



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2010

**DESIGN – PAPER 1
(THEORY)**

MARKS: 150

TIME: 3 hours



This question paper consists of 14 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SEVEN questions. Answer all the questions.
2. There are optional questions, therefore the instructions at every question must be read carefully.
3. This question paper consists of THREE sections.

SECTION A: Design Literacy (80 marks) – QUESTIONS 1 – 4.

SECTION B: Design in a Social/Environmental Context (40 marks)
– QUESTIONS 5 and 6.

SECTION C: Design in a Business Context (30 marks) – QUESTION 7.

4. Read the requirements of the questions carefully.
5. Answer in full sentences and avoid the mere listing of facts.
6. Use the mark allocation to determine the time to be spent on each question.
7. Do not repeat the same facts and examples in different questions.
8. Write neatly and legibly.

SECTION A: DESIGN LITERACY**QUESTION 1: 'UNSEEN' DESIGNS TESTING VISUAL LITERACY**

1.1

**FIGURE A****Nested Bunk Bed by Tsai design studio (South Africa) (2008)**

The 'Nested Bunk Bed' design won the Red Dot design award in the 'Concept Category' and was also voted as 'the most beautiful object in South Africa' at the 2008 Design Indaba Expo. The beds can be pulled out and pushed back as required, according to the number of people that need a place to sleep.

1.1.1 First study the bunk bed design in FIGURE A above and read the accompanying information. Then discuss the design with reference to the following concept:

- Functionality
- 'Form follows function'

(4)

1.1.2 Name and discuss any THREE design elements and/or design principles and/or universal principles of design used in this bunk bed design. You may not refer to the universal principle "form follows function" in your answer.

(6)

1.2



FIGURE A
Tri-Flow tap by Zaha Hadid

A tap design by the award-winning architect, Zaha Hadid, for the British company, Triflow Concepts. The design looks like a freestanding, stainless steel sculpture and is able to dispense water in three different ways; both conventional hot and cold water streams are controlled by the handle and a separate waterway for filtered drinking water is activated by pressing an electronic button.

1.2.1 Study the above illustration and information and discuss how the use of each of the following contribute to the impact of the above tap design:

- Balance
- Negative space
- Line
- Texture

(4)

1.2.2 Discuss the possible symbolism visible in the above design. Justify your statements by referring to the design.

(2)

- 1.3 Study the chair design illustrated below as well as the accompanying quote and answer the questions that follow.



FIGURE B
'Bouquet chair' by Tokuji Yoshioka

The 'Bouquet' chair is made of hand-folded fabric squares sewn on one by one, to completely cover the internal surface of the egg-shaped shell.

- 1.3.1 Supply THREE reasons why the above design (FIGURE B) could be considered feminine. (3)
- 1.3.2 Do you think that this chair design makes use of crystallographic balance? Explain your answer. (1)

[20]

QUESTION 2

- 2.1 Study the 2010 South African soccer poster below and answer the question that follows.

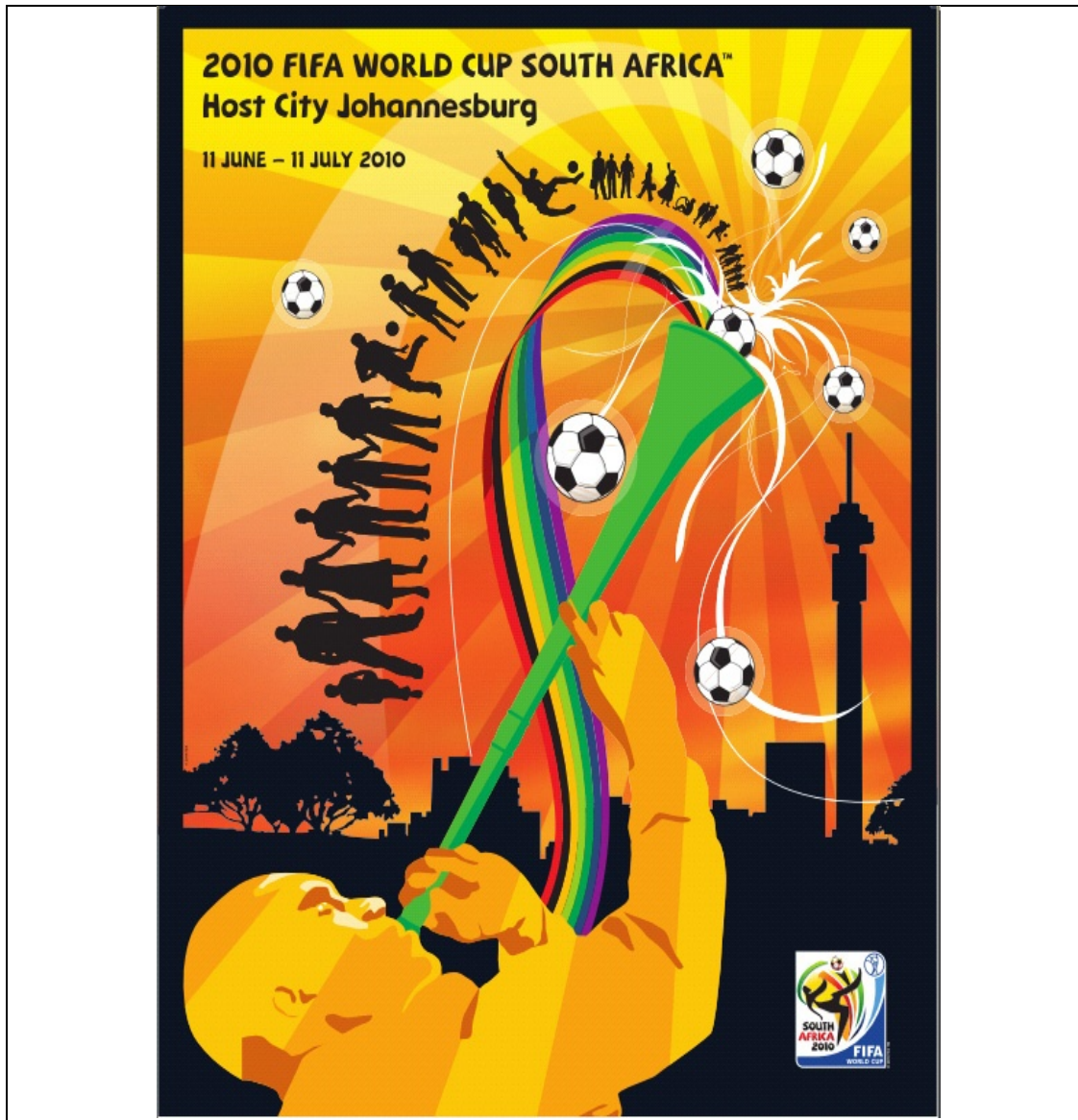


FIGURE A

- 2.1.1 Identify THREE symbols or signs that have been used to convey information about FIFA and Johannesburg and give reasons why you think they are/are not suitable.

(7)

2.2 Study the Body Shop Poster below and answer the questions that follow.



FIGURE B

2.2.1 What message does this poster in FIGURE B convey? (2)

2.2.2 Would you say that this poster displays 'bias' or 'stereotyping'? Explain your answer. (1)

[10]

QUESTION 3

3.1



FIGURE A:

Elephant Chair by Bernard Rancillac (1966) made during the Pop Age. Made from moulded plastic and steel.



FIGURE B:

The Madam Dakar chair by African designers Bibi Seck and Ayse Birsal (2008), for the Moroso showroom in Milan. They used traditional wire weaving techniques.

3.1.1 Compare the above two designs (i.e. discuss their similarities and differences) under the following headings:

- Context/Influences
- Shape and Form
- Balance
- Materials and techniques

(8)

3.1.2 The two African designers whose chair is illustrated in FIGURE B combine traditional African techniques and methods with European influences to reflect global or international trends. Explain your opinion of this practice in general.

(2)

3.2 Discuss the work of ONE contemporary South African designer of your choice.

Structure your essay under the following headings:

- Name of the designer
- Local/global influences and inspiration
- General characteristics
- Name and a brief description of at least ONE design.

(1)

(2)

(4)

(3)

[20]

QUESTION 4

4.1 Choose and write about TWO of the following movements to show the important contribution each one made to the development of design.

- Art Nouveau ('The Languid Line') (1890 – 1905)
- Bauhaus ('The Machine Aesthetic-Design for Industry') (1900 – 1930)
- The Modernist Age(Consumerism and Style – The Age of Streamlining) (1935 – 1955)
- The Pop/New Age ('Modernism goes Pop –the Age of Affluence') (1955 – 1975)
- The 'Post-Modern' Age ('Style now – Less is a Bore') (1965 – until today)

Structure your essay around the following headings for each of the two styles/movements chosen.

- Name of style/movement that you have chosen. (2)
 - Aims (2)
 - Influences on the style (2)
 - Characteristics of the style (3)
 - One or more designs that truly reflect the style of that period. (3)
- Explain why the design is typical of the movement it belongs to.

(2 x 10 = 20)

4.2 Compare FIGURE A and FIGURE B below and answer the questions that follow.



FIGURE A
Pimpernel Wallpaper Design by William Morris (England) (1876)
Arts and Crafts.



FIGURE B
Product, designer and date unknown.
Art Deco Textile Design

- 4.2.1 Compare the similarities and differences between FIGURE A and FIGURE B to show why each design is typical of the movement to which it belongs. (6)
- 4.2.2 Chose either Arts and Crafts (FIGURE A) or Art Deco (FIGURE B) and explain TWO aims and TWO influences of the movement/style. (4)
- [30]

TOTAL SECTION A: 80

SECTION B: DESIGN IN A SOCIAL/ENVIRONMENTAL CONTEXT

QUESTION 5

5.1



FIGURE A

- 5.1.1 What is the social message communicated by the above poster and is it effective? Give reasons. (2)

5.1.2 Discuss the work of ONE INTERNATIONAL designer that you have studied whose work addresses social issues. Marks will be given for:

- The name of the designer (1)
- A brief explanation of the designer's aims. (3)
- The title and a brief analysis of ONE work that addresses social issues or concerns. (4)

5.2 Study the poster below and answer the question that follows.



FIGURE B
Wheelchair Poster by Jupiter Drawing Room
for the 'Arrive Alive' campaign (2007) (South Africa)

- 5.2.1 FIGURE B is a poster that communicates the danger of drinking and driving. Explain how the typeface, text, space and images contribute to this message. (4)
- 5.2.2 Discuss the work of ONE contemporary South African designer or design group involved in improving social circumstances/poverty or any other social issue.

(Your answer may not refer to either of the poster designs in 5.1 or 5.2.) (6)
[20]

QUESTION 6:

Answer QUESTION 6.1 and QUESTION 6.2. (2 x 10 marks) or only 6.3 (20 marks).

- 6.1 6.1.1 List FOUR ways in which an eco-friendly living environment can be created. (4)
- 6.1.2 Write about ONE South African designer whose designs address environmental issues under the following headings:
- The name of the designer. (1)
 - His/her aims. (1)
 - The influences on his/her work. (2)
 - The name and a brief analysis of ONE of his/her product designs, with particular reference to the way it addresses environmental issues. (2)

AND

- 6.2 Study the designs in FIGURE A and FIGURE B below and then answer the questions that follow.



FIGURE A

Hanger light by Sonic Design (USA)
A 'Repurposed' design where coat hangers have been put to another use as a lampshade.



FIGURE B

The Mould Chair was formed by Kazutoshi Amano Shinichi Sasaki (Japan). It is one of a line of products made from 100% recycled cardboard pulp and is fully biodegradable. When no longer required the chair becomes compost for the soil.

- 6.2.1 Explain in which ways FIGURE A and FIGURE B contribute to a sustainable 'green' environment. (2)
- 6.2.2 Which ONE of these two designs would you consider to be the most environmentally friendly? Motivate your answer. (2)
- 6.2.3 Name and discuss the work of any ONE INTERNATIONAL designer of your choice who has focused on eco-friendly issues. (6)
- [20]**

OR

- 6.3 Write an essay on 'sustainable' or 'green' design in which you refer to the work of at least ONE LOCAL designer and at least ONE INTERNATIONAL designer to support your statements.

Your essay must include a definition of 'sustainable' or 'green design'. **[20]**

TOTAL SECTION B: 40

SECTION C: DESIGN IN A BUSINESS CONTEXT

QUESTION 7

Answer ALL the questions that follow.

- 7.1 During your years of studying design you have been exposed to some award-winning or successful designers and design businesses.

Choose one award-winning designer or business and discuss their work under the following headings.

- Business and marketing strategy. (3)
- Environmental and social responsibility (2)
- The name and description of ONE product by the designer or business. (2)

- 7.2 Apply the following questions to the design discipline/field that you are studying. Begin by giving the name of that field or discipline.

- 7.2.1 List at least THREE careers or types of employment available to a person qualified in your particular field. (3)
- 7.2.2 Name TWO officially recognised institutions that offer courses/degrees or diplomas in this field and name the qualification that can be obtained from each one. (2)

- 7.3 You are on the verge of opening up your own design business and need to apply to a bank for a business loan.
- 7.3.1 Supply the following information for your business plan:
- The proposed business name. (1)
 - The type of business you have chosen (e.g. sole proprietor, co-operative, etc.) and the reasons for your choice. (1)
 - A mission statement, i.e. the aims and vision of your company, including what you plan to produce and where it will be sold. (1)
 - The type of accounting system that will be used including the reasons for your choice. (1)
 - Establishing a target market (2)
 - Employment of staff (2)
- 7.3.2 Supply a SWOT and PESTLE analysis of your product and business to show how this has helped you come to a better understanding of your business. (8)
- 7.4 Study the following TWO LOGOS very carefully and answer the question that follows.



FIGURE A

FIGURE B

- 7.4.1 Through a reasoned comparison of the above logos, (FIGURE A and FIGURE B), explain which one is the most successful. (2)

TOTAL SECTION C: 30

GRAND TOTAL: 150