



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2016

DESIGN P1

MARKS: 100

TIME: 3 hours



This question paper consists of 13 pages.

INSTRUCTIONS AND INFORMATION

1. There are FIVE questions in this question paper.
2. Answer ALL the questions.
3. Read the questions and instructions for each question very carefully.
4. Answer in full sentences and avoid simply listing facts.
5. Use the mark allocation to determine how many facts are required and how much time must be spent on each question.
6. DO NOT repeat 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: Fashion design by Phiwase Nxumalo, 'House of Diva', Swaziland.

1.1.1 With reference to the fashion garment as seen in FIGURE 1 above, analyse FOUR of the following terms.

- Line
- Shape
- Unity
- Rhythm
- Contrast
- Scale / Proportion

(8)

1.1.2 Identify the inspiration for the creation of the garment. Substantiate your answer.

(2)

1.2



FIGURE 2

FIGURE 2 shows a sign where typographical flaws need to be improved. Explain how these flaws could be altered with regards to:

- Alignment (1)
- Kerning (1)

1.3

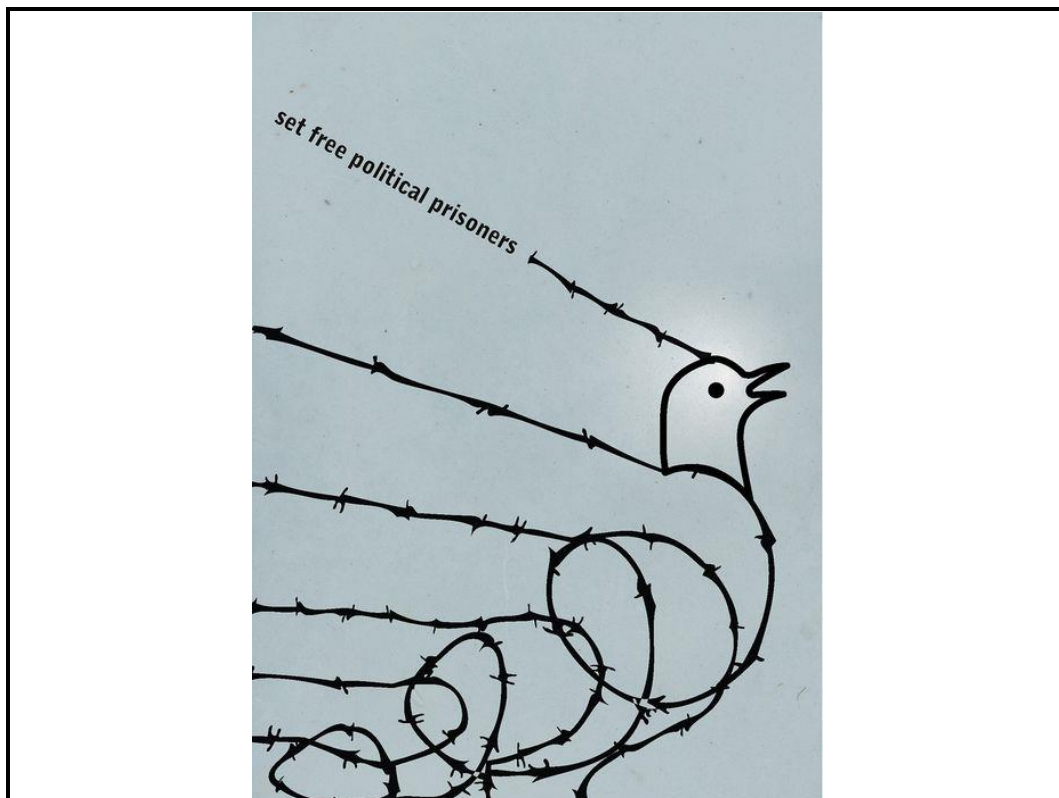


FIGURE 3: Propaganda poster, 'Set free political prisoners'.

Analyse the poster in FIGURE 3 explaining how the following are used to effectively convey the message to the viewer:

- Symbols (2)
- Propaganda (2)
- Gestalt Principles (2)

1.4

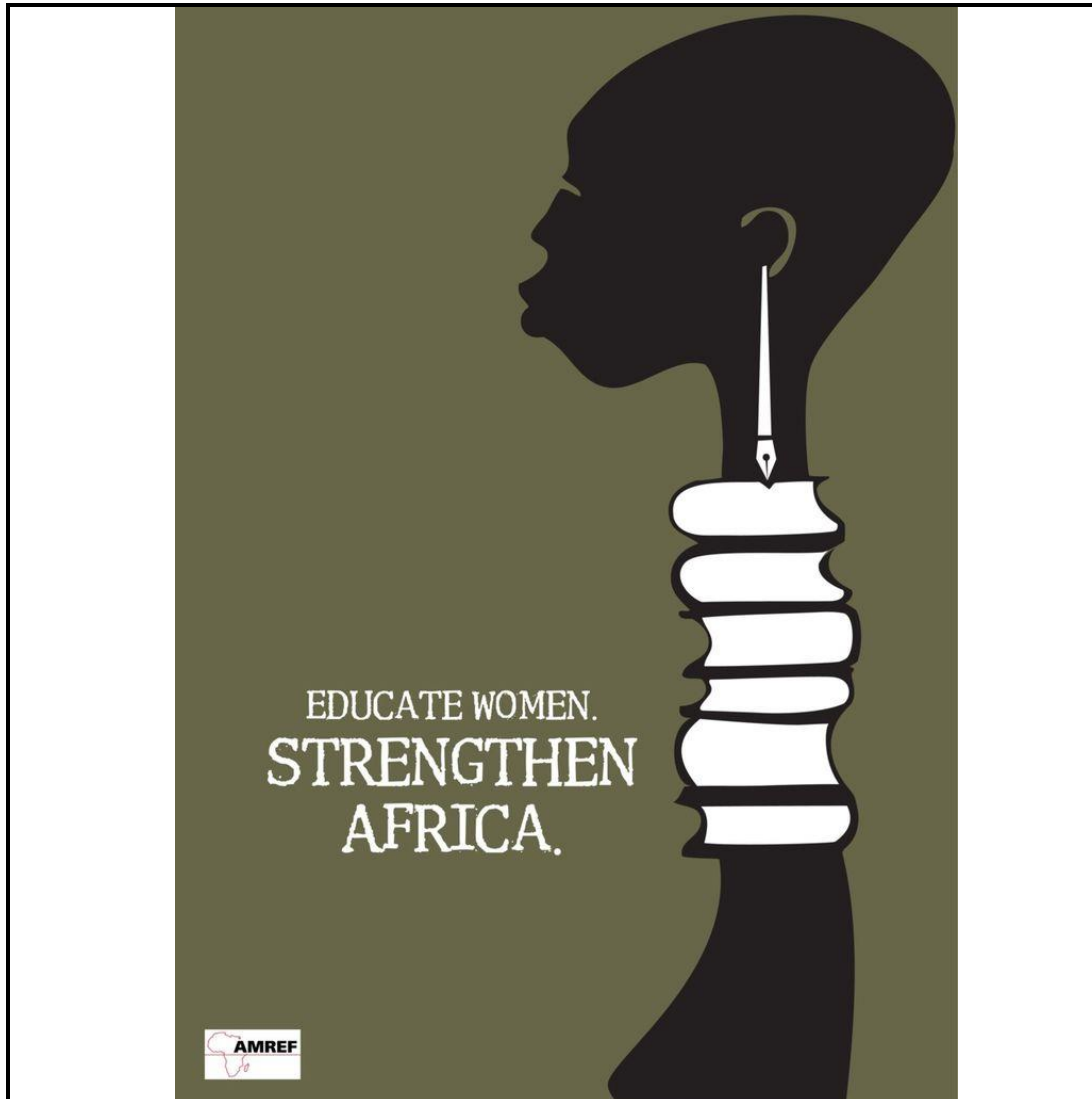


FIGURE 4: AMREF poster, 'Educate women. Strengthen Africa'.

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

- Serifs
- Typeface
- Font
- Reversed-out-type

(6)

1.4.2 A poster needs to visually communicate a message. Give TWO well supported reasons of how the poster above effectively reflects its intended message.

(2)

1.5 Study the image in FIGURE 5 below and answer the questions that follow.

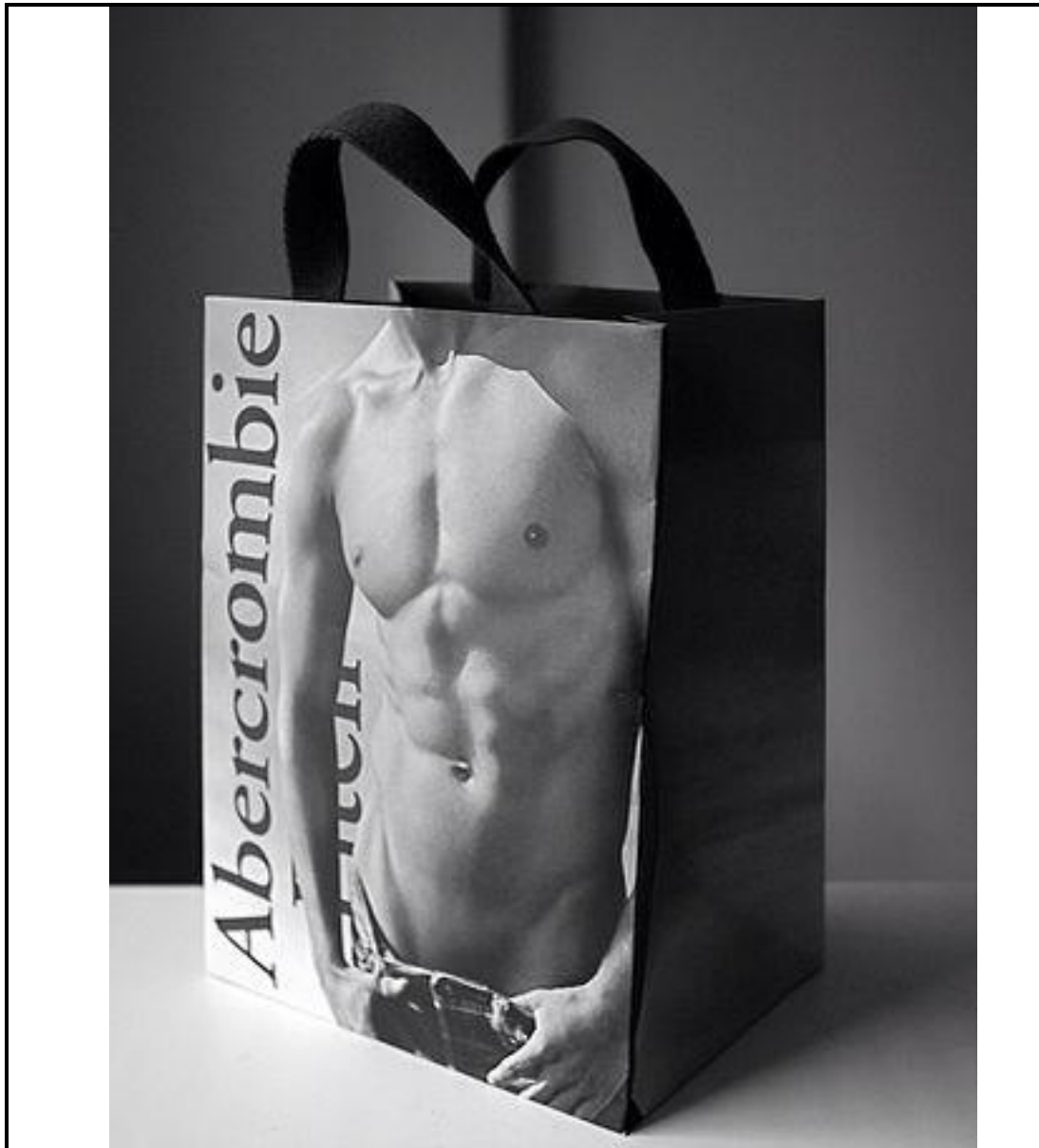


FIGURE 5: Abercrombie and Fitch store bag

- 1.5.1 Explain the stereotype of the image used in the design for the store bag in FIGURE 5. (2)
- 1.5.2 Discuss TWO ways in which stereotyping that occurs in advertising campaigns can be negative or destructive. You may refer to the image in FIGURE 5 in your discussion. (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 Deco pendant necklace



FIGURE 2: Art Nouveau pendant necklace

Write an essay in which you COMPARE the necklace designs in 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:

- Aims (2)
- Influences (4)
- General characteristics (4)

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

2.2

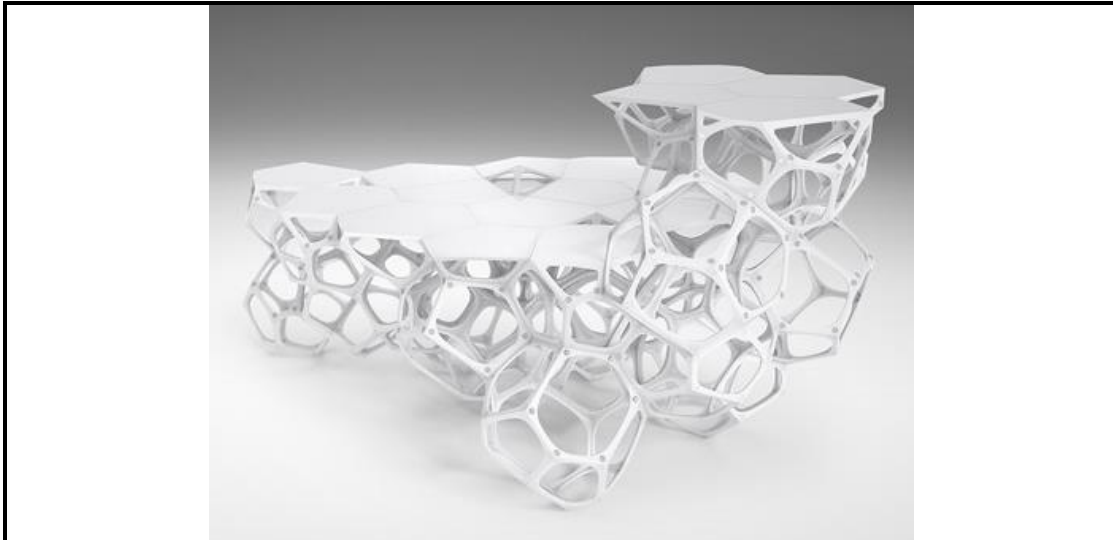


FIGURE 3: *Polyhedra Modular* coffee table designed by Haldane Martin.



FIGURE 4: *Love Me, Love Me Not* handcrafted coffee table designed by John Vogel.

The contemporary South African design in FIGURE 3 can be said to reflect Modernism and the design in FIGURE 4 can be said to reflect The Arts and Crafts Movement.

In a COMPARITIVE ESSAY, apply your knowledge to show how each design reflects the style/characteristics of the movements by discussing the following:

- Materials
- Craftsmanship
- Subject matter
- Colour

(In an essay using paragraphs, your answer must be a point for point comparison. Do not repeat the names of movements discussed in QUESTIONS 2.1, 2.3 and 2.4.)

(8)

2.3



FIGURE 5: *Neo Hob Stove Top Kettle* contemporary design by Oliver Hemming (Britain).

2.3.1 FIGURE 5 above shows a strong influence of the Bauhaus School of Art and Design.

Discuss FOUR characteristics of the Bauhaus style and TWO influences on the design movement that are visible in the design of the product.

(6)

2.3.2 Explain how the design of the product in FIGURE 5 adheres to the principle of 'Form follows function'.

(2)

2.4 2.4.1 Give the name of ONE De Stijl designer and the title of their work.

(2)

2.4.2 Outline ONE aim and ONE influence of De Stijl.

(2)

[30]

QUESTION 3: POPULAR CULTURE

Designs from the past tell the story about the people who created it and the era in which they lived.

Offer an overview of how the impact of social factors created changes in trends on design movements from the beginning of the 1900's to the 1970's.

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

[10]

TOTAL SECTION B: 40

SECTION C: CONTEMPORARY, INTERNATIONAL, ENVIRONMENTAL AND SOCIAL DESIGN

QUESTION 4: ENVIRONMENTAL DESIGN

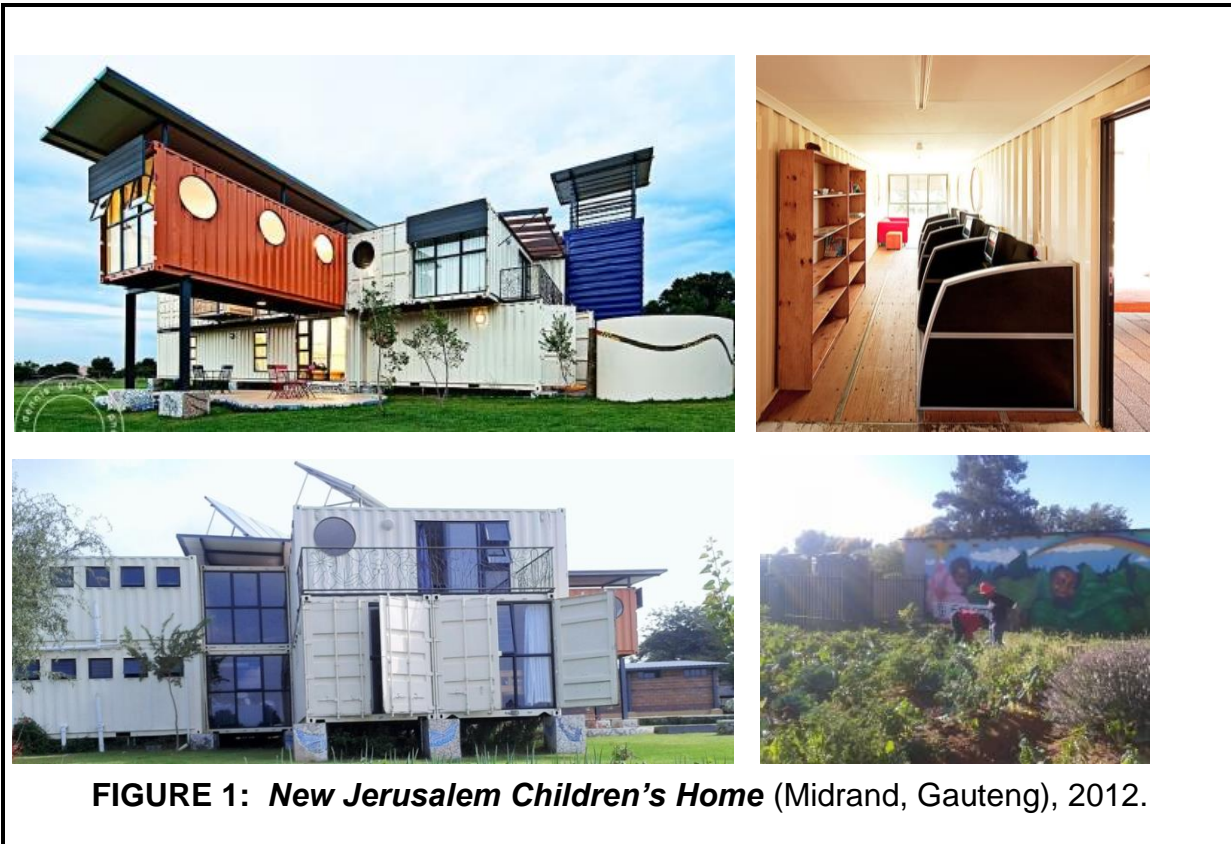


FIGURE 1: *New Jerusalem Children's Home* (Midrand, Gauteng), 2012.

The house is constructed out of 28 old shipping containers with the orientation of the building carefully considered. The orphanage features timber screens constructed of eco-friendly wood-plastic composite decking, a roof garden for thermal mass and the inside walls and ceilings of the containers are clad in dry wall plus isotherm foam insulation.

The containers were raised on plinths to encourage the flow of air. The home has also been fitted with solar thermal and photovoltaic systems.

A domestic effluence system converts all effluence from the kitchen, laundry, toilets and bathrooms to water suitable for irrigation. The permaculture garden provides the children with a constant supply of fresh, organically grown fruit and vegetables.

4.1 Study the images of FIGURE 1 and the accompanying information above.

Apply your knowledge of the terms *environmentally responsible* and *sustainable design* to the design in FIGURE 1. Show your understanding of these terms by making reference to the innovative technology used in the construction of the house.

(5)

4.2

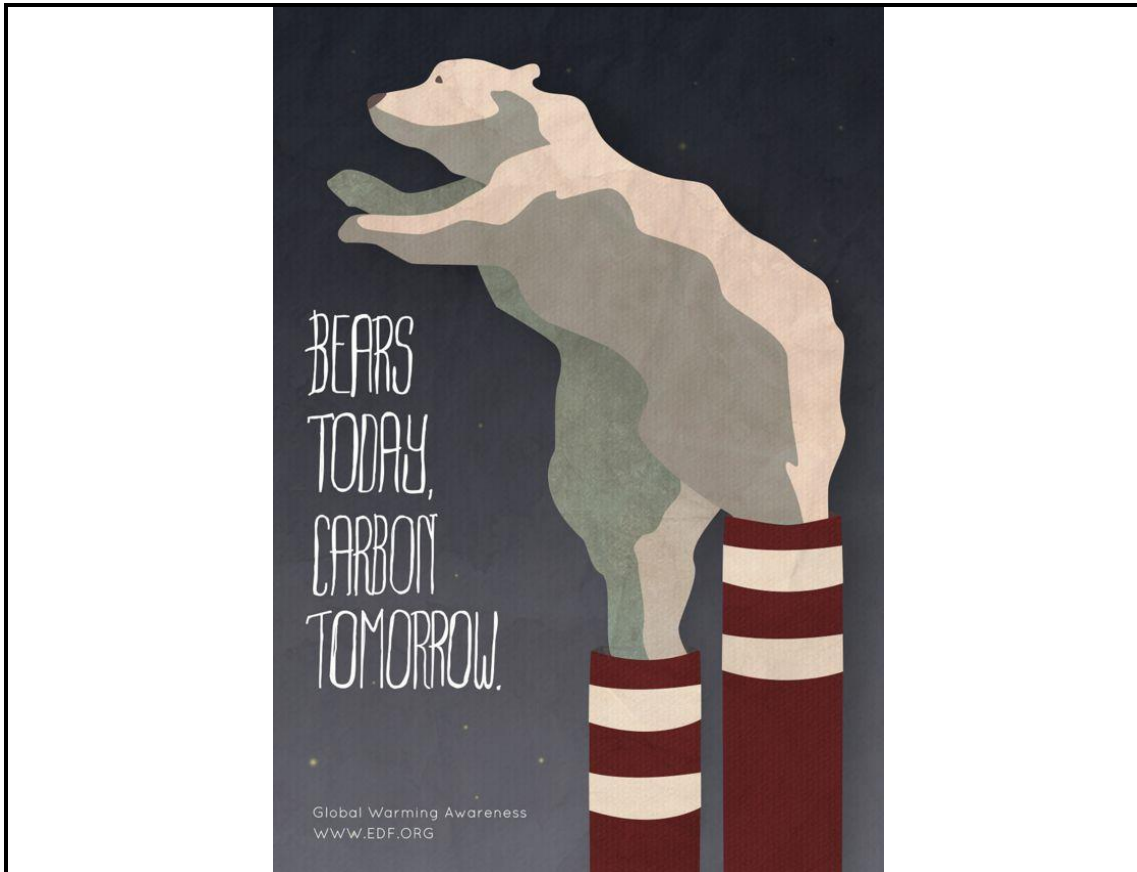


FIGURE 2: *Environmental Defense Fund's (EDF) poster* on climate change.

With reference to the above poster in FIGURE 2, comment on how the design stirs people to a level which would make them aware of global warming.

Explain your answer with reference to portrayal of image and text. (2)

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 of a design by this designer/group and an explanation of how this/these product(s) addresses environmental issues.

(8)
[15]

QUESTION 5: SOCIALLY RESPONSIBLE DESIGN

5.1 Study the images and text in FIGURE 1 below and then answer the questions seen on the following page.



FIGURE 1: LIFE SACK solar water purification device designed by Jung Uk Park, Myeong Hoon Lee and Dae Youl Lee.

The sack is used as a container for shipping grains and other food staples to third world countries. Once the food has been received, the sack can be used as a solar water purification kit.

5.1.1 Supply THREE reasons why the Life Sack water purification device can be considered to be a socially responsible product. (3)

5.1.2 Describe TWO ways in which Universal Design can be recognised in this product design. (2)

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

Write an essay in which you include the following information:

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

(Indicate whether your choice of socially responsible designer/design group is South African or international.) (10)
[15]

TOTAL SECTION C: 30
GRAND TOTAL: 100