



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2018**

**DESIGN P1**

**MARKS: 100**

**TIME: 3 hours**



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This question paper consists of 13 pages.

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**INSTRUCTIONS AND INFORMATION**

1. There are FIVE questions in this question paper.
2. Answer ALL the questions.
3. Read the questions and the instructions for each question very carefully.
4. Answer in full sentences. No marks will be awarded for simply listing facts.
5. Use the mark allocation to determine how much factual information is required and how much time must be spent on each question.
6. No marks will be awarded for repeating the same facts and examples in different questions.
7. Write neatly and legibly.

## SECTION A

## QUESTION 1

## VISUAL LITERACY: UNSEEN WORK

1.1



**FIGURE 1: isiZulu hat**, Natal, South Africa

1.1.1 With reference to the isiZulu hat as seen in **FIGURE 1** above, analyse any FOUR of the following terms:

- Contrast
- Shape
- Rhythm
- Texture
- Pattern
- Unity

(8)

1.1.2 Identify ONE way in which the Zulu hat as seen in **FIGURE 1** reflects an indigenous craft. Substantiate your answer.

(2)

1.2



**FIGURE 2:** Logo for vehicle rental company, Bidvest.

Identify and discuss TWO *Gestalt Principles* applied to the logo in **FIGURE 2**.

(4)

1.3



**FIGURE 3:** Stop Child Marriage poster by Aman Arora, New Dehli, India.

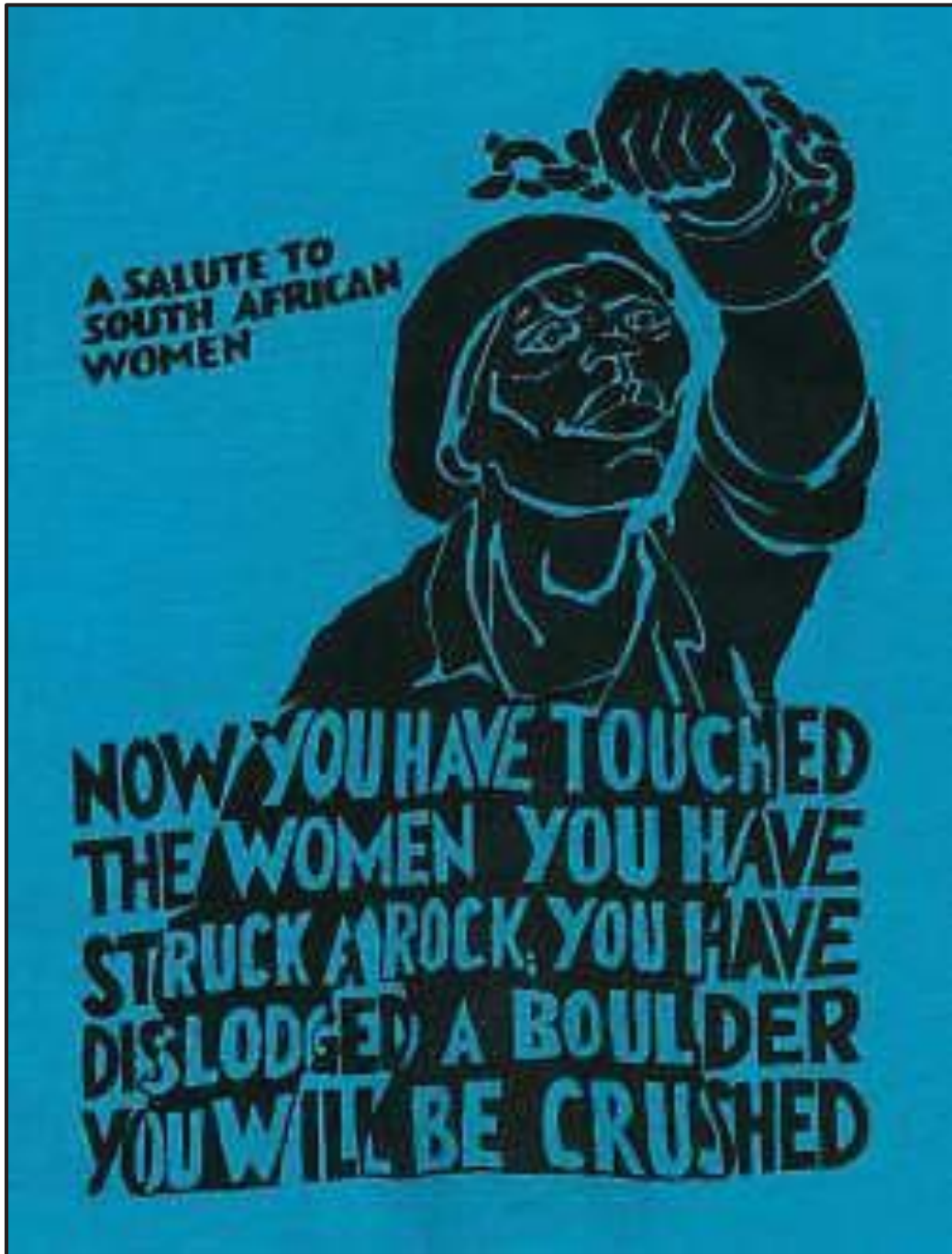
Discuss the Human Rights poster in **FIGURE 3** by explaining how the following are used effectively to convey the message of the poster:

- Portrayal of images
- Portrayal of text
- Use of colour

(6)



1.4



**FIGURE 4: A South African propaganda poster.**

1.4.1 Choose THREE of the following terms *with specific reference to the poster design* in **FIGURE 4** to explain your understanding of:

- Alignment
- Serif
- Reversed-out-type
- Leading

(6)

1.4.2 Offer TWO well supported reasons of how the poster above effectively reflects its intended message as a propaganda poster.

(2)

1.5

**FIGURE 5**

Explain the use of stereotype in the advertisement of **FIGURE 5**. (2)

**TOTAL SECTION A: 30**

**SECTION B: DESIGN HISTORY AND POPULAR CULTURE****QUESTION 2: INTERNATIONAL HISTORY OF DESIGN  
(ARTS AND CRAFTS MOVEMENT; ART NOUVEAU; BAUHAUS;  
ART DECO; DE STIJL; MODERNISM; SCANDINAVIAN)**

2.1

**FIGURE 1: Art Nouveau hairbrush.****FIGURE 2: Art Deco hairbrush.**

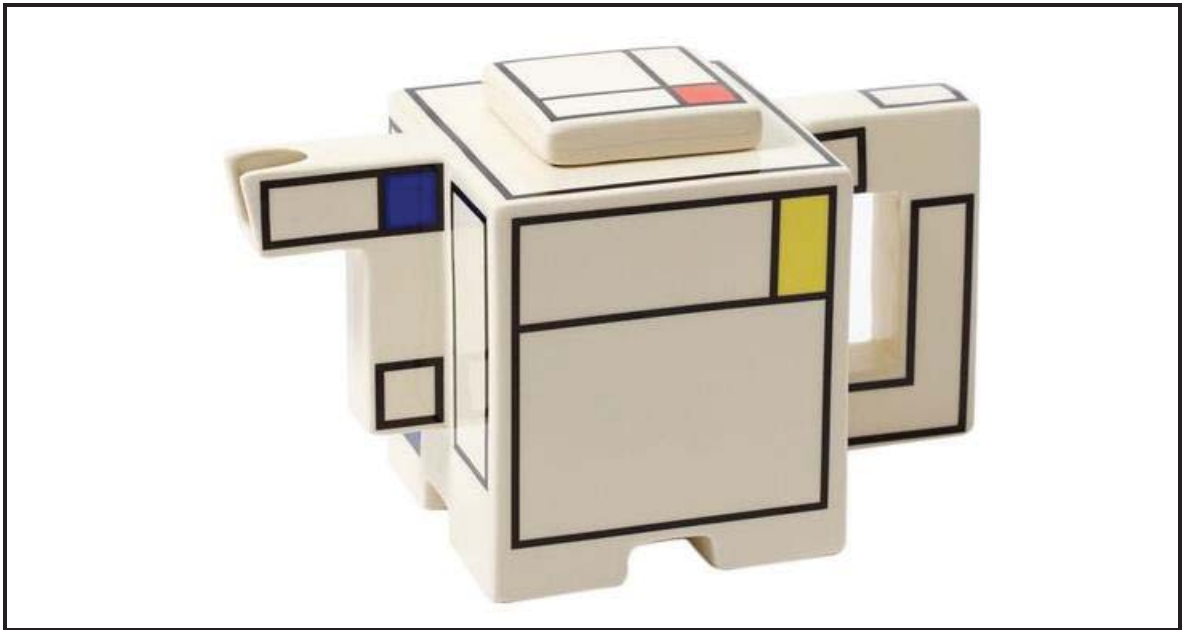
Write an essay in which you COMPARE the designs of **FIGURE 1** and **FIGURE 2**, to show how each reflects the design style of the movement that it represents.

You essay must include the following for each movement:

- ONE aim (2)
- ONE influence (2)
- THREE general characteristics (6)

(Do not use tables or headings. Write a comparative essay, using paragraphs.)

2.2



**FIGURE 3: De Stijl inspired teapot** by Worcester Porcelain.



**FIGURE 4: Scandinavian inspired teapot** by Camilla Engdahl.

The teapot in **FIGURE 3** reflects influences of De Stijl design, while the teapot design in **FIGURE 4** shows the influence of Scandinavian design.

In TWO separate essays, apply your knowledge to show how each design seen above reflects the style/characteristics of the movements which have influenced them by discussing the following:

- Subject matter
- Colour
- Balance
- Line

(8)



2.3



**FIGURE 5: Kitchen cabinet** by Scottish Stained Glass, Inc., U.S.A.  
An **Arts and Crafts movement** inspired design.

- 2.3.1 Discuss FOUR characteristics of the Arts and Crafts movement that are visible in **FIGURE 5**, above. (4)
- 2.3.2 Give the name of ONE Arts and Crafts designer, along with the title and brief description of ONE of his/her designs. (2)

2.4 *Modernist architecture, which reflects characteristics of the Bauhaus Movement, also became known as the International Style in Architecture once it spread throughout the world.*

- 2.4.1 Bearing the above statement in mind, supply FOUR characteristics of Modernist (Bauhaus) architecture. (4)
- 2.4.2 Discuss how Modernist design showcases the philosophy of 'less is more'. (2)

**[30]**

### QUESTION 3: POPULAR CULTURE

- 3.1 3.1.1 Write a short paragraph in which you define the meaning of *Popular culture*. (2)
- 3.1.2 Write an essay in which you discuss how the social conditions shaped popular culture and the trends of TWO design eras/movements.

Choose any distinct design movements or eras from Art Nouveau up to the 1980's decades of design.

Write your essay in paragraph form without the use of headings.

No marks will be awarded for repeating information from QUESTION 2. (8)

**[10]**

**TOTAL SECTION B: 40**

## SECTION C: CONTEMPORARY, INTERNATIONAL, ENVIRONMENTAL AND SOCIAL DESIGN

### QUESTION 4: ENVIRONMENTAL DESIGN

4.1



**FIGURE 1: Recycled plastic (timber) outdoor furnishings**  
by MyWaste Products, South Africa.

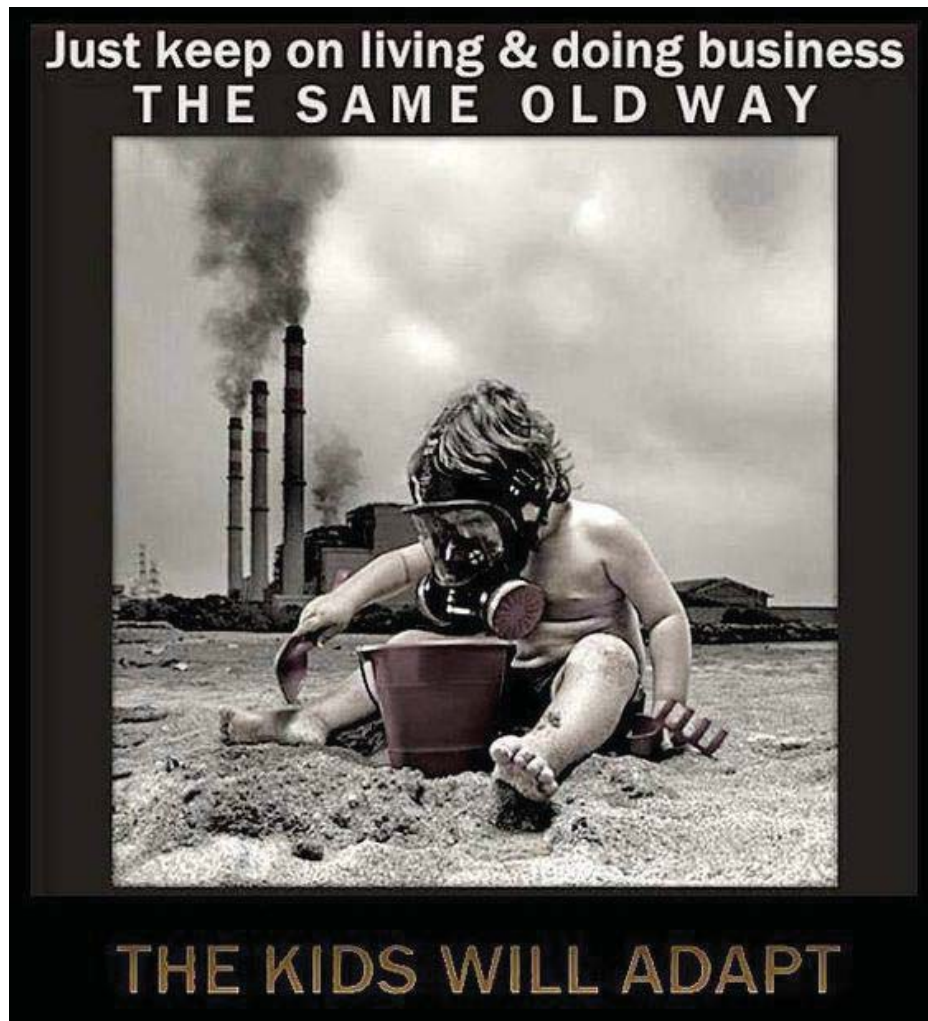
Study the images in **FIGURE 1**. Explain your understanding of the following terms with reference to the images supplied.

- Carbon footprint
- Sustainable design
- Biodegradable

(3)



4.2

**FIGURE 2.**

With reference to **FIGURE 2** explain how the poster creates an awareness of environmental and social living conditions.

Explain your answer with reference to the portrayal of image and text. (4)

4.3 Discuss the work of ONE International designer or design group that you have studied whose work clearly addresses environmental issues.

Include the following information in your essay:

- The name of the designer/group
- The designer's/group's aims and approach to design
- The name/title of a design by this designer/group and an explanation of how this/these product(s) address environmental issues

(8)  
[15]

## QUESTION 5: SOCIALLY RESPONSIBLE DESIGN

Study the images and text in **FIGURE 1** and answer the question seen on the following page.

5.1



**FIGURE 1: Hex Houses, low-cost housing for refugees by Dezeen, U.S.A.**

Called the Hex House, the 40-square-metre unit can be flat-packed and delivered to the building site to house victims of catastrophic events. The simple construction method of the Hex House facilitates full assembly by the inhabitants, using simple tools and a little training. Each Hex House unit contains two bedrooms, a kitchen, a bathroom, a living room and a small porch. Units can be combined to form larger homes. Each unit is largely made of steel-and-foam Structural insulated Panels (SIPs). Costing approximately \$18,000, they are intended to be occupied for up to 20 years. The units can be arranged in various ways and can be combined with exterior gardens, courtyards and driveways.



With reference to the images of the design and the information of **FIGURE 1** on the previous page, explain THREE ways in which this design contributes to positive social living conditions.

(3)

- 5.2 Write about the work of ONE South African and ONE international socially responsible designer or design group.

Write TWO separate essays in which you include the following information:

- Name of the designer/design group
- Aims and social responsibility
- Influences
- General characteristics
- The title and description of ONE work by that designer and an explanation of how that work clearly indicates social responsibility.

(Indicate which socially responsible designer/design group is South African and which one is international.)

(12)

**[15]**

**TOTAL SECTION C: 30**  
**GRAND TOTAL: 100**





