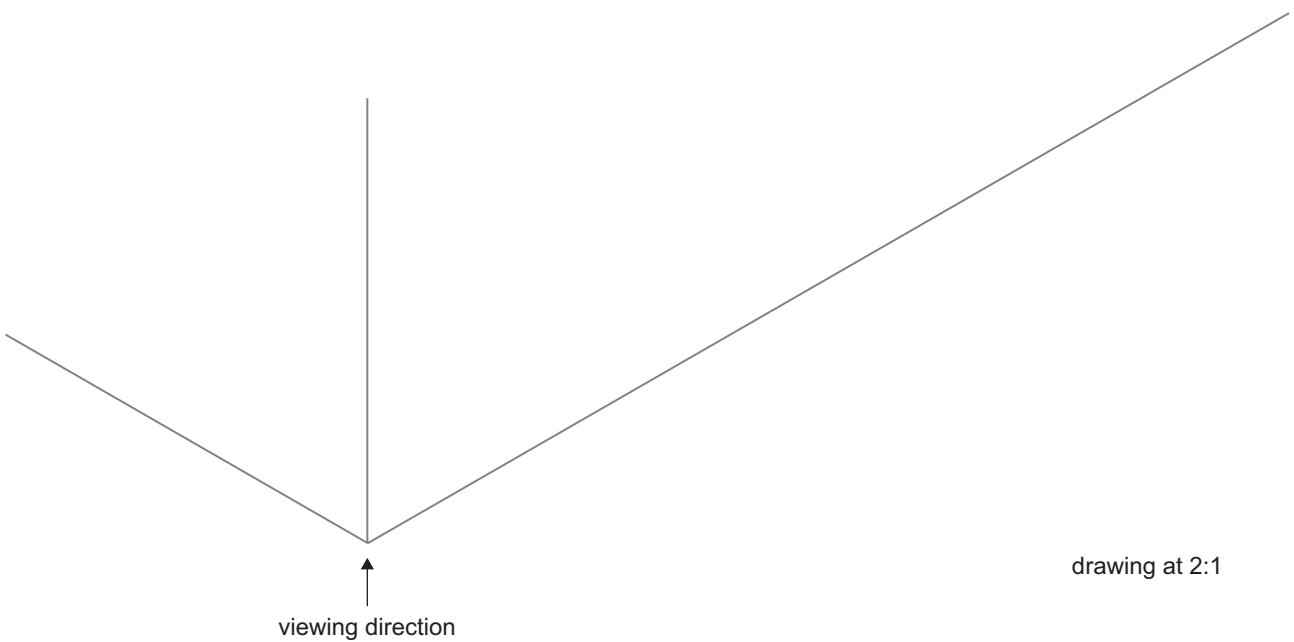
 = money slot
scale 1:1

Figure 4

Complete **Question 3** on this page.



drawing at 2:1

$4 + 5 + 5 + 2 + 2 = 18$ marks

TURN OVER

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

Question 4

Figure 5 is a line drawing of a lamp that is switched off. The lampshade is made from woven fabric, the stand is constructed of shiny metal and the base is made from natural wood.

You are required to

- render all surfaces to emphasise the textures as described above
- use tone and the indicated light source to enhance the three-dimensional form of the lamp.

You may use the photographs of textures on page 3 of the resource book for reference.

Use of colour is optional.

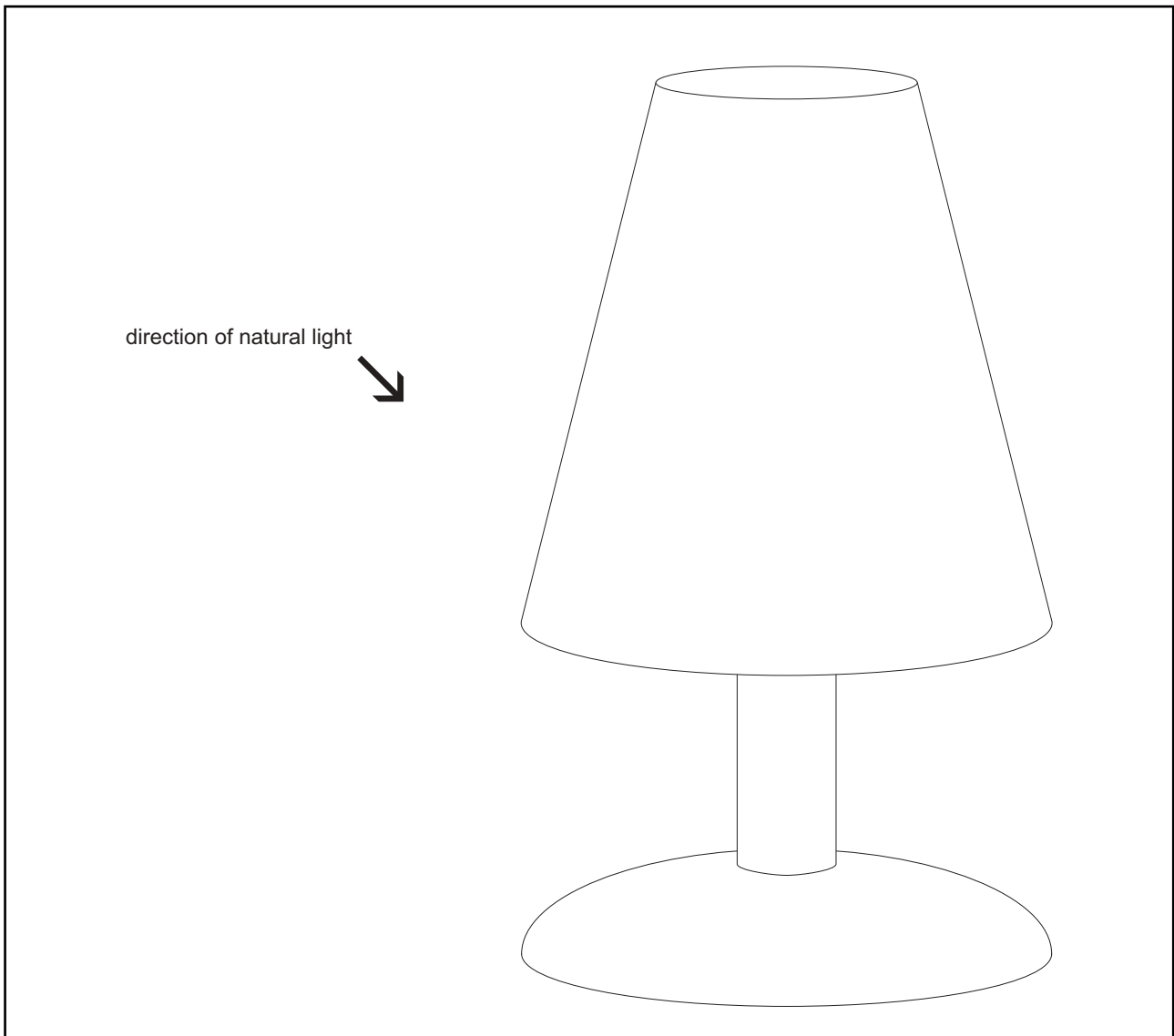


Figure 5

3 + 3 + 3 + 4 = 13 marks

TURN OVER

Question 5

In the resource book on page 4, **Figure 6** is a **Swing Tag** for a clothing label 'Boomdoggers'.

The Swing Tag is used to attract a specific target audience and promote the company.

You must answer parts **a.–c.** in reference to this example.

- a.** Identify the **specific target audience** other than the general public.

- b.** On the Swing Tag the dominant design elements are colour, shape and letterform. Choose **two** of these **design elements** and identify where they are used on the Swing Tag.

Design element one _____

Design element two _____

- c.** Using the **same** design elements that you chose in part **b.**, **discuss** the **effective** ways the design elements have been used to attract the target audience.

Design element one _____

Design element two _____

2 + 2 + 6 = 10 marks

Question 6

In the resource book on page 4, **Figure 7** is a **Promotional booklet** for Boost Juice Bars.

You must answer parts **a.–c.** in reference to the example.

- a.** Identify the intended **purpose(s)** and **context(s)** of this visual communication.

- b.** In the booklet the dominant design principles are cropping and hierarchy. Choose **one** of these and describe where it is used.

- c.** Using the **same** design principle that you chose in part **b.**, **discuss** the **effectiveness** of this principle in relation to achieving the intended purpose(s).

2 + 1 + 4 = 7 marks

TURN OVER

Question 7

In the resource book on page 5, **Figure 8** is a front cover for the Summer Activities Program pamphlet at Phillip Island.

This pamphlet was produced by a design firm for the Phillip Island Nature Parks.

You must answer parts **a.–e.** in reference to the front cover only.

- a.** Phillip Island Nature Parks had specific requirements and constraints as part of the design brief.

List **three** that may have been considered; for example, to use informative photographs.

(Do not use this example as part of your response.)

i. _____

ii. _____

iii. _____

- b.** Identify **three** sources the designer may have used to research information for ideas and inspiration.

i. _____

ii. _____

iii. _____

- c.** Identify and describe **one** of the methods used in the design or production of the cover design.

- d.** Describe **two** skills the designer may have applied during the production process for the cover design of the activities pamphlet. You may also refer to ways the designer may have worked with specialist staff.

Skill one _____

Skill two _____

- e. List **one** kind of information communication technology that was used in the production of the front cover design in **Figure 8** and describe how it was used.

3 + 3 + 3 + 6 + 3 = 18 marks

Question 8

In the resource book on page 6, **Figure 9** is a logo for the Brighton Gully City Council.

Brighton Gully City Council has asked you to design a **dog identification tag** for dog owners.

It must

- be designed within the circular shape
- include a recognisable image of a dog
- be a two-dimensional design
- be black and white and one other colour
- include the Brighton Gully City Council logo
- emphasise the design element shape and design principle figure/ground
- provide a space for a three-digit identification number.

The **hierarchy** of information on the dog identification tag should appear in the following order.

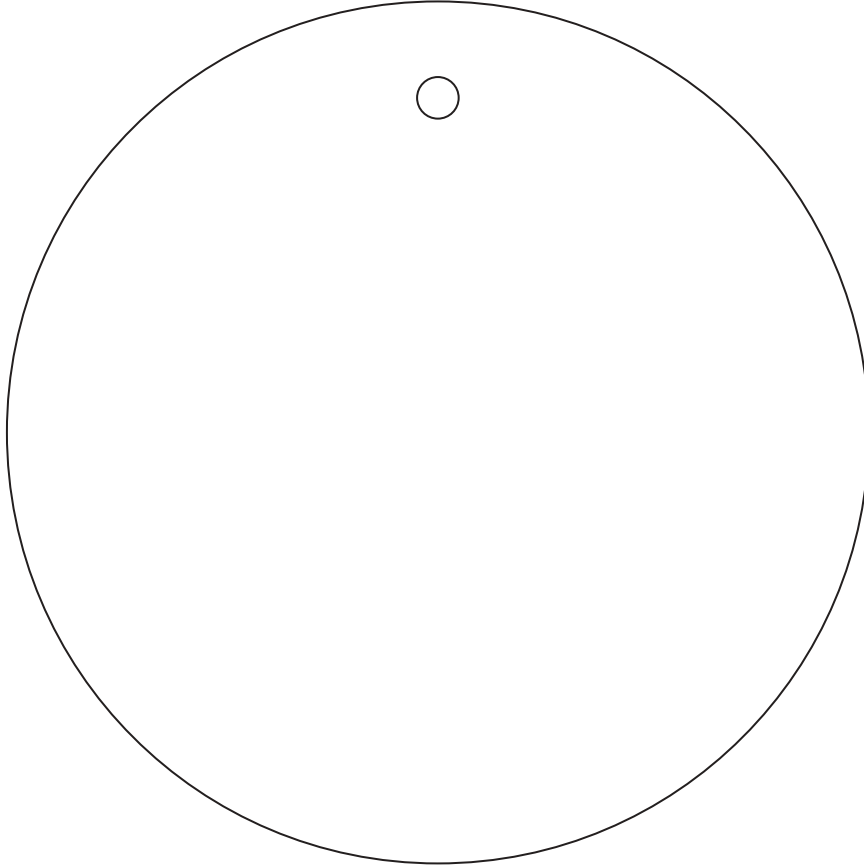
dog image, council logo, identification number

Final design is not to scale.

You may use the photographs of dogs on page 7 of the resource book for reference.

Rough working space for development work.
Work completed in this space will not be marked.

Complete **Question 8** on this page.



$1 + 1 + 3 + 6 + 5 = 16$ marks

TURN OVER

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

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



**Victorian Certificate of Education
2005**

VISUAL COMMUNICATION AND DESIGN

Written examination

Tuesday 8 November 2005

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 unauthorised electronic devices into the examination room.

This page is blank

Resource images for Question 4

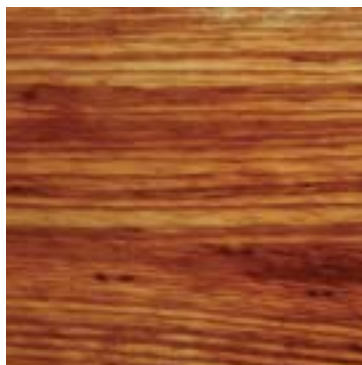
Examples of woven fabric



Examples of metal



Examples of natural wood



TURN OVER

Resource images for Question 5

Resource images for Question 6

Boomdoggers Swing Tag

Promotional booklet for Boost Juice Bars

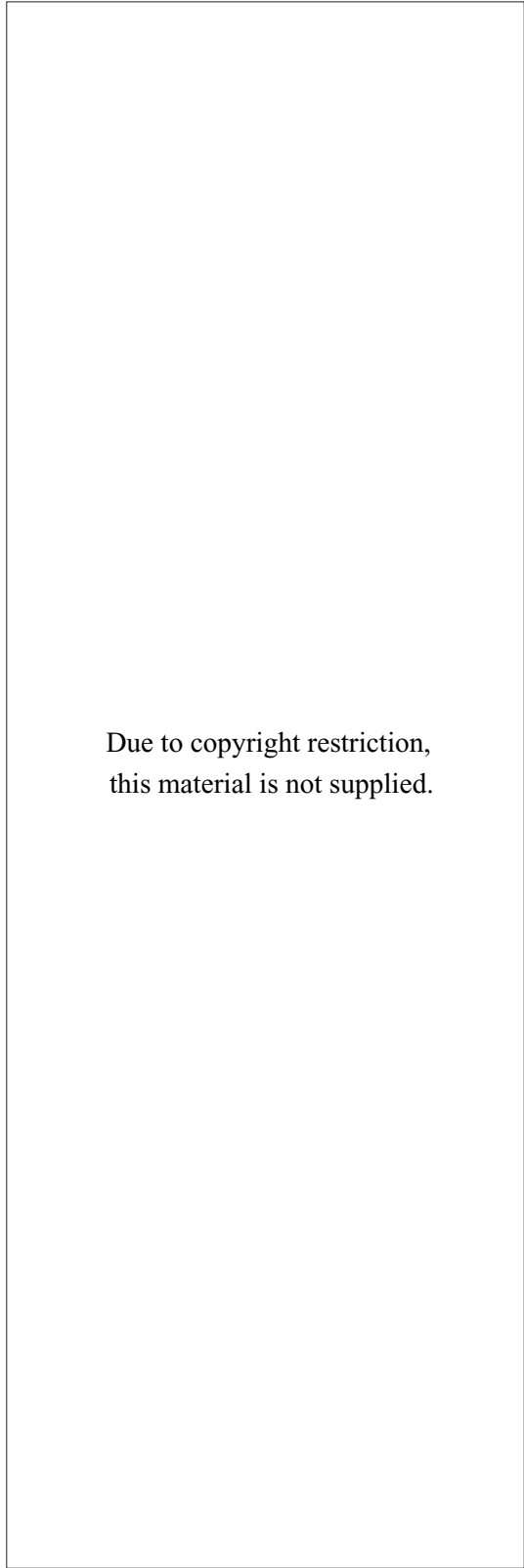
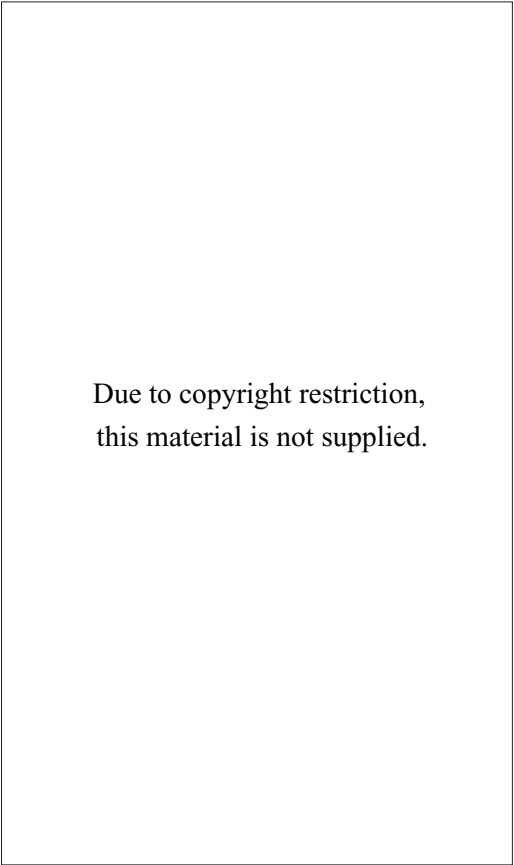


Figure 6

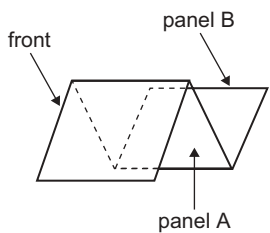


Figure 7

Resource images for Question 7

Phillip Island Nature Parks pamphlet front cover



Figure 8

TURN OVER

Resource images for Question 8

Brighton Gully City Council logo



Figure 9

Resource images for Question 8



END OF RESOURCE BOOK

