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SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

**DESIGN
(THEORY)
2019**

MARKS: 100

TIME: 3 hours

**This question paper consists of 13 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 of 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 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****Answer EITHER QUESTION 1.1 OR QUESTION 1.2.**

1.1



FIGURE A: Sho't Left Poster by Karabo Poppy Moletsane (South Africa), 2014.

1.1.1 Analyse the use of the following elements and principles in FIGURE A above:

- Line
- Texture
- Contrast
- Movement

(4 x 2) (8)

1.1.2 Explain the use of visual hierarchy in FIGURE A above.

(2)
[10]**OR**

1.2



FIGURE B: **Knitwear** by Sundra Backlund (Sweden), 2016.

Explain the use of the following design elements and terms in FIGURE B above:

- Line
- Texture
- Colour
- Form
- Function

(5 x 2) **[10]**

QUESTION 2: COMMUNICATION THROUGH DESIGN

2.1 Study the poster in FIGURE C below and answer the questions that follow.

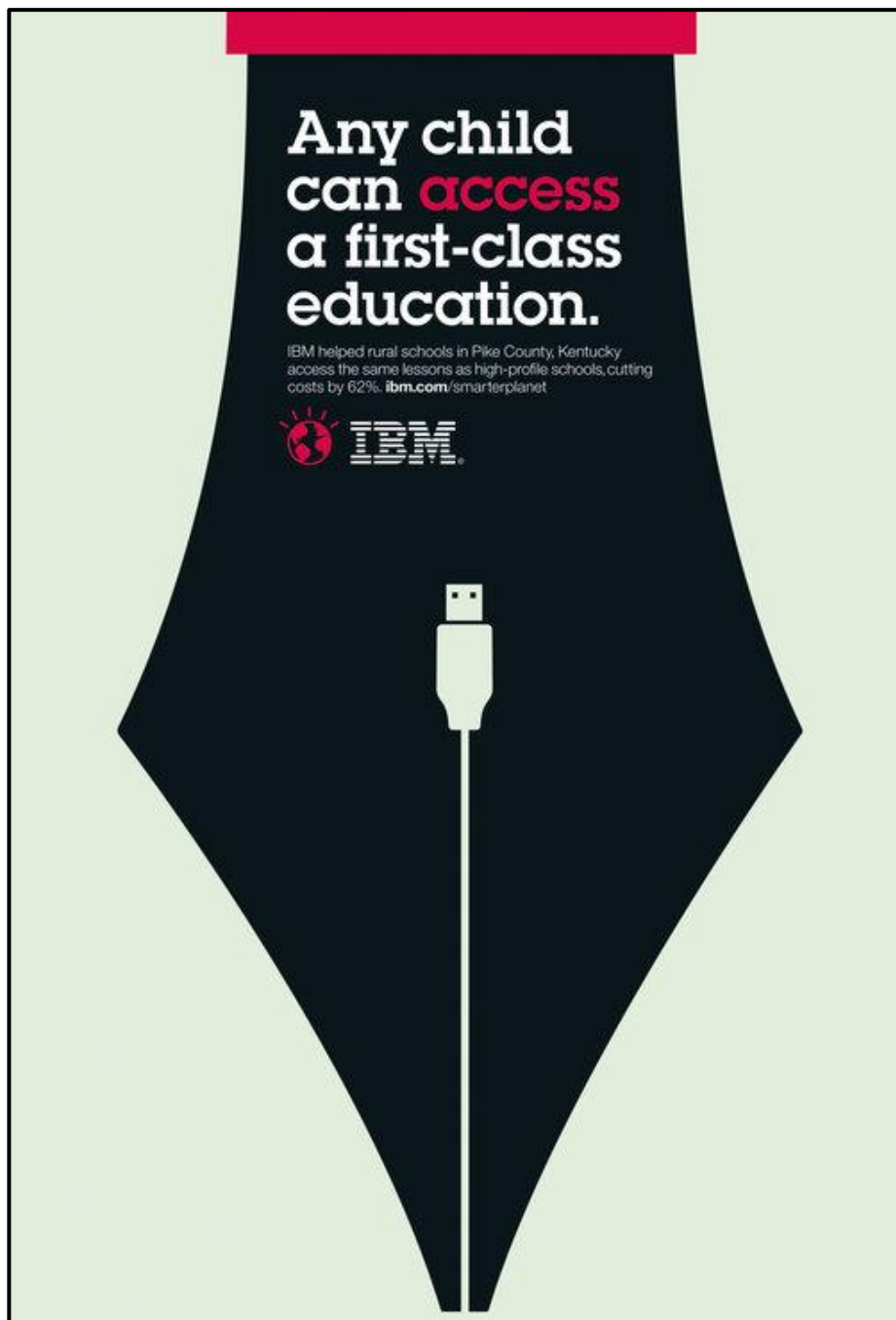
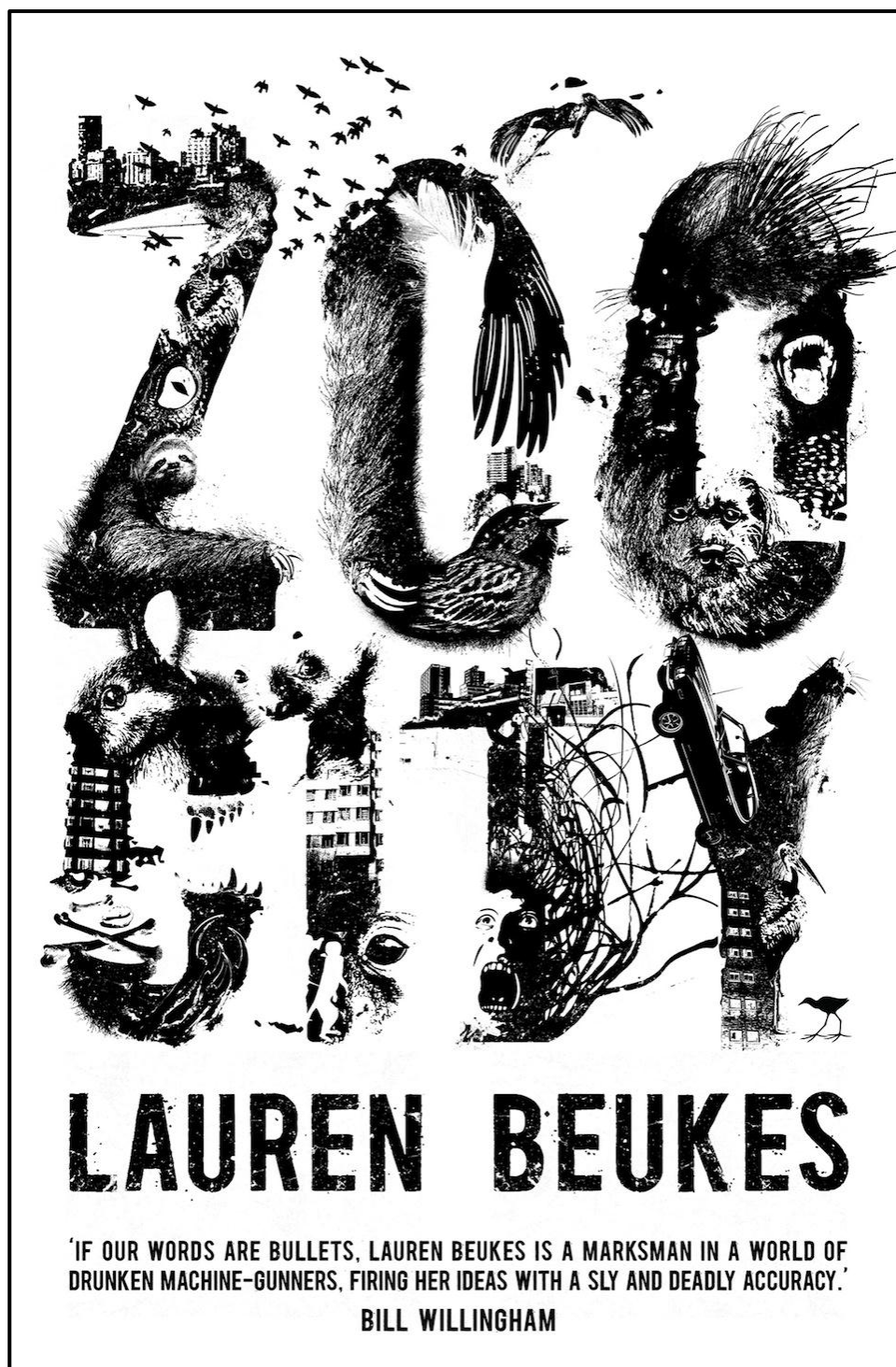


FIGURE C: **IBM Poster Campaign** by Ogilvy and Mather (USA), 2010.

IBM's 'smarter planet' campaign has made a commitment to protecting the quality of our future; they aim to make the world smarter by infusing intelligence into systems and processes, e.g. transportation and education.

- 2.1.1 Explain the use of ONE symbol in FIGURE C that highlights the message of the poster. (2)
- 2.1.2 Discuss the use of positive and negative space in FIGURE C above. (2)

2.2

FIGURE D: **Book Cover** by Joey Hifi (South Africa), 2010.

- 2.2.1 Explain what the typography tells you about the contents of this novel by referring to the textures and imagery in FIGURE D above. (4)
- 2.2.2 Discuss the role that a book cover design plays in selling a book. (2)
- [10]

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

- 3.1 Refer to FIGURE E and FIGURE F below and answer the question that follows.



FIGURE E: North African Earrings,
designer and date unknown.



FIGURE F: Swinging London Style Earrings, 1960s

Write an essay of at least 200–250 words (ONE page) in which you compare FIGURE E with FIGURE F.

Refer to the following in your essay:

- Materials
- Inspiration
- Colour
- Balance
- Shape

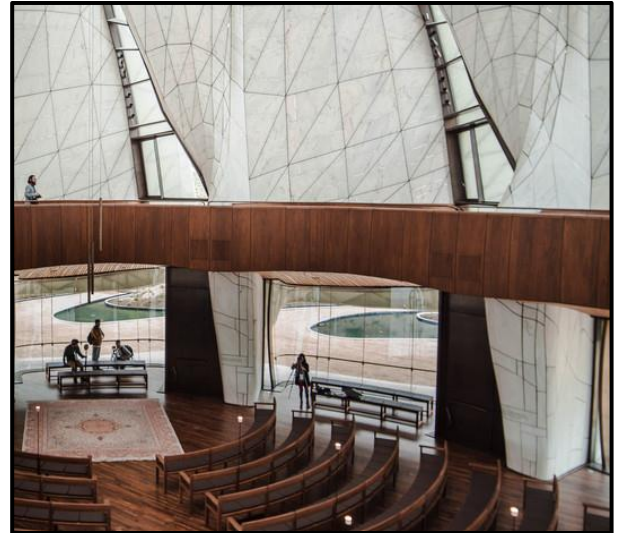
(5 x 2) [10]

OR

3.2



FIGURE G: **Bahá'i Temple** by Hariri Pontarini Architects (Chile), 2014.



Interior of **Bahá'i Temple**



FIGURE H: **The Pantheon** (Italy), 113–125 CE



Interior of **the Pantheon**

Write an essay of at least 200–250 words (ONE page) in which you compare the Classical temple in FIGURE H with the contemporary temple in FIGURE G.

Alternatively, you may compare any Classical building with any contemporary building.

Refer to the following in your essay:

- Function
- Patrons/Supporters/Users
- Structure
- Architectural innovations
- Building materials

(5 x 2) [10]

TOTAL SECTION A: 30

SECTION B: DESIGN HISTORY**QUESTION 4**

- 4.1 Some design movements can be related to Mies van der Rohe's 'Less is More' philosophy while others to Robert Venturi's philosophy of 'Less is Bore'.

Select TWO movements from the list below. Write an essay of 400–450 words (TWO pages) and discuss how one movement relates to Mies van der Rohe's philosophy while the other movement relates to Venturi's philosophy. Refer to the aims, influences and characteristics of each movement as well as ONE design example and designer from EACH movement to motivate your statements.

- Gothic
- Renaissance
- Baroque
- Neoclassicism
- Art Nouveau
- Bauhaus
- De Stijl
- Modernism
- Pop
- Scandinavian
- Post Modernism
- Deconstructivism

(20)

4.2



FIGURE I: Art Deco **Enamelled Handbag** by Evans (England), circa 1930.



FIGURE J: Arts and Crafts **Tooled Leather Bag** by Meeker (England), 1910.

Write an essay of 200–250 words (ONE page) to explain which design movements FIGURE I and FIGURE J represent by comparing the two bags.

Refer to the following in your explanation:

- Influences
- Texture
- Line
- Balance
- Pattern

(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

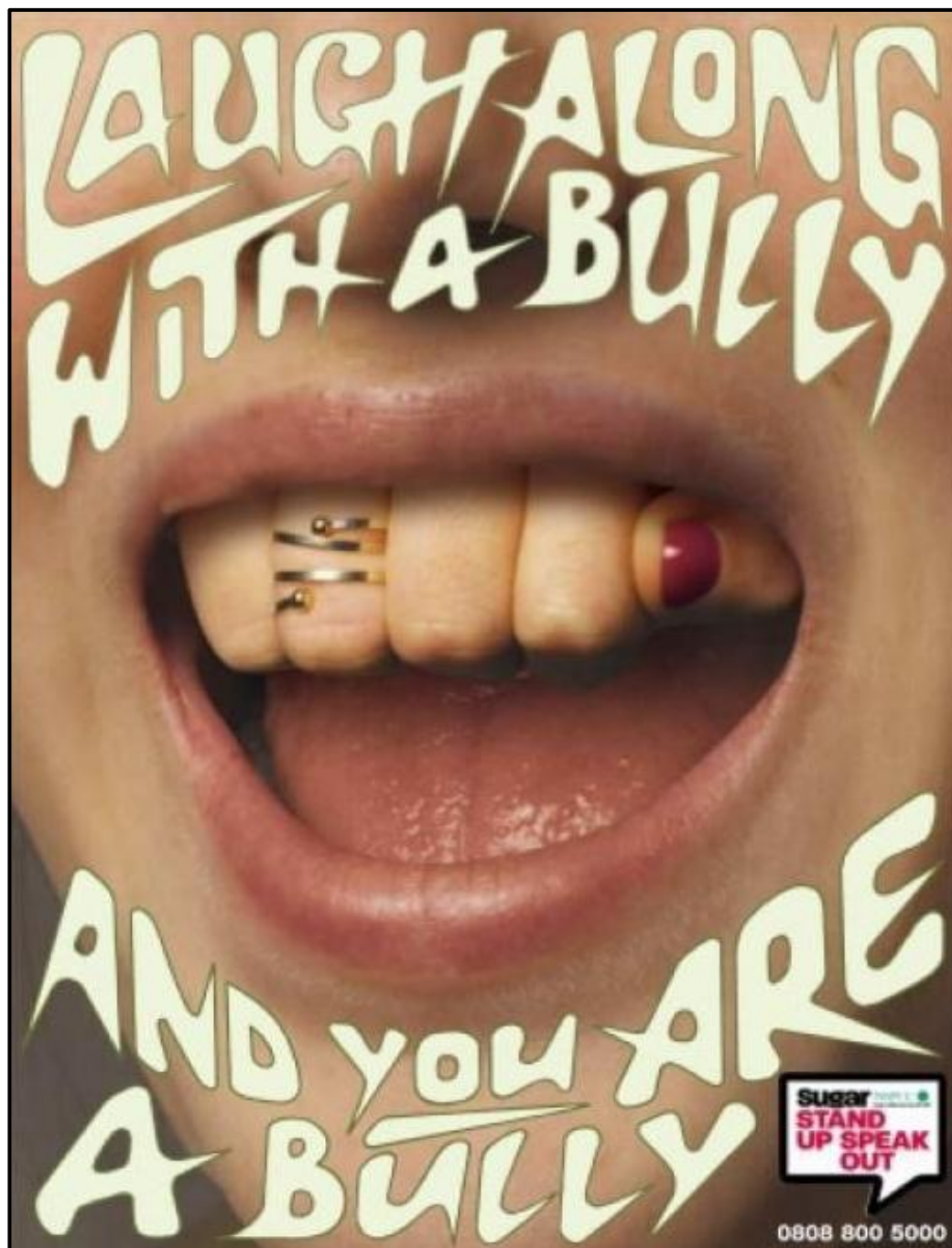


FIGURE K: **Anti-bullying Poster** by Hooper Galton (England), 2005.

- 5.1.1 Explain how the imagery in the poster in FIGURE K above conveys the 'bully' concept. (3)
- 5.1.2 Do you think that the typography used in the poster above conveys its message successfully ? Discuss. (3)

- 5.1.3 Write TWO separate essays of at least 200–250 words EACH (TWO pages in total) in which you name and discuss the works of ONE South African contemporary designer/design group **AND** ONE international contemporary designer/design group who highlights sociocultural concerns.

Support your discussion with the following:

- The name of the designer or design group, indicating whether he/she/they are South African or international
- General aims and influences of the designer, explaining how sociocultural concerns are addressed
- A description of ONE example, referring to materials and other key characteristics

You may NOT refer to any designer(s)/design group(s) that you have discussed previously or design examples used in this question paper.

(14)
[20]

OR

5.2

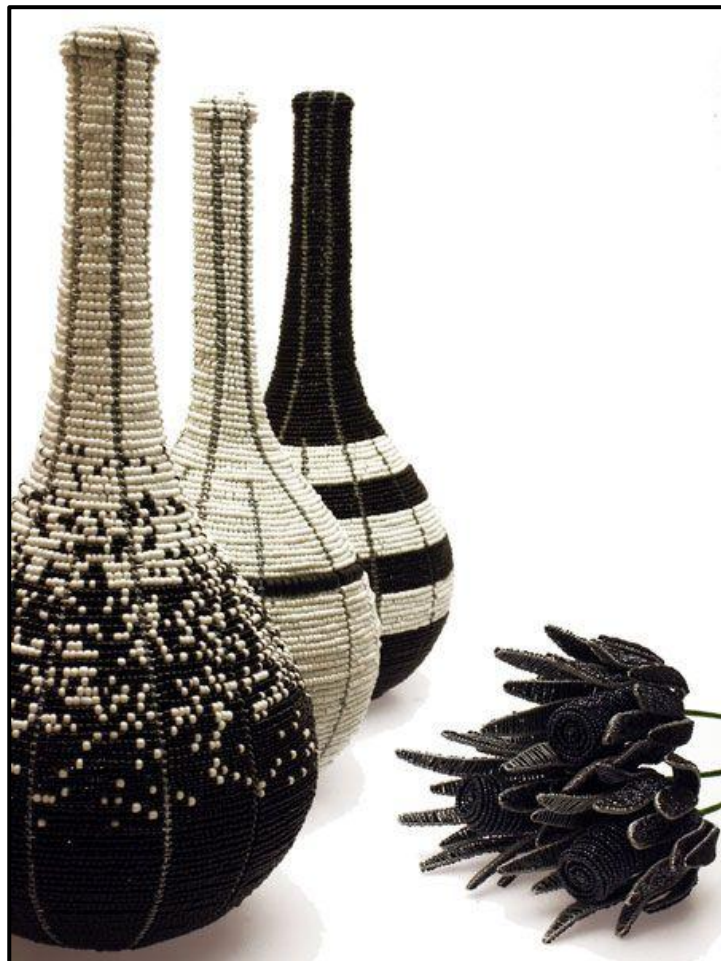


FIGURE L: **Beaded Vases** by Street Wire (South Africa), 2012.

- 5.2.1 Do you think the product in FIGURE L above is considered a design or a craft, or both? Give reasons for your answer.

(2)

5.2.2 Discuss any ONE indigenous craft that you have studied.

In your discussion, refer to the following:

- The name of the indigenous community that produced it
- Origins and traditional history of the craft
- Function and social value of the craft
- Materials and methods used
- A description of ONE example

(8)

5.2.3 In an essay of 200–250 words (ONE page) discuss the work of ONE contemporary South African designer/design group who incorporates traditional craft techniques and/or materials into his/her/their designs thereby addressing social and/or cultural issues.

Include the following in your discussion:

- Aims, influences and characteristics
- A detailed description of how traditional techniques/methods and/or materials have been applied in a modern/contemporary way. Refer to at least ONE example to motivate your statements.
- Discuss the general socio-cultural contribution made by the designer/design group

You may NOT refer to any designer/design group that you discussed previously or design examples that appear in this question paper.

(10)
[20]

QUESTION 6

6.1



FIGURE M: **Sneaker** by Adidas/Parley (Germany), 2015.

- 6.1.1 The product in FIGURE M above is manufactured by combining the concept of biomimicry with recycled plastic. Explain why this is a positive design approach. (4)
- 6.1.2 What is the negative impact of non-bio-degradable materials on the environment? (2)

- 6.2 Write TWO separate essays of at least 200–250 words EACH (TWO pages in total) in which you name and discuss the works of ONE South African contemporary designer/design group **AND** ONE international contemporary designer/design group whose works address environmental and sustainable concerns.

Refer to the following in your discussion:

- Name of the designer/design group and one of his/her/their design projects
- How the designer/design group addresses environmental/sustainable issues in his/her/their design processes
- A brief description of the design project mentioned above
- Explain the impact of the design on the environment.

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

(14)
[20]

TOTAL SECTION C: 40
GRAND TOTAL: 100