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GRADE 12

DESIGN P1

(THEORY)

NOVEMBER 2017

MARKS: 100

TIME: 3 hours

**This question paper consists of 12 pages.
This question paper must be printed in full colour.**

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.
2. There are three choice questions in this question paper. Read the options carefully.
3. This question paper consists of THREE sections:

SECTION A: Design literacy (30 marks)
QUESTIONS 1 to 3

SECTION B: Design history (30 marks)
QUESTION 4

SECTION C: Design in a sociocultural/environmental and sustainable context (40 marks)
QUESTIONS 5 and 6
4. Read the requirements for each question carefully.
5. Answer in full sentences and avoid the listing of facts. Do NOT answer in tabular form
6. Use the mark allocation to determine the time you must spend 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**

Answer EITHER QUESTION 1.1 OR QUESTION 1.2.

1.1



FIGURE A: Chest of drawers by Renée Rossouw and Deanne Viljoen, De Steyl Studio (South Africa), 2015.

1.1.1 Analyse and discuss the use of the following elements and principles of design in relation to FIGURE A:

- Rhythm
- Texture
- Contrast
- Shape

(4 x 2) (8)

1.1.2 Define the term *totemic* by referring to the chest of drawers in FIGURE A.

(2)
[10]

OR

1.2



FIGURE B: ***How the Birds Chose a King*** (design illustration) by Jono Garrett (Johannesburg), 2015.

1.2.1 Analyse and discuss the use of the following in relation to FIGURE B:

- Negative space
- Movement
- Balance
- Line

(4 x 2) (8)

1.2.2 Define the term *stylised* with reference to FIGURE B.

(2)
[10]

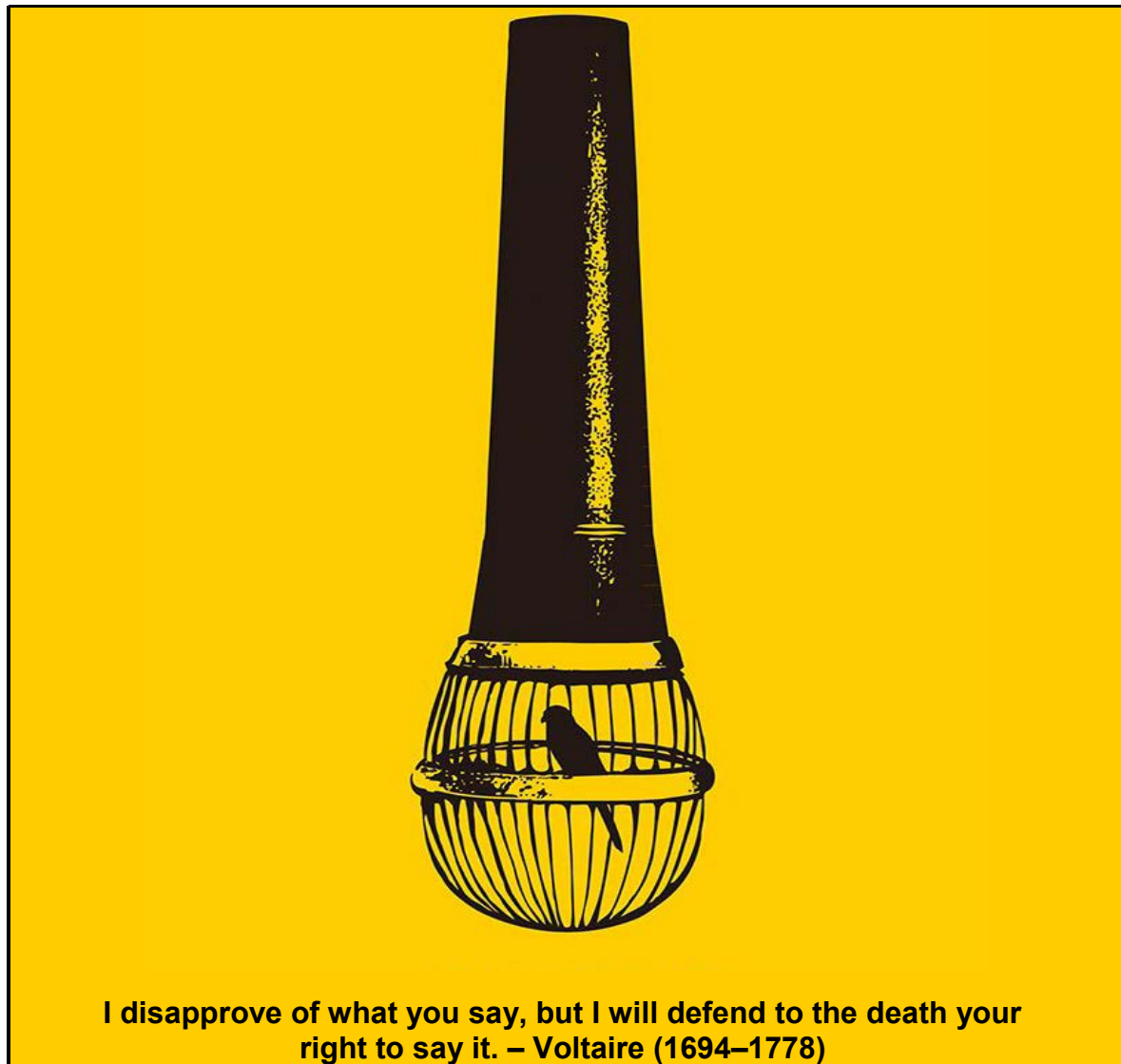
QUESTION 2: COMMUNICATION THROUGH DESIGN

FIGURE C: **Freedom of speech campaign poster**, designer unknown, (USA), 2012.

- 2.1 Identify THREE symbols in FIGURE C and explain how they highlight the message of the poster. (6)
- 2.2 Visual hierarchy is the arrangement of visual elements in a design that influences the order in which the human eye perceives/interprets meaning. Discuss the use of visual hierarchy in FIGURE C. (2)
- 2.3 Discuss how the designer uses colour to highlight the message of the poster. (2)
- [10]**

QUESTION 3**Answer EITHER QUESTION 3.1 OR QUESTION 3.2.****3.1**

FIGURE D: Madikwe Safari Lodge by Rob Marnewick
(Kruger National Park, South Africa), 2011.



FIGURE E: Proposed restaurant by Kylie Shamini (Turkey), 2016.

In an essay (at least ONE page) compare the interior design of FIGURE D with that of FIGURE E above.

Refer to the following in your comparison:

- Use of colour
- Inspiration/Influences
- Target market
- Function(s)
- Use of materials

OR**[10]**

3.2



FIGURE F: **Hadrian's Villa**, architect unknown (Tivoli, Italy), 2nd century BCE.



FIGURE G: **Palace of the Lost City** by WATG
(Rustenburg, South Africa), 1990–1992.

Write an essay (at least ONE page) in which you compare the Classical building in FIGURE F with the contemporary building in FIGURE G. Alternatively, you may compare any Classical building with any contemporary building that you have studied.

Use the following in your essay:

- Function
- Layout/Plan
- Materials
- Site
- Influences

(5 x 2) [10]

TOTAL SECTION A: 30

SECTION B: DESIGN HISTORY**QUESTION 4**

4.1

Truly great design can go beyond purely solving a problem to influence people's opinions and actions, and even the way they live their lives.

Choose any TWO design movements/styles below and write an essay (at least TWO pages) in which you explain how each movement/style influenced peoples' actions and possibly changed their way of life. Support your answer by discussing the aims, influences and general characteristics of the design movements/styles. Discuss at least ONE work by ONE designer from EACH movement/style.

- Greek
- Neoclassical
- Arts and Crafts
- Art Nouveau
- Bauhaus
- Art Deco
- Gothic
- Baroque
- Pop
- Postmodernism
- Deconstructivism
- Modernism
- Scandinavian

(20)

4.2



FIGURE H: Renaissance bed.

FIGURE I: De Stijl influenced bed.

Write a short essay (at least ONE page) in which you compare the bed in FIGURE H with the bed FIGURE I by explaining how they represent Renaissance and De Stijl respectively.

Use the following guidelines to outline your comparison:

- Aims
- Harmony
- Form
- Use of colour
- Influences

(5 x 2) (10)

TOTAL SECTION B: 30

SECTION C: DESIGN IN A SOCIOCULTURAL/ENVIRONMENTAL AND SUSTAINABLE CONTEXT**QUESTION 5****Answer EITHER QUESTION 5.1 OR QUESTION 5.2.****5.1**

FIGURE J: The Wimpy Braille Campaign by Metropolitan Republic (South Africa), 2016.

- 5.1.1 How does the campaign in FIGURE J celebrate inclusivity? (2)
- 5.1.2 Why do designers need to consider inclusivity in their design products? (2)
- 5.1.3 Explain ONE other way in which design may reflect inclusivity. Refer to an example. (2)
- 5.1.4 Write TWO essays (at least ONE AND A HALF pages in total) in which you discuss the work of ONE contemporary socially responsible South African designer/design group **AND** ONE contemporary socially responsible international designer/design group that you have studied. Refer to ONE design example by EACH designer/design group that addresses socially responsible design practice.

You may NOT refer to any designs that you have discussed previously or designers/design groups referred to in this question paper.

(14)
[20]

OR

5.2



FIGURE K: **Traditional Nguni products** (South Africa), 1985.

5.2.1 Do you think the traditional products in FIGURE K are still useful today? Give reasons for your answer. (2)

5.2.2 Refer to any ONE traditional South African craft community that you have studied this year and discuss the following:

- Materials, methods and processes used in making the craft product
- Description and analysis of the craft products
- The possible functions of the craft products

(8)

5.2.3 Write an essay (at least ONE page) on any ONE contemporary South African designer whose designs are influenced by South African/African traditional craft.

Use the following guidelines in your discussion:

- Name the designer/design group and the design product(s)
- A brief description and analysis of at least ONE work, explaining how it reflects the influence of traditional craft
- The ethical concerns that are addressed by the work of this designer or design group

You may NOT refer to any designers/design groups that you have discussed previously or designers/design groups referred to in this question paper.

(10)
[20]

QUESTION 6

6.1



FIGURE L: **Plastic village house** by Isla Colon (Panama), 2016.

Effective sustainable design solutions comply with the principles of social, economic and ecological sustainability.

Discuss the statement above by referring to FIGURE L.

Refer to the following in your discussion:

- Water conservation
- Energy efficiency
- Carbon dioxide (CO₂) reduction

(3 x 2) (6)

- 6.2 In TWO separate essays (at least ONE AND A HALF pages in total), discuss ONE contemporary international designer/design agency/studio **AND** ONE contemporary South African designer/design agency/studio whose work is environmentally friendly.

Include the following in your discussion:

- Name of the designer/design agency/studio
- ONE work by the designer/design agency/studio
- A brief description and analysis of this work
- General characteristics of the designer/design agency/studio
- Why and how the designer/design agency/studio products are environmentally friendly

You may NOT refer to any designers/design groups that you have discussed previously or designers/design groups referred to in this question paper.

(14)
[20]

TOTAL SECTION C: 40
GRAND TOTAL: 100