



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2011

**DESIGN P2
MEMORANDUM**

MARKS: 100

This memorandum consists of 4 pages.

INSTRUCTIONS TO THE EDUCATOR

1. The practical examination must be marked using the following two grids
(see AS numbering guide on page 3).

LO1	AS	Maximum Marks	Learner Mark	Weighting %
Research and experimentation	11.1.1 (c), (d), (f) 11.2.5	10		20%
Generative ideas (e.g. thumbnails) and developmental concepts	11.1.1 (e) 11.2.2 11.2.3	10		20%
Sensitive use of Elements and Principles	11.2.8	10		20%
Tonal drawing related to concept	11.2.2 (g)	10		20%
Self-evaluation of process	11.1.1 (g)	10		20%
TOTAL		50		100%

LO2	AS	Maximum Marks	Learner Mark	Weighting %
Sensitive use of elements and principles	11.2.8	10		20%
Creativity and originality	11.2.5	10		20%
Technique and craftsmanship	11.1.3 11.2.4 11.2.6	10		20%
Evidence of design involvement, including evidence of at least 18 hours' work	11.2.9	10		20%
Professional presentation	11.2.7	10		20%
TOTAL		50		100%

AS NUMBERING GUIDE: (Excerpts from the AS numbering guide in NCS)**LO1 The Design Process: The learner is able to understand the design process from conceptualisation to realisation.**

- 11.1.1 Demonstrate a sound understanding of the interrelated nature of the planning, action and reflection cycle which informs the design process:
- (c) Investigate the context of a design problem.
 - (d) Collect, analyse, organise, interpret and acknowledge relevant information to guide the design process.
 - (e) Investigate different approaches and generate ideas to solve problems creatively, innovatively or intuitively, using a variety of methods.
 - (f) Investigate the use of appropriate materials and production techniques and produce samples, prototypes or maquettes.
 - (g) Evaluate generated ideas, suggest improvements and select the best solution.
- 11.1.3 Display knowledge and appreciation of aesthetics and functionality throughout the design process.

LO2 Design Production: The learner is able to produce and present a body of work in the chosen discipline(s) which shows an understanding of design skills and production processes.

- 11.2.2 Draw in a variety of ways to observe and create images and express concepts.
- 11.2.3 Use collage, constructions, models, mind mapping or other forms of visualisation.
- 11.2.4 Demonstrate an awareness of the various materials and production processes relevant to the chosen discipline.
- 11.2.5 Experiment with a variety of materials, methods, equipment and techniques.
- 11.2.6 Demonstrate proficiency in the chosen materials and techniques to create design solutions.
- 11.2.7 Present and effectively communicate a design solution.
- 11.2.8 Interpret, use and explain the choice of design elements, principles, context and materials in the final product.
- 11.2.9
- (d) Demonstrate commitment to the task.
 - (e) Take responsibility for own actions.

TOTAL: 100