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Department:
Basic Education
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GRADE 12

DESIGN P1

(THEORY)

NOVEMBER 2016

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 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: ***Where's my VuVu?***, textile by Niusia Winczewski from SpiritLab (South Africa), 2013.

1.1.1 Discuss the use of the following design principles in relation to FIGURE A above:

- Variety
- Contrast
- Balance
- Rhythm

(4 x 2)

(8)

1.1.2 Discuss the term *stylised* in relation to FIGURE A above.

(2)

[10]**OR**

1.2



FIGURE B: Bergdorf Goodman Window Display
by Louis Vuitton (New York), 2008.

Analyse the use of the following element and principles in FIGURE B. Explain how this element and these principles are used to create a unified composition:

- Line
- Perspective
- Focal point
- Contrast
- Movement

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

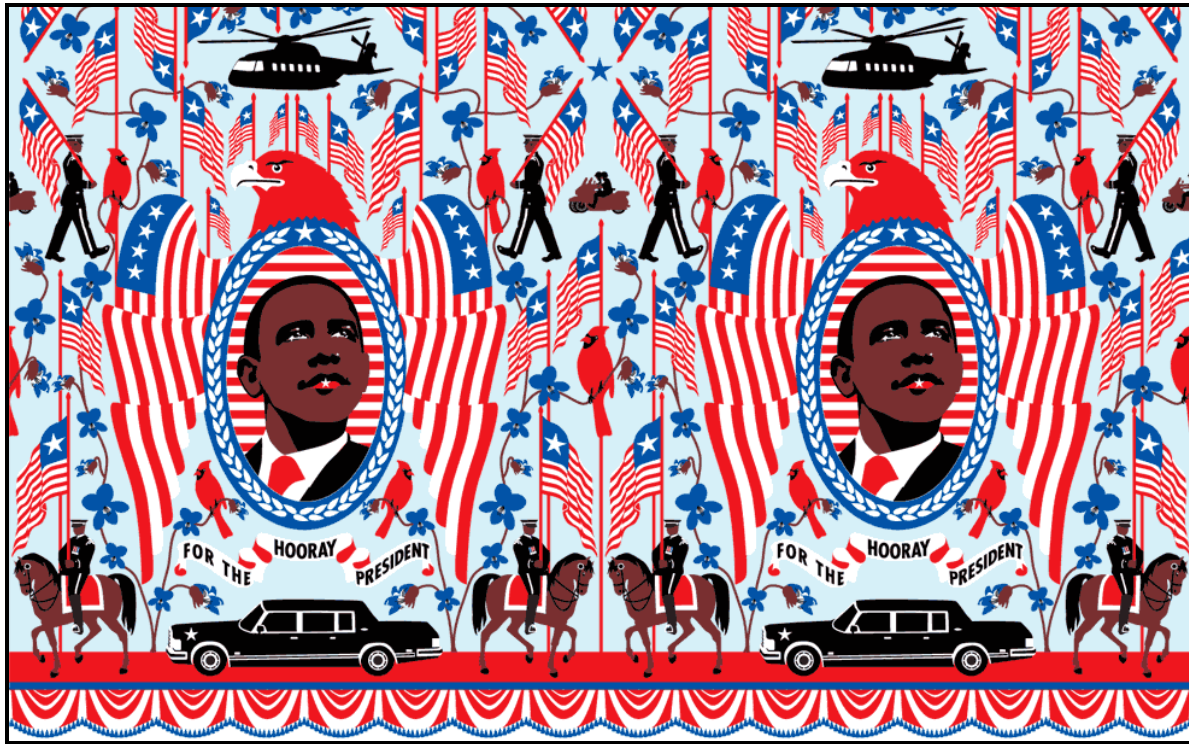
QUESTION 2: COMMUNICATION THROUGH DESIGN

FIGURE C: **Poster** by Heidi Chisholm (born in South Africa), 2012.

- 2.1 What is an *idol*? (1)
- 2.2 Do you think that Barrack Obama is being idolised in the poster? Give a reason for your answer. (2)
- 2.3 Identify any TWO symbols in FIGURE C above and discuss their possible meanings. (4)
- 2.4 Explain how patriotism is used in this poster to highlight the message of the poster. (3)
- [10]**

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

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



FIGURE D: **Beaded stilettos** by Lindiwe Ngcobo (KZN, South Africa), 2011.



FIGURE E: **Jewelled stilettos** by AliExpress (USA), 2014.

In an essay of 200–250 words (one page) compare FIGURE D with FIGURE E above by discussing their similarities and differences according to the following:

- Materials
- Context/Purpose
- Colour
- Pattern
- Kitsch

(5 x 2)

[10]

OR

3.2



FIGURE F: **The Union Buildings** by Herbert Baker (Pretoria), 1909–1910. The Union Buildings form the official seat of the South African government.



FIGURE G: **The Scottish Parliament** by Enric Miralles (Edinburgh), 1999–2004.

Write an essay of at least 200–250 words (one page) in which you compare the building in FIGURE F with the building in FIGURE G. Alternatively you may compare any Classical building (that you have studied) with any contemporary building.

Refer to the following in your essay:

- Construction methods
- Materials
- Inspiration
- Function
- Form

(5 x 2) [10]

TOTAL SECTION A: 30

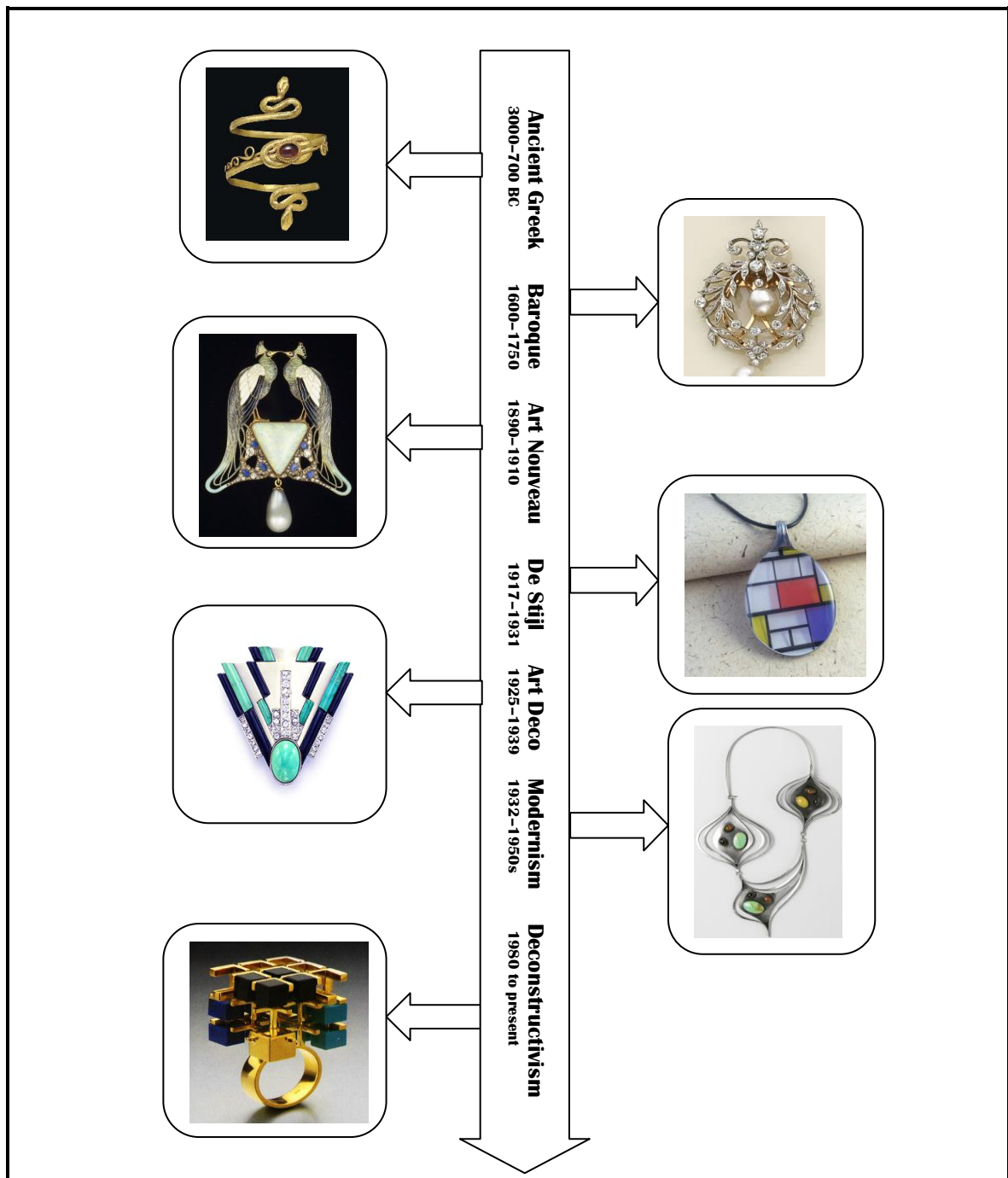
SECTION B: DESIGN HISTORY**QUESTION 4**

4.1

Design creates culture. Culture shapes values. Values determine the future.

Charles Eames

Choose any TWO design movements/styles in the timeline below and write an essay of at least 400–450 words (two pages) in which you justify the statement above. Support your answer by referring to the aims, influences and characteristics of the design movements/styles. Give at least ONE example of a designer and design from each movement to motivate your answer.



(20)

4.2

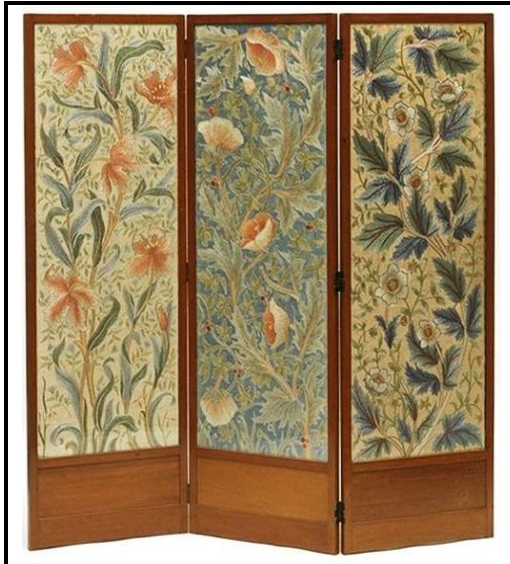


FIGURE H: Embroidered screen
by Dearle, Arts and Crafts
(England), 1885–1910.



FIGURE I: Herbert Bayer Kaleidoscreen
by Aluminium Company, Bauhaus
(America), 1957.

Write an essay of at least 200–250 words (one page) in which you compare the characteristics of the Arts and Crafts Movement with the characteristics of the Bauhaus school, as reflected in the two works above.

Refer to the following terms/concepts in your essay:

- Aims
- Materials
- Technology/Processes
- Decoration
- 'Form follows function'

(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 Kenguru car by Kenguru Inc (USA), 2015.

- 5.1.1 The car in FIGURE J above is a good example of socially responsible design. Define the term *socially responsible design* and explain how it is applicable to the design above. (4)
- 5.1.2 Identify another product that could be altered to improve the lives of handicapped or disabled people. Describe your altered product and its benefits. (2)
- 5.1.3 Write an essay of at least 300–350 words (one and a half pages) in which you name and discuss the work of ONE South African contemporary designer/design group **AND** ONE international contemporary designer/design group who address sociocultural issues in their work. Your essay must include:
- The names of the designers/design groups
 - Materials and techniques
 - An explanation of the aims of the designers/design groups and how these works address one or more social issue(s)

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

(14)
[20]

OR

5.2



FIGURE K: **Chair** by Cheick Diallo (Mali), 2014.

5.2.1 Discuss the social and economic relevance of applying traditional craft techniques and materials to contemporary products by referring to the chair in FIGURE K above. (4)

5.2.2 Discuss any ONE traditional craft you have studied this year.

In your discussion, refer to the following:

- Materials, methods and processes
- Possible functions of the craft
- A description of ONE example, as well as the name of the crafter or indigenous cultural community that produced it (8)

5.2.3 Write an essay of approximately 200–250 words (one page) on any ONE South African or African contemporary designer/design group whose work reflects the influence of traditional techniques and/or materials.

Consider the following in your discussion:

- Name the designer/design group and the design product(s)
- Aims and influences
- A brief analysis of ONE work and an explanation of how traditional materials and techniques are used in this design

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

(8)
[20]

QUESTION 6

6.1



FIGURE L: ***Rubber, Recycle, Relove*** by Roché Van Den Berg
(South Africa), 2011.

6.1.1 Define the term *carbon footprint*. (2)

6.1.2 Discuss why the design in FIGURE L above is classified as sustainable design. Refer to the materials used in the design to motivate your answer. (4)

6.2 Write an essay of at least 350–400 words (one and a half pages) in which you discuss the work of ONE South African contemporary designer/design agency/studio and ONE international contemporary designer/design agency/studio whose work improves the environment and quality of life of users.

Refer to the following in your discussion:

- Name of the designer/design agency/studio
- The title and a brief description of the product
- The way in which the designer/design agency/studio addresses environmental and/or sustainable concerns. Refer to the materials used in the design to motivate your answer.

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

(14)
[20]

TOTAL SECTION C: 40
GRAND TOTAL: 100