



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2012**

**DESIGN P1  
(THEORY)**

**MARKS: 150**

**TIME: 3 hours**



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This question paper consists of 18 pages.

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## INSTRUCTIONS AND INFORMATION

1. This question paper consists of SEVEN questions.
2. There are optional questions. The instructions therefore must be read carefully for every question.
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] –  
QUESTION 5 and QUESTION 6  
SECTION C: Design in a business context [30 marks] – QUESTION 7
4. Read the requirements of the questions carefully.
5. Answer in full questions and avoid the mere listing of facts.
7. Use the mark allocation to determine the time to be spent on each question.
8. Do not repeat the same facts and examples in different questions.
9. Write neatly and legibly.

## GLOSSARY

Use the following glossary to make sure you understand how to approach a particular question.

- Analyse: A detailed and logical discussion of the formal elements (such as line, colour, tone, format, et cetera) and composition of the work.
- Compare: Point out differences and similarities in an ordered sequence within the same argument.
- Discuss: Present your point of view and give reasons for your statements (motivate).
- Explain: Clarify and give reasons for your statements (motivate).
- Interpret: Give an informed opinion, supported by examples.
- State: Say directly what you think – give your opinion as well as an explanation.

## SECTION A: DESIGN LITERACY

## QUESTION 1 'UNSEEN DESIGNS – TESTING VISUAL LITERACY'

## 1.1



**FIGURE A**

Toile du Jozi print by 'FabricNation', Cape Town, South Africa.

- 1.1.1 Identify and explain TWO ways in which the designer of the above textile (FIGURE A) has tried to create unity within the design. (2)
- 1.1.2 Name and discuss the following FOUR design elements and principles used in this design:
- Value (tone) (2)
  - Perspective (2)
  - Scale and proportion (2)
  - Rhythm (2)

1.2

**FIGURE A**

Kite Chair by Karim Rashid, Netherlands,  
2004

**FIGURE B**

From the Knot Collection by Atelier Blink,  
Belgium, 2009

Compare the above two chair designs, (FIGURE A and FIGURE B), by referring to the following terms:

- Innovation and originality
- Functionality
- Texture
- Possible inspiration
- Suitable/appropriate environment/context

(2)

(2)

(2)

(2)

(2)

**[20]**

## QUESTION 2

2.1

**FIGURE A**

A Philips razor for men

**FIGURE B**

A Philips razor for women

2.1.1 Point out possible gender stereotyping visible in the above two razor designs.

(4)

2.1.2 With reference to the above examples (FIGURE A and FIGURE B) briefly explain the negative effects that gender stereotyping could have on society.

(2)

2.2 Study the design below and then answer the questions that follow:

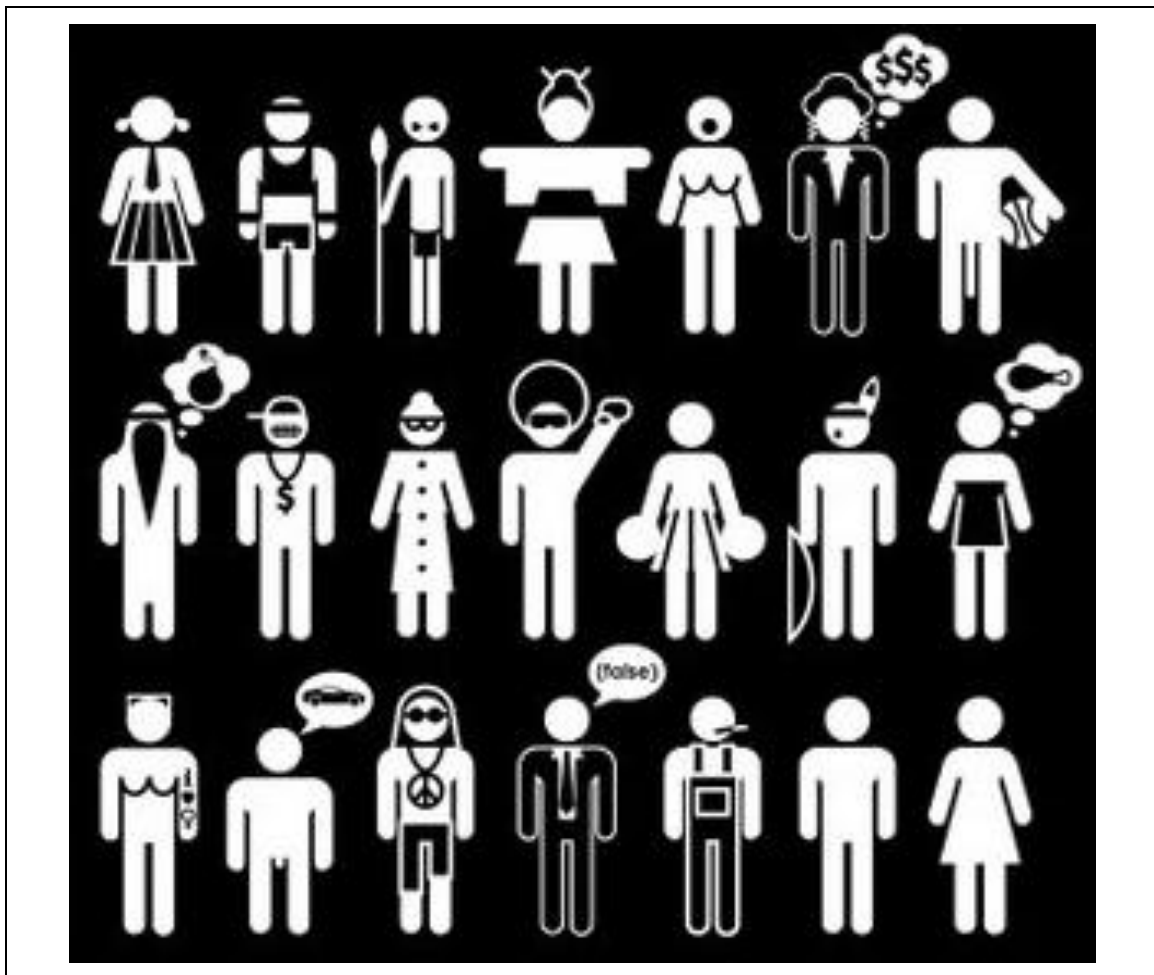


FIGURE C

2.2.1 FIGURE C above refers to a range of characters used in video fighting games. Explain why these characters can be seen to display ethnic stereotyping and point out the danger of this. Justify your answer with reference to at least ONE of the characters.

(2)

2.3

**FIGURE D**

'South African Soul', football sole won the International competition, 'World at your Feet'. The design is by a South African, Jorg Anjulo, and was sponsored by Umbro, the English football equipment supplier.

2.3.1 What has Jorg Anjulo used to symbolize South Africa in the above design?

(2)  
[10]



**QUESTION 3**

3.1



**FIGURE A**  
**Gourd lamp (Poland)**

The one on the right shows the reflections that the patterns make on the wall when the light is switched on.



**FIGURE B**  
**'Vuvuzela' lamp (South Africa)**

- 3.1.1 Does either OR both of the above lamps (FIGURE A and FIGURE B) reflect a clear national identity? Explain. (2)
- 3.1.2 Do you think it is important to produce products with a distinct cultural or national identity? Give clear reasons. (2)
- 3.1.3 Compare the similarities and differences of the above two designs (FIGURE A and FIGURE B) under the following headings:
- Form and Shape (2)
  - Texture (2)
  - Unity and Variety (2)

3.2 Write an article to the 'Art Times', (South Africa's only National Arts magazine) on ONE contemporary South African designer or design group whose work reflects our culture in some way. To ensure that the article is clear and logical, structure it under the following headings:

- Name of the designer or design group (1)
  - Local/Global influences and inspiration (2)
  - General characteristics (4)
  - Name and a brief analysis of at least ONE design (3)
- [20]**



## QUESTION 4

4.1

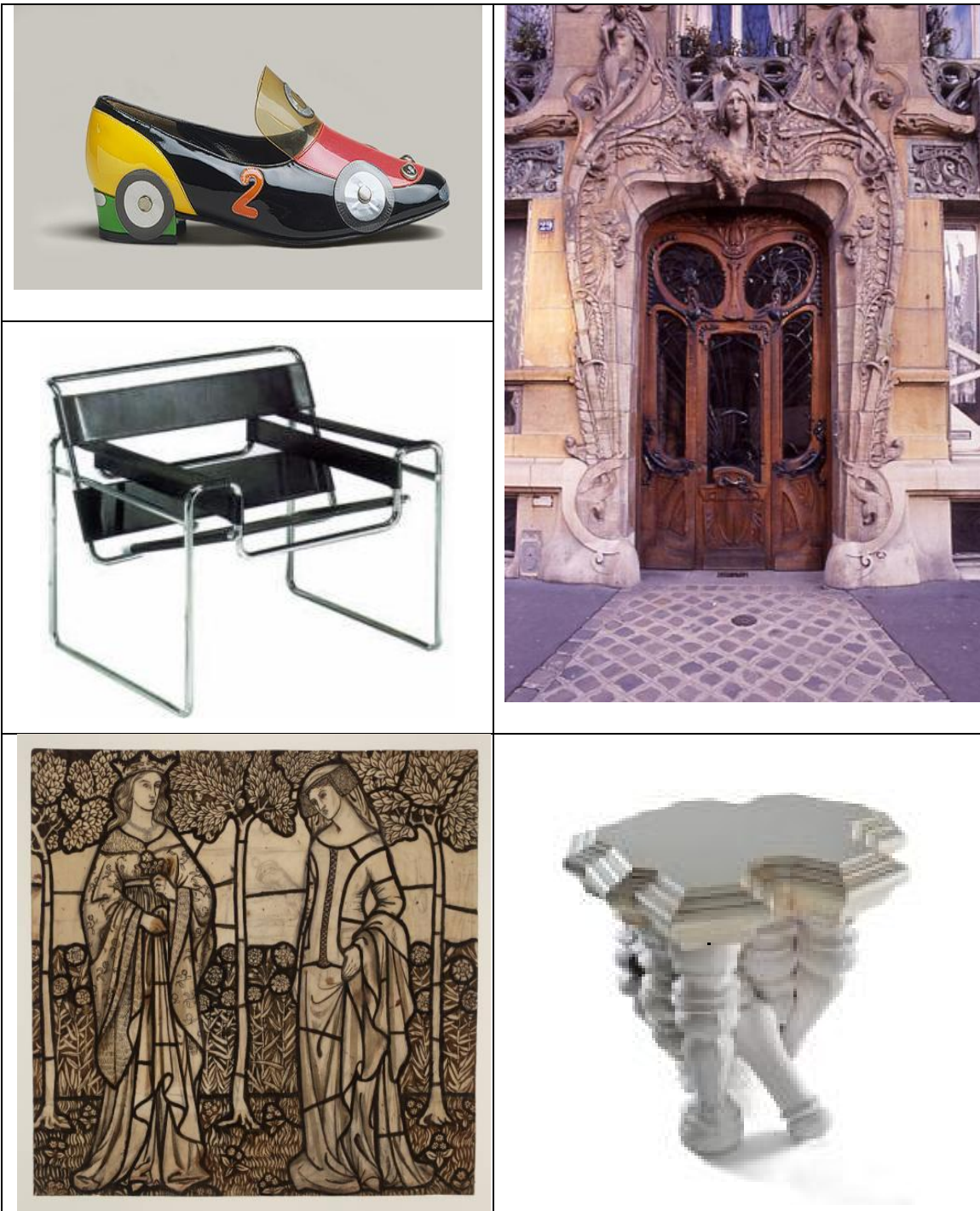


FIGURE A

The above images represent some of the design movements that you have studied. Study them carefully and then answer the question that follows:

- 4.1.1 The definite styles in design history have developed as either a reaction to or through the influence of previous styles.

With the above statement in mind choose TWO styles from the list below:

- The Arts and Crafts Movement (1850 – 1900)
- Art Nouveau (1890 – 1905)
- Consumerism and Style – Modernism, '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)

THEN

Write the names of the TWO movements that you have chosen AND discuss each one in full under the following headings:

- Aims (2)
  - Influences on the style (2)
  - Characteristics of the style (3)
  - The name of ONE designer associated with the movement and an analysis of ONE of his/her designs (3)
- (2x10) (20)

4.2

**FIGURE A**

South African Modernist inspired building,  
Johannesburg

**FIGURE B**

South African Art Deco inspired  
building, Durban

- 4.2.1 Compare FIGURE A above with FIGURE B to show the DIFFERENCES and SIMILARITIES between the two movements that inspired these works. Make sure that your comparison clearly refers to the influences and stylistic characteristics of each movement. (Write in paragraph form, do not use tables). (8)
- 4.2.2 Name ONE designer from either of the above two movements and the title of ONE design by that person. (2)

**[30]****TOTAL SECTION A: 80**

**SECTION B: DESIGN IN A SOCIAL/ENVIRONMENTAL CONTEXT****QUESTION 5**

- 5.1      5.1.1      Many SOUTH AFRICAN designers/design groups use design to address social issues such as poverty, unemployment, crime and prejudice in some way. Discuss the work of ONE such local designer/design group by referring to the following:
- The name of the designer/design group
  - A brief explanation of the designer/design group's aims and design procedures
  - Point out how their work addresses social issues or concerns.      (7)
- 5.2      Study the following poster very carefully and then answer the question that follows:

**FIGURE A**

- 5.2.1      Explain what the social message of this poster is.      (1)
- 5.2.2      Explain how the designer's choice and manipulation of images help to convey this message.      (2)



5.3 Study the poster below and answer the questions that follow:



FIGURE B

- 5.3.1 Do you consider this poster's social message to be effective? Give reasons for your answer by referring to relevant design aspects such as the use of imagery, colour, tone, font and lay-out. (4)
- 5.3.2 Discuss the work of ONE INTERNATIONAL designer whose work can be considered socially responsible. Refer to the following: (6)
- Aims
  - The name and brief description of ONE work that addresses social issues

## QUESTION 6

THERE ARE 3 QUESTIONS (6.1, 6.2 AND 6.3).

ANSWER ANY TWO. (10 marks each x 2 = 20).

DO NOT REPEAT INFORMATION IN ANY OF THESE QUESTIONS.

6.1



**FIGURE A**

Sunburst mirror by Hanan, produced by Wola Nani in Khayelitsha. Made from wire and rolled up magazine pages.

**FIGURE B**

Bag designed and crafted by Kunye. Made from plastic 'bits'.

- 6.1.1 Give a definition of sustainable design and then say whether FIGURE A and/or FIGURE B above fall into the category of sustainable design. Give reasons. (2)
- 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, including specific reference to the way the design addresses environmental issues (4)

**[10]**

6.2

**FIGURE A**

Tennis Ball Chair, by Hugh Hayden.

This fun and engaging design is made from used tennis balls and was the winner of the 'BRKLYN Designs' award for the 'Most Innovative Use of Materials' (2009).

6.2.1 Explain the following:

- The difference between the terms, 'Repurposed' and 'Recycled' (2)
- Which of the above two terms can be used to describe FIGURE A above? Give reasons. (1)

6.2.2 Discuss the work of ONE INTERNATIONAL designer who focuses on environmental issues, by restoring or reshaping the interior or exterior environment of the world around them in an environmentally friendly way. Your discussion must include at least ONE example of the designer's work. (7)

**AND/OR**



6.3

**FIGURE C**

The introductory page used by the Treehugger weblog to introduce their 2010 'Best of Green awards'.

- 6.3.1 Contemporary designers are becoming very aware of the importance of 'green design' as seen in FIGURE C above.

Discuss the work of ONE LOCAL OR ONE INTERNATIONAL designer whose work can be considered green. Refer to at least ONE design by this designer to illustrate your statements.

(DO NOT REPEAT INFORMATION THAT YOU MIGHT HAVE GIVEN IN QUESTION 6.1 OR QUESTION 6.2).

(10)  
(2x10) (20)

**TOTAL SECTION B: 40**

## SECTION C: DESIGN IN A BUSINESS CONTEXT

### QUESTION 7

Answer ALL the questions that follow:

7.1



**FIGURE A**

‘Stereotype’, Daizi Zheng, London

The images in FIGURE A above show unusual packaging for health products: carrot sticks are placed in a cigarette box, a chip container holds celery sticks and a pill container dried blueberries.

7.1.1 Describe a possible target market for the range of products illustrated in FIGURE A above. Supply reasons for your answer. (2)

7.1.2 Give the following information:

- One possible aim of the packaging designs in FIGURE A above (1)
- FIVE characteristics of good packaging (5)

7.2 7.2.1 Name the design discipline that you are studying, for example textiles, ceramics or graphic design, and then supply the following information:

- The name of TWO tertiary institutions where you would be able to study your particular discipline (2)
- The name of the diploma/degree that you would get when you graduate, as well as the number of years study required (2)
- FOUR possible career options available to you once you have finished studying (4)

7.3



**FIGURE A**  
Fold up bicycle

- 7.3.1 Imagine that you want to start up a business that designs and makes similar bicycles, as the ones in FIGURE A, for the South African market. Apply a SWOT analysis to the above design to help you decide whether or not it is a good idea. Give reasons for each one. (8)
- 7.3.2 As part of a business plan for the above company explain the following:
- The type/form of company that would be most suited to the production of such a bicycle
  - The TWO most important things you would need to consider when costing and pricing the product. Give examples for each one.
  - TWO questions that you would need to ask when researching a possible target market (6)

**TOTAL SECTION C: 30**

**GRAND TOTAL: 150**