



# education

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Department:  
Education  
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**DESIGN P1  
(THEORY)  
NOVEMBER 2008**

**MARKS: 150**

**TIME: 3 hours**

**This question paper consists of 14 pages.**

**INSTRUCTIONS AND INFORMATION**

1. This paper consists of SEVEN questions.
2. Answer ALL the questions.
3. There are choices within each question in this question paper. Read the options carefully.
4. This question paper consists of THREE sections.  

SECTION A:	DESIGN LITERACY (QUESTIONS 1 to 4)	(80 marks)
SECTION B:	DESIGN IN A SOCIAL/ENVIRONMENTAL CONTEXT (QUESTIONS 5 and 6)	(40 marks)
SECTION C:	DESIGN IN A BUSINESS CONTEXT (QUESTION 7)	(30 marks)
5. Read the requirements of the questions carefully.
6. Answer in full sentences and avoid the listing of facts.
7. Use the mark allocation to determine the time to be spent on each question.
8. Do NOT repeat the same facts and examples in different questions.
9. Write neatly and legibly.

**SECTION A: DESIGN LITERACY**

Answer ALL the questions.

**QUESTION 1: 'UNSEEN' DESIGNS ASSESSING VISUAL LITERACY**

- 1.1 The Constitutional Court was established in South Africa after the first democratic elections. This court protects and enforces the constitution – the supreme law of South Africa.

Study the figure below and answer the questions that follow.



**FIGURE 1.1: THE LOGO OF THE CONSTITUTIONAL COURT OF SOUTH AFRICA**

- 1.1.1 Name and discuss any TWO general elements and/or principles of design used in the logo above. (2)
- 1.1.2 Name and discuss any TWO gestalt or universal principles of design used in the logo above. (2)
- 1.1.3 Discuss the symbolism used in FIGURE 1.1 and evaluate whether it is successful or not. (6)

- 1.2 Madonna is a contemporary pop idol who wanted a logo that could be used to market her products. Below are some of the design solutions presented to her.

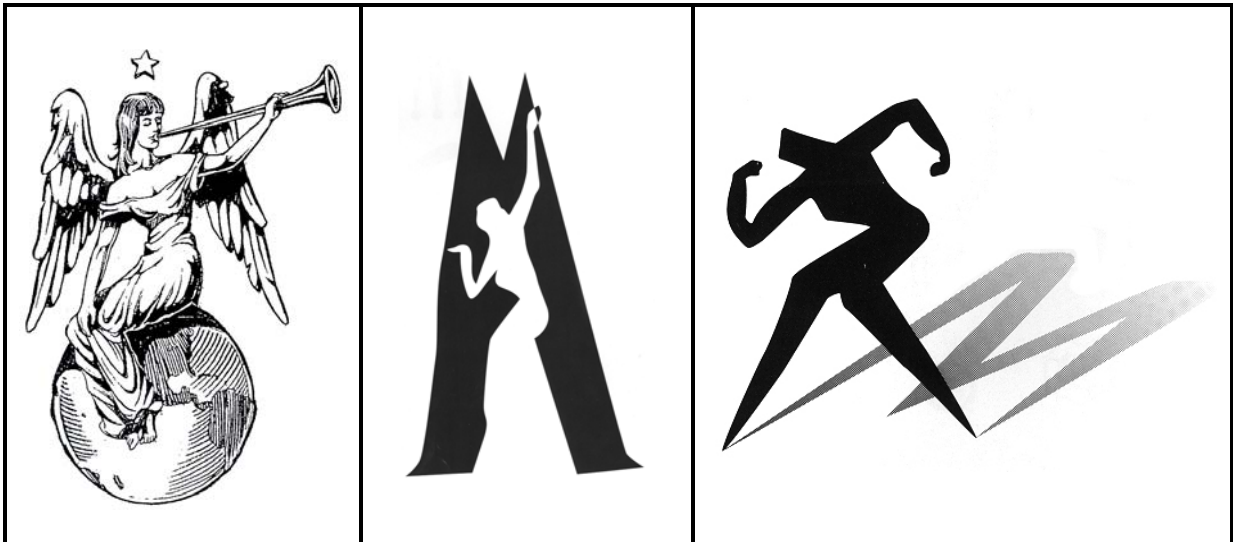


FIGURE 1.2

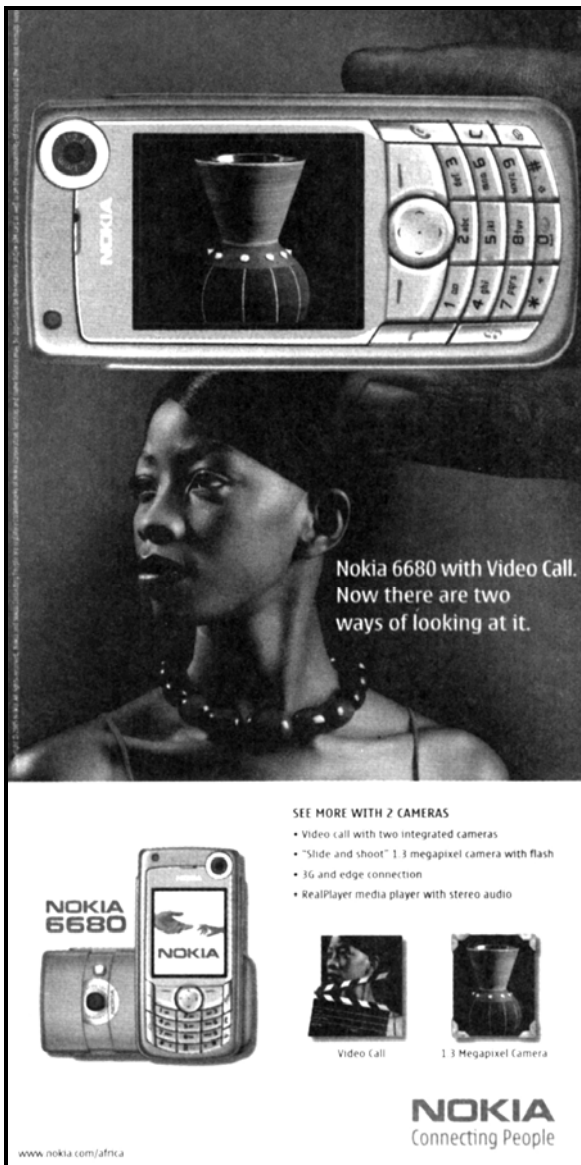
FIGURE 1.3

FIGURE 1.4

- 1.2.1 Choose ONE of these logos and discuss its design in terms of the following:
- (a) Contrast
  - (b) Form/Plane
  - (c) Movement
- (3)
- 1.2.2 Explain how the designers have manipulated and/or stylised the letter 'M' in TWO of the logos.
- (2)
- 1.2.3 Which of Madonna's logos do you think would successfully market the image of this pop idol? Support your choice with a reasoned discussion.
- (5)  
**[20]**

**QUESTION 2**

2.1 Refer to the advertisements below and answer the questions that follow.



**FIGURE 2.1**



**FIGURE 2.2**

2.1.1 In your opinion, which logo, either FIGURE 2.1 or FIGURE 2.2, is the more successful? Explain your choice. (2)

2.1.2 You are the editor of a well-known magazine, and have to ensure that stereotypes and prejudices are not reinforced in your magazine.

Look carefully at FIGURES 2.1 and 2.2. In your opinion, which is the most appropriate or inappropriate advertisement with regard to stereotyping and prejudices? Give reasons for your choice. (4)

2.2



**FIGURE 2.3: COVER DESIGN FOR A LOCAL SCHOOL MAGAZINE,  
DESIGNED BY LFI MEDIA**

2.2.1 Explain the meaning of the following terms and explain how they are used in FIGURE 2.3:

- (a) Content
- (b) Symbol/s

(2)

2.2.2 Critically discuss the way in which the designer has used the various fonts on the cover.

(2)

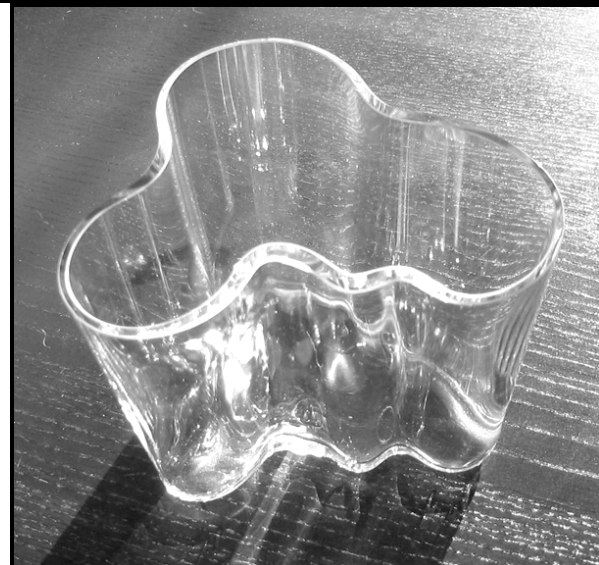
[10]

**QUESTION 3**

3.1 Refer to FIGURE 3.1 and FIGURE 3.2 and answer the questions that follow.



**FIGURE 3.1:** Designed and made by workers in the Mapula Embroidery Project, c. 2001.



**FIGURE 3.2:** Clear glass vase designed by Aino Aalto and produced by the Karhula Glassworks, Finland 1936.

3.1.1 Compare these two works (FIGURE 3.1 and FIGURE 3.2). Refer to both their similarities and differences. (6)

3.1.2 Art and Design are often seen as separate disciplines. Do you agree?

Briefly discuss this statement with reference to FIGURE 3.1 and FIGURE 3.2. (4)

3.2 Discuss the work of ONE contemporary South African designer of your choice.

Identify the designer and discuss his/her designs in terms of the following:

3.2.1 Name of the designer and his/her design/s (2)

3.2.2 Local influences/global influences (2)

3.2.3 Characteristic style of the design/s (6)

**[20]**

**QUESTION 4**

4.1 Design movements, often begin as a reaction to a preceding style or event.

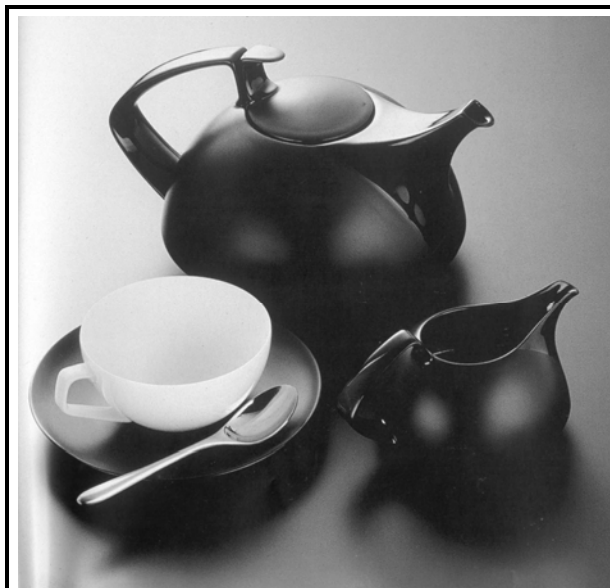
Elaborate on this statement to show whether you agree or disagree with it.

Choose only TWO design styles from the 20<sup>th</sup> century to substantiate your argument.

- Name a designer or designers from each style.
- Refer to the characteristics of these styles and discuss the influences on each of them.
- Argue whether or not they began as a reaction to a preceding style/event.

(20)

4.2 Look at the illustrations below and answer the questions that follow.

**FIGURE 4.1****FIGURE 4.2**

Analyse and compare the designs in FIGURE 4.1 and FIGURE 4.2.

- 4.2.1 Indicate the stylistic differences between the works in FIGURES 4.1 and 4.2. (4)
- 4.2.2 Identify the possible style movement/s from which you think these works have been chosen. (2)
- 4.2.3 Explain the historical context and/or typical characteristics of these style movements in which the objects could have been made. (4)

(10)  
**[30]****TOTAL SECTION A: 80**



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

- 5.1 Choose ONE South African social issue that you have engaged with during your year of study. You may use any ONE example.

Some possibilities you may choose to discuss:

Architecture: A shopping mall as visual culture  
Fashion: Fashion and the female soldier  
Music: Re-framing youth identities in contemporary South Africa  
Publishing: Constructing femininity in popular magazines

Do the following in a structured essay:

- Identify the issue/s involved.
- Discuss these issue/s.
- Give your critical opinion on the influence of these issues on social life in South Africa.

(14)

5.2 Discuss the TWO posters below (FIGURE 5.2 and FIGURE 5.3).  
In your discussion of the posters, use the following terminology and critical thinking skills:

- Cropping
- Perceptual
- Conceptual
- Illusion of a 3-D form and 2-D plane
- Use of slogans
- Attributes of a good poster

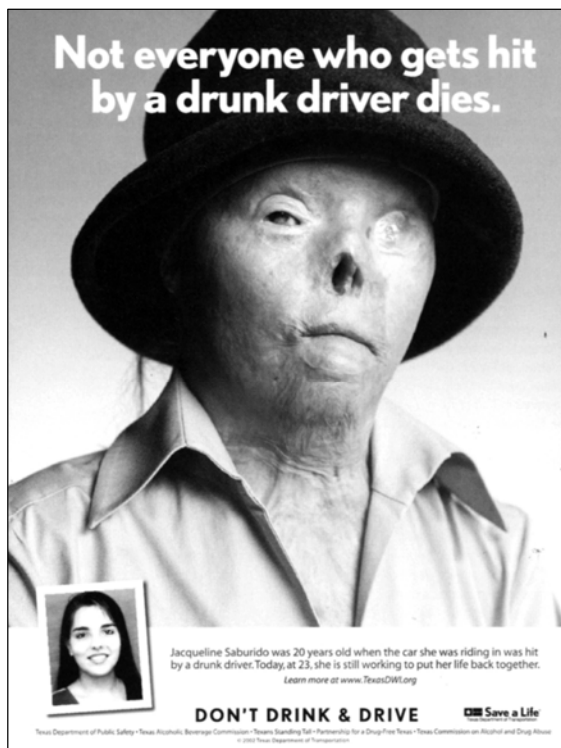


FIGURE 5.2: Poster

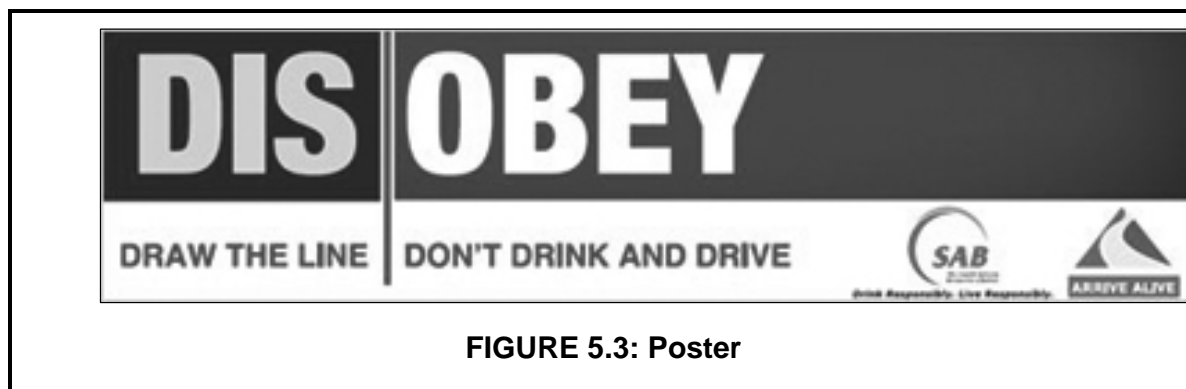


FIGURE 5.3: Poster

(6)  
[20]

**QUESTION 6**

**Answer any TWO of the FOUR questions (QUESTIONS 6.1, 6.2, 6.3 and 6.4)**

- 6.1 Discuss ANY international designer whom you have studied who addresses environmental concerns in his/her designs. (10)

**OR**

- 6.2 Frank Gehry, an international architect and designer, produced the first piece of designer cardboard furniture in 1972 with his corrugated cardboard 'Wiggle Chair' (with hidden screws and fibreboard edgings). It could be made from recycled cardboard in order to address environmental concerns.



**FIGURE 6.2: Frank Gehry, 'Wiggle Chair', 1972**

(10)

**OR**

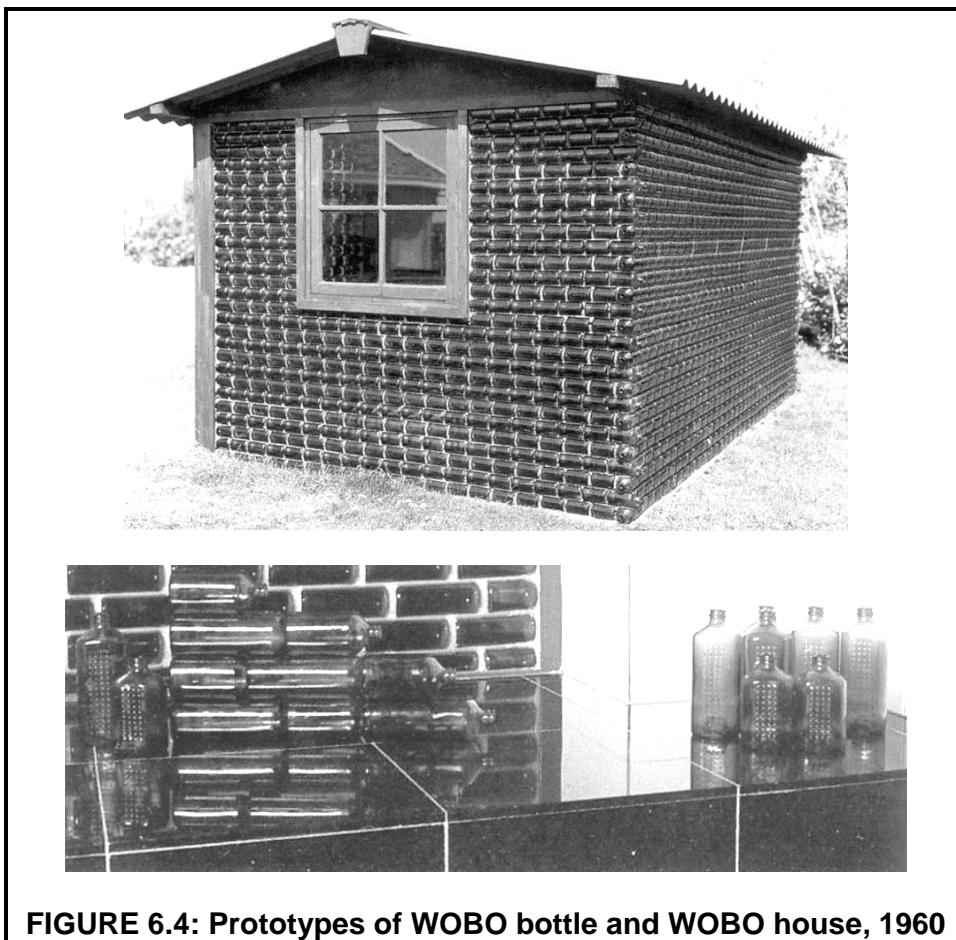
6.3 When a functional object is designed, 'green' concerns should be as important as function, as important as aesthetics, and as important as creativity.

With the above statement in mind, discuss the work of a South African 'green' designer or 'green' design group whom you have studied.

(10)

OR

6.4



Heineken (an international beer manufacturing company) commissioned Habraken (a design company) to design a rectangular bottle which could be used as a brick after the consumption of the beer. This resulted in the design of a prototype house, the WOBO house, for marketing to third-world countries. However, despite its ambitions, the project was taken no further than the summer house in Habraken's garden (FIGURE 6.4).

- 6.4.1 Consider and discuss the following issues:
- Building houses using glass bricks
  - A social/environmental concern based on the sale of alcohol
  - Why do you think the project went no further? (5)
- 6.4.2 Do you think that designers are doing enough to protect/engage in the environment? Support your answer by referring to any international designer whom you have studied. (5)
- [20]**
- TOTAL SECTION B: 40**

### SECTION C: DESIGN IN A BUSINESS CONTEXT

#### QUESTION 7

**Answer either QUESTION 7.1 OR QUESTION 7.2. Answer only ONE question.**

- 7.1      7.1.1      The Small Business Development Corporation (SBDC) has set up a business development initiative, called a 'hive', in an area close to where you live.
- They will be offering premises catering for your needs as a designer at a reduced rental. They will also offer small loans to cover set-up costs.
- In order to take advantage of this offer, you must complete an application booklet.
- Use the following headings as a guideline:
- (a) Personal information – including your qualifications. (Discuss here the study possibilities that you have researched.) (2)
  - (b) Reasons for starting this proposed business (5)
  - (c) Your business plan (10)
  - (d) Proposed marketing strategies, including outlets, advertising and other possibilities (5)
- 7.1.2      In the business environment there are designers/design studios to whom one can look up for inspiration and motivation. Choose either an individual or a group and motivate why you might like to work for him/her or them. (8)

**[30]**

**OR**

7.2	7.2.1	<p>Your company has won a tender to produce and manufacture your design/product for a Provincial Tourism Expo. Write a business plan showing how you intend marketing your designs.</p> <p>Refer to the following:</p> <p>(a) Business plan (4)</p> <p>(b) Establishing a target market (4)</p> <p>(c) The typical requirements for the packaging of your product (4)</p> <p>(d) Methods of marketing/advertising (4)</p>	
	7.2.2	In your design practice, what measures would you take to protect the rights of your employees?	(4)
	7.2.3	<p>A design company offers a three-day careers course for learners from neighbouring schools.</p> <p>Write an article outlining the career opportunities the learners will have after being exposed to these possible programmes during this course.</p>	(5)
	7.2.4	<p>You need to place an advertisement in your local newspaper to fill a vacancy for a designer in your company.</p> <p>Write a short advertisement in which you clearly state the key requirements necessary for the job. Rate these requirements in order of importance.</p>	(5)
			<b>[30]</b>
			<b>TOTAL SECTION C: 30</b>
			<b>GRAND TOTAL: 150</b>