



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

DESIGN P1

(THEORY)

FEBRUARY/MARCH 2012

MARKS: 150

TIME: 3 hours

**This question paper consists of 19 pages.
This question paper must be printed in full colour.**

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SEVEN questions.
2. There are choices within some questions in this question paper. Read the options carefully.
3. This question paper consists of THREE sections:

SECTION A: Design literacy (80 marks)
QUESTIONS 1 to 4

SECTION B: Design in a social/environmental context (40 marks)
QUESTIONS 5 and 6

SECTION C: Design in a business context (30 marks)
QUESTION 7
4. Read the requirements of the questions carefully.
5. Answer in full sentences and avoid the listing of facts.
6. Use the mark allocation to determine the time to be spent on each question.
7. Do NOT repeat the same facts and examples in different questions.
8. Write neatly and legibly.

SECTION A: DESIGN LITERACY**QUESTION 1: 'UNSEEN' EXAMPLES**

1.1



FIGURE A: ***Terracotta chandelier***, handcrafted by Mud Studio, (Free State, South Africa), 2010.

- 1.1.1 Explain whether or not the chandelier shown in FIGURE A reflects an African feel. (2)
- 1.1.2 Analyse the use of the following elements and principles of design in FIGURE A above:
- Line
 - Unity
 - Contrast
 - Proximity (elements that are close together are related) (8)

1.2 Study the design in FIGURE A below and answer the questions that follow.



FIGURE A: *Editt Tower*, Ken Yeang, Singapore, 1998.

Yeang designed the Editt Tower as a green skyscraper with the purpose of fixing the ecosystem in Singapore. Some of the 'green' features are natural ventilation, water-recycling and vertical landscaping.

Analyse the building using the text and the image above shown in FIGURE A. Use relevant/appropriate design terminology.

(10)
[20]

QUESTION 2

2.1



FIGURE A: A detail from a textile design called 'The dazzling beauty of Rosemary' by Heidi Chisholm, 2009.

2.1.1 Name THREE symbols evident in the textile design above and explain their possible meanings. (6)

2.1.2 Identify ONE possible stereotype used in FIGURE A above. Give reasons for your choice. (2)

2.2 Study FIGURE B below and briefly discuss it with reference to responsible design.



FIGURE B: Ex-Model Isabelle Caro against Anorexia

(2)
[10]

QUESTION 3

3.1 3.1.1



FIGURE A: **Kubus Sofa** by Joseph Hoffmann, Germany, 1910.



FIGURE B: **'Qalakabusha' (New Beginning) couch**, Ardmore, South Africa, 2010.

Compare the above designs by discussing their similarities and differences. Refer only to:

- Influences (2)
- Three-dimensional form (2)
- Colour (2)
- Pattern (2)

3.1.2 Functionalist designs are boring.

Discuss this statement by referring to FIGURE A OR FIGURE B in your answer. (2)

3.2 South African Airways has asked you to write an article for their in-flight magazine about a contemporary South African designer or design group whose work is innovative, finely crafted and reflects our South African heritage. Choose ONE designer or design group and structure your article under the following headings:

- The name of the designer or design group
- Local/Global influences and inspiration
- General characteristics
- Name and briefly analyse at least ONE design (focus on the innovation, craftsmanship and South African heritage reflected in this work)

(10)
[20]

QUESTION 4: DESIGN HISTORY

4.1

TIMELESS DESIGNS

FIGURE A:
**French Art Nouveau
Floor Clock**, Marelle, c.1900s.



FIGURE B:
Bauhaus Clock,
Sternreiter, c.1920s.



FIGURE C:
Pop Clock,
Piero Fornasetti, c.1960s.

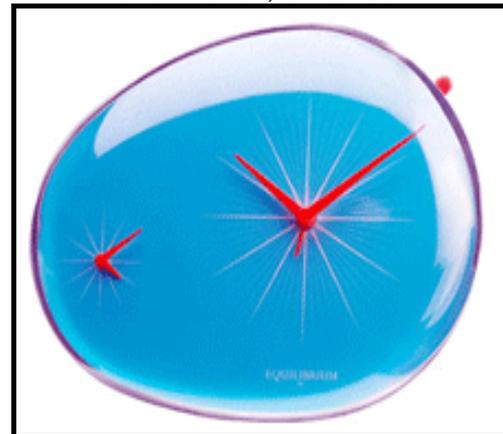


FIGURE D:
Post modern Clock,
Sebastian Conran, c.2007.

DESIGNS THAT STOOD THE TEST OF TIME

There are many examples of designs created in the past that are 'timeless' and, at the same time, reflect the 'time' they were made in.

Choose TWO styles/movements from FIGURES A to D shown above and discuss ONE 'timeless' design using the following guidelines:

- Name the style/movement
- Name the designer and design
- Discuss the main characteristics of the style/movement reflected in the design
- Discuss the aims and influences

(20)

4.2 The two images below (FIGURE A and FIGURE B) are chosen from two different movements in the history of design.

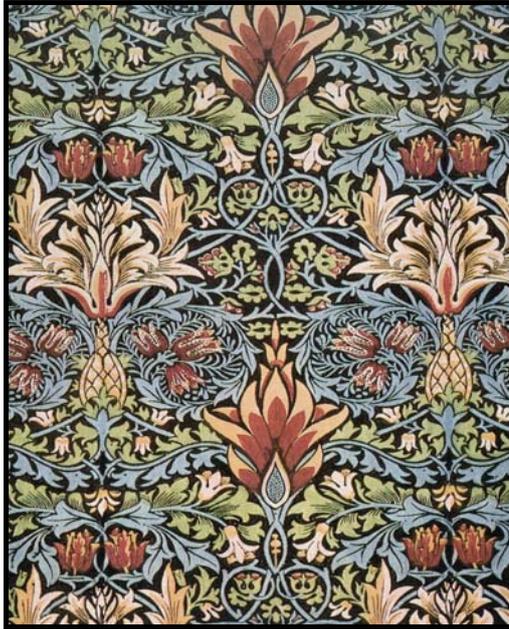


FIGURE A:
Wall Paper – 'Snakehead'
Arts and Craft Movement,
William Morris, 1876.

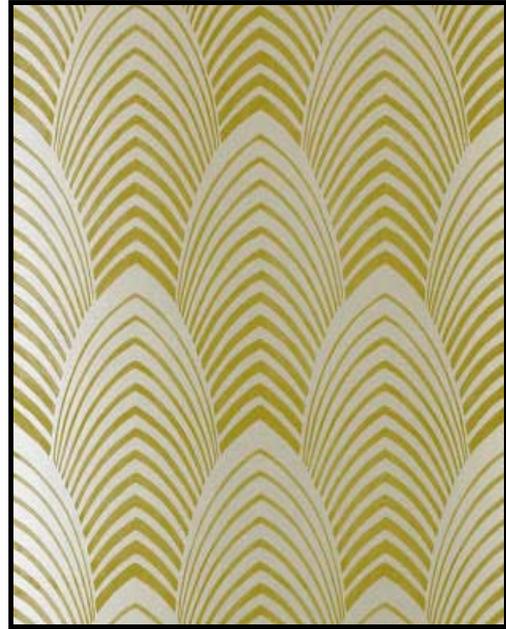


FIGURE B:
Wall Paper 'Harlequin Range',
Inspired by Art Deco, 2001.

Compare the designs above by discussing their differences and similarities. Refer to the following in your comparison:

- Influences
- Two-dimensional form
- Line
- Colour
- Movement/Rhythm

(5 x 2)

(10)
[30]

TOTAL SECTION A: 80

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

5.1 Study the social campaign below and answer the questions that follow.

The poster below encourages people to see and understand the impact of drunk driving.

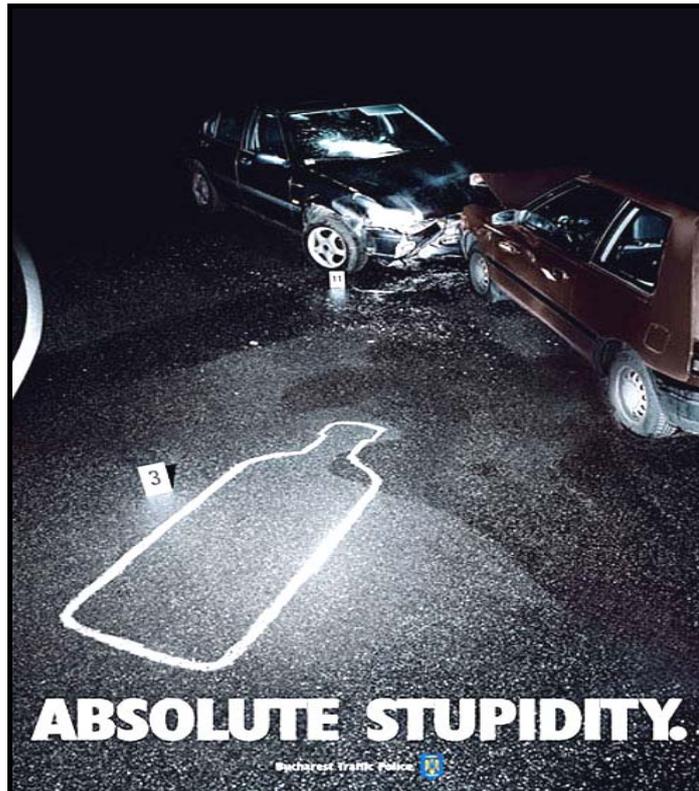


FIGURE A: ***Absolute Insanity. Absolute Parody***, Jonathan Barnbrook, Bucharest, Romania, 2009.

5.1.1 Briefly discuss how the visual clue(s) in the above poster could change the attitude and values of drunk drivers. (2)

5.1.2 Discuss ONE INTERNATIONAL designer you have studied who has dealt with a social issue/issues. Name the designer, discuss a design or designs and explain the way the social issue/issues has/have been dealt with.

NOTE: You may NOT refer to any designer(s) that you have used previously. (8)

- 5.2 5.2.1 Refer to FIGURES A and B below and explain how Jupiter Drawing Room manipulated images to run a successful campaign against drunk driving.



FIGURE A: '*Drunk behind ONE WHEEL could land you in between ANOTHER TWO*', Arrive Alive Campaign, Jupiter Drawing Room, South Africa, 2008.



FIGURE B: '*I'll sober up when I'm behind the wheel*', Arrive Alive Campaign, Jupiter Drawing Room, South Africa, 2007.

(4)

- 5.2.2 Choose ONE other LOCAL designer or design group/agency, who addressed social issue(s). In your discussion point out the influence of social commentary on design, for example stereotyping, gender issues, values and safety, et cetera.

(6)
[20]**QUESTION 6****Answer TWO of the three questions.**

6.1



FIGURE A:
Circuit board earrings made from abandoned computers,
Kisma Kreative, South Africa, 2010.



FIGURE B:
Inkukhu (chicken) made from recycled plastic bags,
Wow! Imports, South Africa, 2008.

- 6.1.1 Discuss the advantages and disadvantages of using recycled material in design by referring to ONE of the above designs (FIGURE A OR FIGURE B). (4)
- 6.1.2 Discuss the work of ONE local designer who has focused on the environment by using recycled materials/green methods.

Include the following:

- Name of the designer
- Title of the design(s)/product(s)
- An analysis of the design or product with reference to environmental concerns.

(6)

AND/OR

- 6.2 Study the buildings/structures shown in FIGURE A below and answer the questions that follow.



FIGURE A: *The Mapungubwe Interpretation Centre* in Limpopo, South Africa, designed by Peter Rich Architects, won the World Building of the Year Award at the World Architecture Festival, Barcelona, 2009.

- 6.2.1 Why do you think the building shown above in FIGURE A can be called a sustainable, 'green' design? (2)
- 6.2.2 Name and discuss the work of any ONE INTERNATIONAL designer who has focused on eco-friendly issues.

NOTE: You may NOT refer to any designer(s) that you have used previously. (8)

AND/OR

- 6.3 'Design is the most powerful tool ... with which man can provide positive support, restore and reshape his environment.' – Victor Papanek

Discuss the designs or projects of ONE LOCAL OR ONE INTERNATIONAL designer who has been successful in restoring and/or reshaping his/her environment.

Use the following structure:

- Name of the designer
- Title of design/project
- Aims of and influences on the designer
- Description and characteristics of the design(s)
- Environmental issues addressed in these design(s)

You may NOT refer to any designer(s) that you have used previously.

(10)
[20]

TOTAL SECTION B: 40

SECTION C: DESIGN IN A BUSINESS CONTEXT**QUESTION 7**

Answer only ONE question in this section.

Choose EITHER QUESTION 7.1 OR QUESTION 7.2.

7.1



FIGURE A: '*Modume furniture*', Yana Tzanov and Stephanie Saive, Toronto, Ontario, 2010.

Modume is a set of modular (separate parts that can be fitted together in various ways) furniture designed to educate children in a playful manner ...

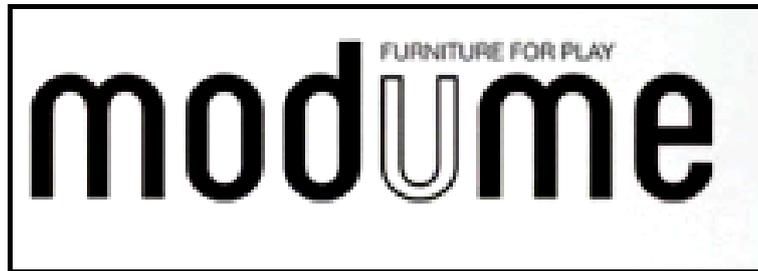
7.1.1 Give the following information for this furniture company:

- A target market (3)
- A mission statement (2)
- A possible promotional campaign (3)

7.1.2 When designing for children, discuss why designers have to be even more careful when considering the following choices:

- Materials
- Colours
- Shape (6)

- 7.1.3 Do you think *Modume* has chosen appropriate typography for branding their products in the logo below? Explain your answer.



(2)

- 7.1.4 *Modume* needs an additional loan. A private investor would love to invest in their company but he/she has asked for a detailed SWOT analysis. Give a possible SWOT analysis for them.



FIGURE B: *'Milk Jug'*, Piero Fornasetti, Italy, 1959.



FIGURE C: *'Pop Apple Chair'*, Studio 65, Turin, Italy, 1960s.

(8)

- 7.1.5 Do you think the above two designs are highly sought after investment pieces? Explain your answer.

(3)

- 7.1.6 The designs shown above could be considered kitsch. Do you agree or disagree with this statement? Give THREE reasons for your answer.

(3)

[30]

OR

7.2 7.2.1 Study FIGURES A to H below and answer the questions that follow.



FIGURE A: *Louis Vuitton Bag*



FIGURE B: *Keyboard Bag*



FIGURE C: *Motoman Bag*



FIGURE D: *Polypropylene and Cotton Bag*



FIGURE E: *Tin Tab Bag*



FIGURE F: *Versace Madonna Bag*



FIGURE G: *Grocery Bag*



FIGURE H: *Campaign Bag*

The bags shown on the previous page can be grouped into the following four categories:

1. Recycled chic bags
2. Designer bags
3. Eco-friendly bags
4. Funky bags

Discuss each category above by giving the following information:

- Name TWO suitable bags per category.
- Give a brief description for each category's target market.
- Explain your choice of suitable background colour.
- Describe an appropriate font for each category.

(20)

7.2.2



FIGURE A: *Afro Café*, United States of America.

Do you think the display in FIGURE A above is successful? Explain your answer.

(2)

7.2.3

Name THREE important elements of a good display.

(3)

- 7.2.4 Name FIVE possible ways of marketing the products in FIGURE B below. Do NOT refer to the elements of shop display in your answer.



FIGURE B

(5)
[30]**TOTAL SECTION C: 30**
GRAND TOTAL: 150