



DESIGN: PAPER I

Time: 3 hours

100 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 24 pages and a Colour Addendum of 2 pages (i–ii). Please make sure that your examination paper is complete.
 2. This paper consists of three sections:

SECTION A	Design Literacy – Language of Design	30 marks
SECTION B	Design in Context – Historical	30 marks
SECTION C	Design in Context – Contemporary	40 marks
 3. Read through the paper carefully before answering any questions.
 4. There are choices within some questions in this paper. Read your options carefully.
 5. Ensure that you **follow the instructions** given in the questions.
 6. Answer on this paper in the spaces provided.
 7. Use the mark allocation to determine the time spent on each question. One mark is awarded for each **substantiated fact**.
 8. **Do NOT repeat** the same facts and examples for different questions **OR** use the examples presented in the question as part of your answers unless specifically asked to do so.
 9. **Underline** the names of designers and their works in Sections B and C.
 10. It is in your best interest to write legibly and neatly.
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SECTION A DESIGN LITERACY – LANGUAGE OF DESIGN

QUESTION 1 THE PROCESS OF DESIGN

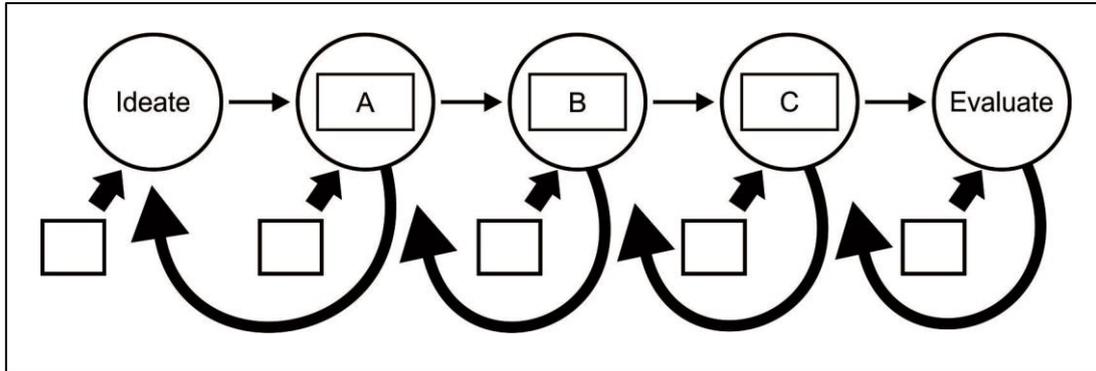


Diagram 1

1.1 Identify the phases of the design process that are represented by blocks A, B and C in Diagram 1.

(3)

1.2 In Ontological design, what essential stakeholders are represented by the blank blocks?

(1)

1.3 Discuss the significance of the bold arrows used in the diagram. What important aspect of Ontological design does it reflect?

(2)
[6]

QUESTION 2 DESIGN COMMUNICATION

Refer to **Image A** on the **Colour Addendum** sheet.

2.1 Identify and explain which gender stereotypical features have been used in the Dove banner.

(2)

2.2 Briefly explain why the designer has chosen a white background for the banner.

(2)

2.3 Explain how the typography emphasises the message of the banner.

(2)

2.4 Identify and explain the positive visual indicators and suggest the subsequent activism incited through the Dove banner.

(2)
[8]

QUESTION 3 VISUAL ANALYSIS

Select ONE of the **Images B–D** on the Colour Addendum sheet.

Complete the table that follows and provide an analysis of TWO design elements, followed by an analysis of TWO design principles that work with each of the selected design elements. (You may only use a design principle once. You may not refer to any principles given in the examples.) Analyse the design, making sure you discuss the actual designs and not the photographs per se.

Image selected: B / C / D (Circle your chosen image)			
Analyse any TWO of the following Design Elements: form/texture/colour/space/line		Identify and analyse TWO Design Principles:	
<i>E.g.</i> 3.1.0	<i>The composition uses a limited range of similarly constructed shapes to differentiate between the segments of the poster. ✓</i>	<i>E.g.</i> 3.2.0	<i>The scale ✓ of the triangular shapes is a fraction of the size of the logo, allowing for a delicate framing of the logo. ✓</i>
3.1.1		3.2.1	
	(1)		(2)

3.1.2		3.2.2	
	(1)		(2)

(6)

3.3 Identify and explain the working of ONE Gestalt principle in either **Image A** or **C**.

(2)
[8]

QUESTION 4 BUSINESS AND DESIGN TERMINOLOGY

Refer to the **Images E1–4**, "#DefyLabels" and **Images F–H** on the Colour Addendum sheet to answer the questions that follow. In your answers, ensure that you demonstrate a clear understanding of the relevant terminology.

The MINI brand demonstrated a shift in its brand philosophy from its fun, cheeky origins to the "#DefyLabels" Campaign which ran across multiple platforms starting on YouTube for the 2016 Olympics, amongst other events.

Images E1–E4: **Butler, Shine, Stern and Partners**, "#DefyLabels" integrated campaign (2016) The campaign reflects MINI's mind-set: independent thinking, appreciation of design and individuality.

E1: MINI presents short YouTube movies that share the stories of celebrities who have responded to the stigma of labelling and dared to forge their own path. In turn MINI asks people to share their stories and life experiences on social media.

The profiled YouTube short movies included here: singer, T-Pain; soccer player, Abby Wombach; tennis star, Serena Williams; baseball pitcher, Randy Johnson.

4.1 4.1.1 Define **brand philosophy**.

(1)

4.1.2 Interpret MINI's brand philosophy as seen in the images for the "#DefyLabels" campaign.

(1)

4.2 4.2.1 What does **visual merchandising** entail?

(1)

4.2.2 How is MINI's **visual merchandising** non-traditional?

(2)

4.3 How does MINI engage with potential customers across any of the campaigns presented?

(3)
[8]

30 marks

SECTION B DESIGN IN CONTEXT – HISTORICAL

QUESTION 5

Answer Question 5 in **essay format**. Three and a half pages is the suggested length of your essay, depending on your handwriting.

Establish your viewpoint in the introduction and continue to address the question directly throughout your essay. Please underline the names of designers and designs.

The essay will be assessed according to the following rubric:

Facts	Depth of factual discussion and reference to designers and works that are pertinent to the answer	9
Analysis	Detailed discussion of TWO strategic works; ONE from each movement	9
Context	Appropriate and contextual relevance to the argument	7
Terminology	Relevant use and level of "design-speak"	3
Structure	Logical flow of introduction, body, conclusion	2
Total marks:		30

Theme: Designs and people: reflecting societal values

"Historians and archaeologists will one day discover that the (designs) of our time are the richest and most faithful reflections that any society ever made of its entire range of activities."
–Marshall McLuhan

[Source: <<https://mcluhangalaxy.wordpress.com>>]

Discuss how designs from TWO movements from 1960 onwards are "*rich and faithful reflections*" of the values and lifestyle of the time in which they were created. In an essay on your selected pertinent design movements, analyse TWO designs, each by different designers from different movements, while focusing on the connection between the specific design examples and the particular context in which they were created.

