



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2011

DESIGN: PAPER I

Time: 3 hours

150 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This examination paper consists of 10 pages and a colour Addendum Sheet of 1 page. Please make sure that your examination paper is complete.
 2. Your reading time is 10 minutes.
 3. This paper consists of three sections:

SECTION A	Design Literacy	– Language of design	50 marks
SECTION B	Design in Context	– Historical	50 marks
SECTION C	Design in Context	– Contemporary	50 marks
 4. Read through the paper carefully before answering any questions.
 5. There are choices within some questions in this paper. Read your options carefully.
 6. Use the mark allocation to determine the time to be spent on each question. One mark is awarded for each substantiated fact.
 7. Do NOT repeat the same facts and examples in different questions.
 8. Ensure that you follow the instructions of the questions and that you **CLEARLY** number your answers according to the question paper.
 9. It is in your best interests to write legibly and neatly.
 10. **Underline** the names of designers and designs in Sections B and C.
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SECTION A DESIGN LITERACY

Answer ALL the questions in this section.

QUESTION 1 THE DESIGN PROCESS

- 1.1 There are many different models of the Design Process, each lending themselves to specific design problems and solutions. Select **ONE** of the following models and explain it in detail. You can use written information, diagrams and graphic representation. Indicate clearly which model you are representing.

- Cyclic model
- Linear model
- Pahl-Beitz model
- Dialectical model
- SEED model

(10)

- 1.2 When designers are trying to realise design solutions they often struggle with **technical issues** related to the use of materials. Select **ONE** of the following materials you might have used in design production and discuss the working properties, advantages and disadvantages of creating designs made from the material.

1.2.1 Paper

1.2.2 Card

1.2.3 Perspex

1.2.4 Glass

1.2.5 Cotton

1.2.6 Aluminium

1.2.7 Wood

1.2.8 Clay

1.2.9 Satin

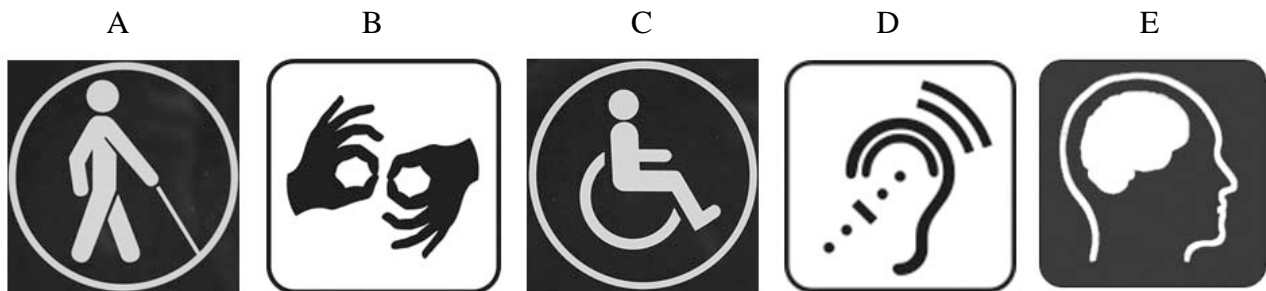
1.2.10 Composites (name the composite)

(4)

[14]

QUESTION 2 DESIGN COMMUNICATION

2.1 Identify the meaning of **each** of the five images below.



(5)

2.2 Briefly explain why these are called 'signs'.

(2)

2.3 The three t-shirt designs below use racist terms and slogans and yet are very popular and are not thought of as being offensive. Suggest **WHY** is this so.

(3)
[10]

QUESTION 3 VISUAL ANALYSIS

Refer to the three designs featuring springbok motifs on the colour Addendum Sheet.

3.1 In South Africa, the springbok is a cultural icon and is used by designers in different ways. Using a table format **compare** the three designs which use the springbok motifs under the following **headings**: (Analyse the actual design product and not the photograph per se.)

3.1.1 **Line** (3)

3.1.2 **Balance** (3)

3.1.3 Use of **colour** in the product as a whole (3)

3.1.4 **Stylistic treatment** of form (5)

3.1.5 **Functionality** of the product as a whole (3)

[17]

QUESTION 4 TERMINOLOGY

Select **THREE** of the following terms used in design practice and explain their meaning:

4.1 Skeleton steel frame

4.2 Eclecticism

4.3 Cantilever

4.4 Harmony

4.5 Universal design

4.6 Standardisation

4.7 Flatpack design

4.8 Ergonomics

4.9 Ideogram

4.10 Infographic

4.11 Modular design

[9]

50 marks

SECTION B DESIGN IN CONTEXT – HISTORICAL

Answer TWO QUESTIONS from this section in essay format. (Suggested length of essays – two and a half to three pages, depending on handwriting.)

Make sure that you address the question directly and structure your essay as follows:

- an introduction, in which you discuss the context of the question;
- a main body where you refer to relevant styles, designers and their works that are pertinent to your answer;
- and a conclusion.

The underlying rubric will be used to mark your essays.

Context	Appropriate contextual relevance to the answer	5
Structure	Logical flow of introduction, body, conclusion	3
Content	Depth of factual discussion and reference to designers and works that are pertinent to the answer	7
Visual analysis	Detailed discussion of strategic works	7
Terminology	Relevant use and level of 'design-speak'	3
Total marks: 25		

You may not repeat the same information in different answers!

QUESTION 5

'Postmodernism accepts diversity.'

[Stern, 1969, *New directions in American Architecture*, New York, George Braziller]

After the dehumanising Modernist era, Postmodernism acknowledged diversity in all its forms by embracing eclecticism, physical access as well as recognising the human element in design.

Respond to this statement in a structured essay, referring to at least **THREE** relevant designers and their works. In the course of your essay include:

- the main influences and characteristics associated with Postmodernism.
- a detailed discussion of one relevant design.

[25]

QUESTION 6

Since the invention of the first man-made plastic substance in 1907, plastic has gone on to become the most widely used material in design and manufacture today.

In a structured essay, track the evolution and use of plastic through at least TWO design styles/movements since 1945. Use a detailed analysis of specific design products by well-known designers to discuss the characteristics of the material as it impacted on both the style and functionality of designed products.

[25]

QUESTION 7

In recent years, designers have achieved superstar status similar to that of pop stars, with the term 'starchitects' being used to refer to some contemporary architects.

Write an essay in which you identify ONE major contemporary designer who you feel has 'superstar status'. In a discussion of at least three major works, outline the designer's influences and stylistic characteristics as a justification for your choice of designer.

[25]**QUESTION 8**

Deconstructivism can be said to be a symbol of its time as it not only represents contemporary thinking but incorporates radical new technologies into its aesthetic language.

Write an essay in which you discuss how the ideas and technologies of our time are being made manifest in Deconstructivist designs. In your essay discuss the general characteristics of the movement by referring to specific works of at least **THREE** relevant, prominent designers.

[25]

50 marks

SECTION C DESIGN IN CONTEXT (CONTEMPORARY)

Answer TWO QUESTIONS from this section. You may include drawings and mindmaps to support your answers.

You may not repeat the same information in different answers!

QUESTION 9 DESIGN IN A CULTURAL CONTEXT

Inclusivity and Freedom from Bias and Discrimination

9.1 Refer to the three advertisements on the colour Addendum Sheet.

In the famous media campaign for Benetton Clothing, Oliviero Toscani and Tibor Kalman challenge stereotypes and expose prejudice using controversial images. Identify and briefly discuss these prejudices and stereotypes.

(9)

9.2 In your opinion, what effect has **globalisation** had on cultural identity?

(4)


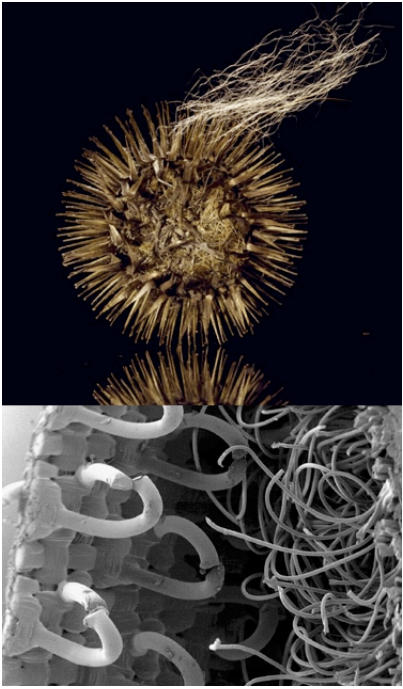
9.3 Discuss the work of ONE designer/design that raises awareness about issues of freedom of identity or creates designs that reinforce a specific cultural or personal identity.

(12)

[25]

QUESTION 10 DESIGN IN A TECHNOLOGICAL CONTEXT**Materials and technologies used in design for Access and Inclusivity**

Over the past fifty years, many designs have been introduced which have revolutionised universal design, of which key examples are the *OXO Good Grips* handles and the invention of Velcro.

OXO Good Grips swivel peeler	Enlarged photo of Velcro
	

[Photograph by Robert Clark, *National Geographic* Article, 'Design by Nature,' by Tom Mueller]

- 10.1 Briefly discuss the innovative features of the *OXO Good Grips* handle and identify the specific functions of the ribbed finish on the peeler. (4)
 - 10.2 Suggest what material the grip might be made from and explain TWO advantages of this material in designs for the disabled. (5)
 - 10.3 Suggest TWO reasons why the invention of Velcro has made such an important contribution to universal design. (6)
 - 10.4 Discuss the impact of TWO materials OR technologies (other than OXO and Velcro) that have positively impacted on design. Ensure that you clearly discuss the use of the technology and the material in actual design products. Write your answer in two separate paragraphs. (10)
- [25]**

QUESTION 11 DESIGN IN A SOCIAL CONTEXT**Access to healthcare**

- 11.1 The 4-second Pronto Condom by *xyz design* (shown underneath) has won numerous design awards for innovative design. List **FIVE** design factors that *xyz design* took into consideration while designing this product.



(5)

- 11.2 The designs reproduced below were created as part of various Aids Prevention campaigns. Compare the visual language of each of the 4 images under the following headings:



11.2.1 Symbolism – explain the meaning of the images used

(4)

11.2.2 Style – explain how the specific style of each advertisement has been used to communicate the intended message

(4)

<p>Browncow design, UWC HIV and AIDS graffiti poster, 2009</p>	<p>Am I Collective; I got my Mother's eyes but not her HIV, 2010</p>

 <p>It is your sex life.  Not a crash test!</p>	 <p>ACT AGAINST AIDS</p> <p>THERE IS STILL NO CURE FOR AIDS. PROTECT YOURSELF.</p>
Crash Test dummies	Act Against Aids Campaign, 2009

[Source: Google Images]

- 11.3 Discuss the work of **ONE** contemporary designer or design group whose work has positively impacted the way people live.

(12)
[25]

QUESTION 12 DESIGN IN A SOCIAL CONTEXT

Access to employment

The relationship between design/designers and job creation is critical for the development of the manufacturing industry in southern Africa.

- 12.1 Name **THREE** South African designs/designers/design projects that you believe are good examples of job creation projects.

(6)

- 12.2 Discuss **ONE** of these in detail using the following headings:

12.2.1 The underlying design concept and aim of the project

12.2.2 One essential production process that the designer engaged in

12.2.3 The characteristics of the designs

(10)

- 12.3 Suggest **THREE** core design skills that were critical to the success of the products designed by the designer discussed above.

(3)

- 12.4 Describe **TWO** benefits that design has for the handcrafted industry in South Africa.

(6)

[25]

50 marks

Total: 150 marks