



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

DESIGN P1

(THEORY)

FEBRUARY/MARCH 2010

MARKS: 150

TIME: 3 hours

**This question paper consists of 17 pages.
This paper is printed in colour.**

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SEVEN questions.
2. There are choices within some questions in this 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

Answer ALL the questions in this section.

QUESTION 1: 'UNSEEN' EXAMPLES

1.1



FIGURE A:
Ceramic bowls from The Potters Shop on a matching table cloth, 2002.

1.1.1 Choose and explain any THREE terms or phrases from the list below.

State whether they are elements, principles or universal principles of design, and relate them to the bowl design above.

- Plane
- Dot/Line
- Symmetry
- Contrast
- Similarity (Universal principle)
- 'Aesthetic-usability' effect (6)

1.1.2 This design can be considered to show an 'African aesthetic' or influence. Discuss FOUR ways in which this has been achieved. (4)

1.2

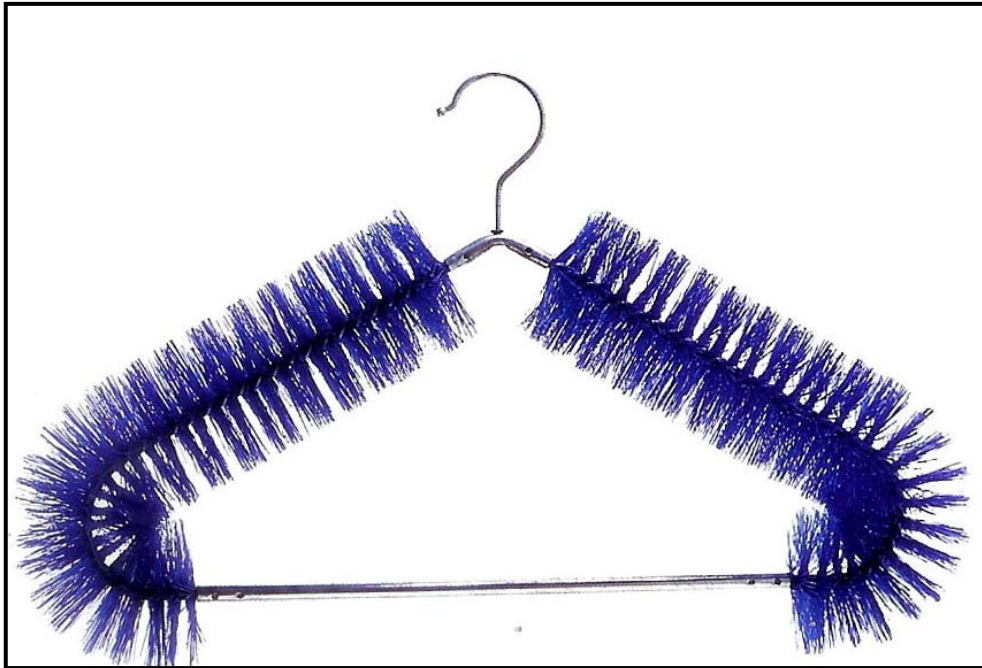


FIGURE A:
'Mr Mause Hanger', Sebastion Bergne, nylon bristles and galvanised wire, 1990s.

This hanger is available in a variety of bright colours, for example electric blue.

Bergne has used simple industrial materials to create an amusingly aesthetic design that parodies (makes fun of) a kitchen utensil (a bottle brush).

1.2.1 These 'Mr Mause Hangers' are sought-after designer pieces. Discuss the strengths and weaknesses of this design in terms of:

- Functionality
- Reliability and cost-effectiveness
- Usability and ergonomics
- Originality and creativity

(8)

1.2.2 Discuss the use of the following in terms of the hanger design above:

- Texture
- Three-dimensional form

(2)

[20]

QUESTION 2

FIGURE A and FIGURE B below are both advertisements for famous perfumes.

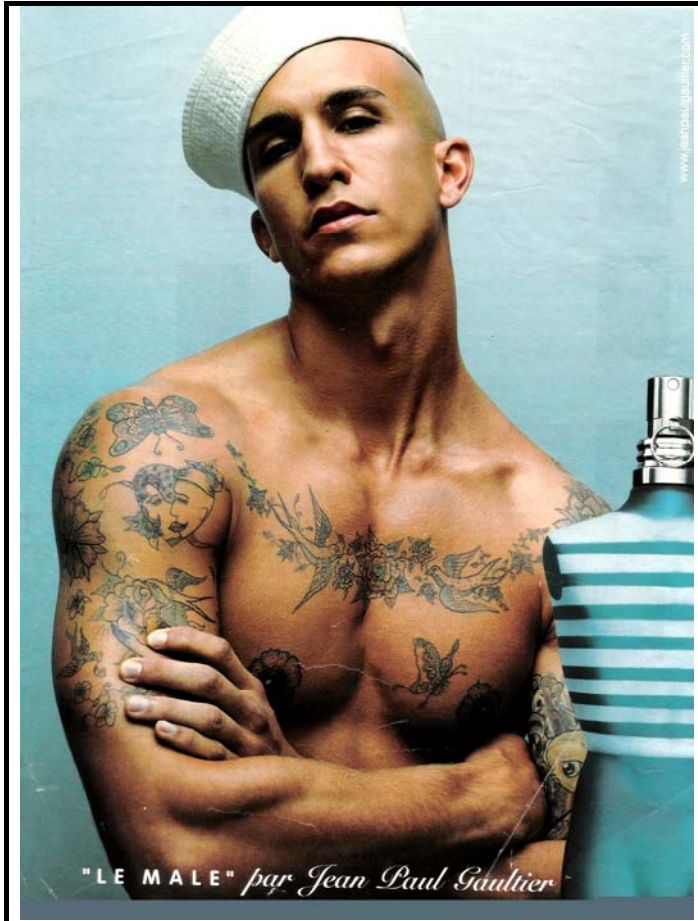


FIGURE A:
'LE MALE' by Jean Paul Gaultier,
August 2007.

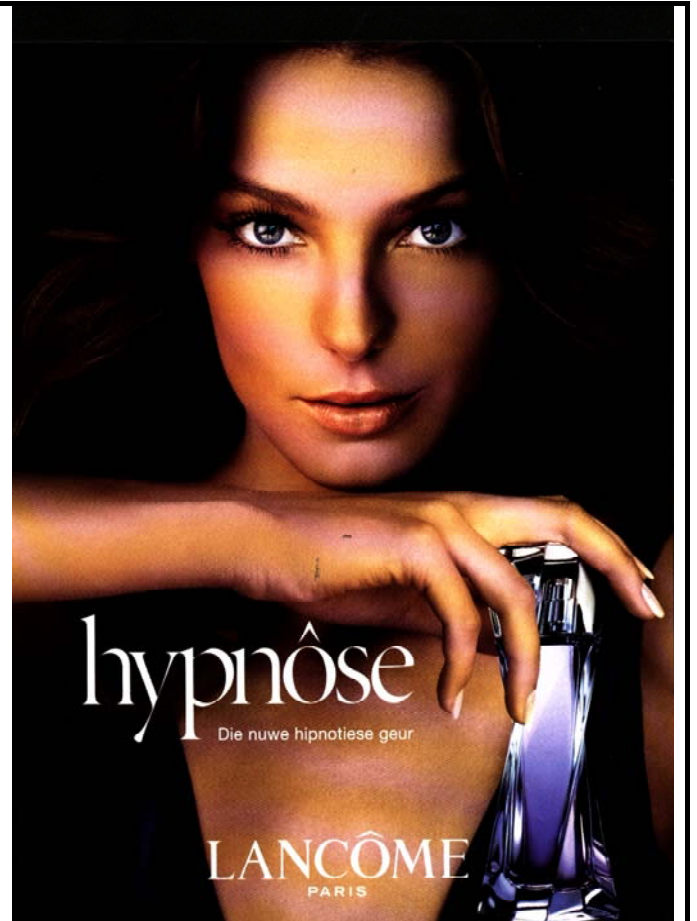


FIGURE B:
'hypnôse' by Lancôme,
November 2007.

- 2.1 Explain how the visual content of each advertisement depicts the name of the product in FIGURE A and FIGURE B. (4)
- 2.2 Do these advertisements (FIGURE A and FIGURE B) reinforce stereotyping, bias and prejudice? Support your answer with a well-reasoned argument. (6)

[10]

QUESTION 3

3.1 Refer to the illustrations below and answer the following questions.



FIGURE A:
Lihopa Lichaba used recycled cold
drink tins to create this container,
2006.



FIGURE B:
Angeline Masuku used ilala palm/
grass to create this container,
2007.



FIGURE C:
Mass-produced containers made of plastic

- 3.1.1 Compare FIGURE A and FIGURE B in terms of their similarities and differences. (6)
- 3.1.2 Point out the differences between the mass-produced containers in FIGURE C and the hand-made containers in FIGURE A and FIGURE B according to the following:
- Involvement of the designer
 - Aesthetics (4)
- 3.2 Discuss the work of ONE contemporary South African designer of your choice in terms of the following:
- Local/global influences
 - Characteristic style of the designs
 - Discussion of at least ONE design (10)
- [20]**

QUESTION 4: DESIGN HISTORY

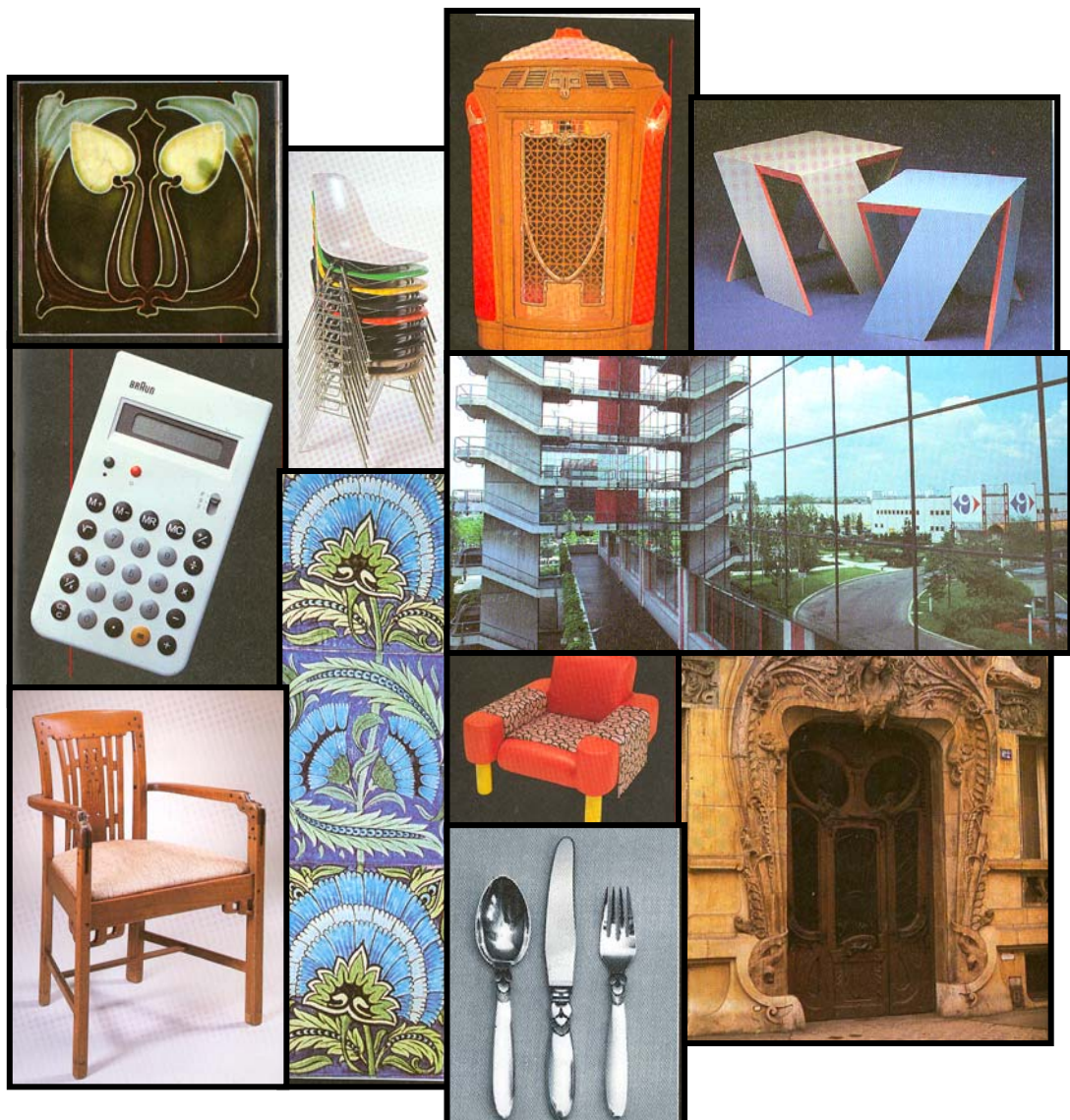
4.1

"Everything we do has been done before – and probably better!"
– Garth Walker

Discuss the above statement by referring to TWO styles/movements from the list below that have inspired you.

You must include the name of the movement/style. Include a designer and a design from each, the influences on these movements/styles, as well as the characteristics of each movement/style.

- The Arts and Crafts Movement 'Fitness for Purpose' (1850 – 1900)
- Art Nouveau 'The Languid Line' (1890 – 1905)
- The Machine Aesthetic 'Design for Industry' (Bauhaus) (1900 – 1930)
- Art Deco 'Popular Modernism' (1925 – 1939)
- Postmodernism 'Less is a bore' (1975 – present)



Montage of historical styles

(20)

4.2

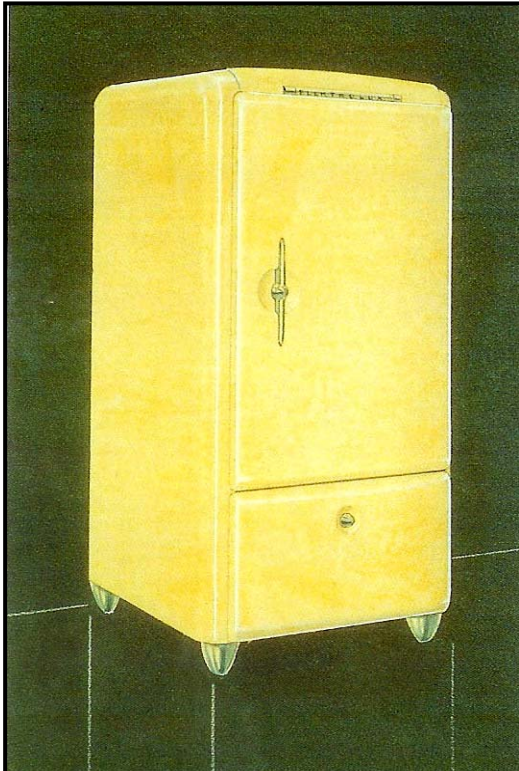


FIGURE A:
Loewy's contribution to
American
Consumerism and Style
'The Age of Streamlining',
1935 – 1955

The 'Coldspot Super Six'
refrigerator, 1935.



FIGURE B:
The Age of Affluence –
'Modernism goes Pop',
1955 – 1975.

The 'Blow Chair' (a blow-up
lounge chair)
by d'Urbino,
Lomazzi and de Pas, 1967.

Compare the TWO international historical styles above. Discuss influences, characteristics, other designers and designs on these two styles.

(10)
[30]

TOTAL SECTION A: 80

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

5.1

**FIGURE A: Unicef Barbie, circa 2000.**

- 5.1.1 Barbie is an iconic product that is sold throughout the world. She turned 50 in 2009.

Discuss the possible social implications of a design icon such as Barbie. Also refer to stereotypes and biases.

(4)

- 5.1.2 Discuss the social implications of the designs of ONE INTERNATIONAL designer of your choice. Refer to a specific design(s).

(6)

5.2



FIGURE A:
Poster design for an arts festival, Cape Town, 1986.
Designer unknown.

- 5.2.1 Identify the style of imagery used in the poster. Is it realistic, abstract, stylised, et cetera? Explain. (2)
- 5.2.2 Do you think the fonts and imagery used are appropriate for the poster? Explain. (2)
- 5.2.3 Discuss the work of ONE LOCAL designer or design group that focuses on social concerns in design. (6)
- [20]**

QUESTION 6

Choose either QUESTION 6.1 and 6.2 or QUESTION 6.3.

6.1



FIGURE A: Low-cost house by Luyanda Mpahlwa, 2007.



FIGURE B



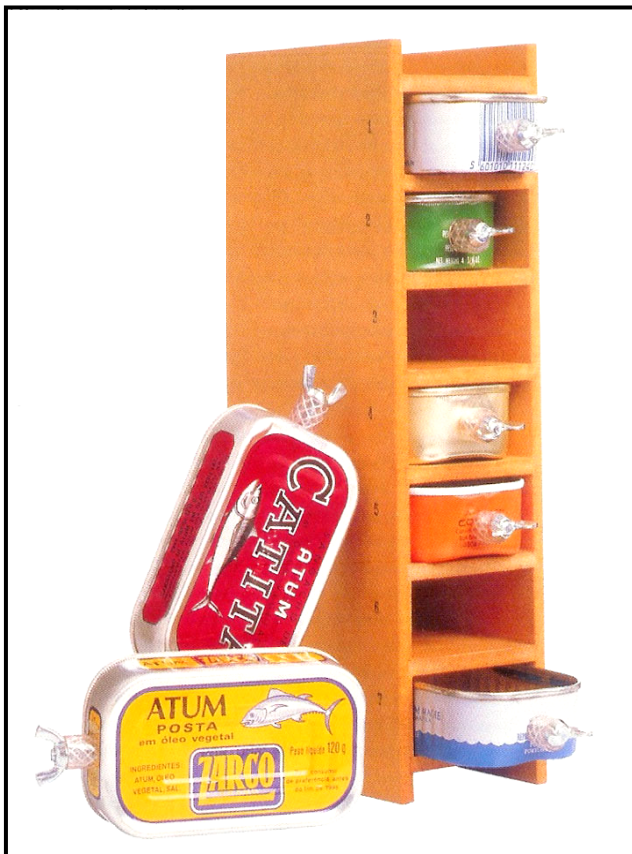
FIGURE C

The housing project above is a unique solution to the ever-growing need for low-cost housing in South Africa. This project utilises sandbags (FIGURE B and FIGURE C) as its main building element. The building's thermal stability (cool in summer and warm in winter) is also increased by its resistance to rain, wind and fire.

- 6.1.1 How do you think this method of building impacts on the use of electricity? (2)
- 6.1.2 How does the use of materials in the above design contribute to a sustainable ('saving our planet') environment? (2)
- 6.1.3 Discuss ONE LOCAL designer whose work contributes to the improvement and sustainability of the environment. You may NOT use the designer, Luyanda Mpahlwa, again. (6)

AND

- 6.2 6.2.1 Look at the Sardine Collector's Cabinet in FIGURE A below and discuss TWO possible ways in which this design could have a positive environmental impact.



**FIGURE A:
'Sardine Collector's Cabinet'
by Michael Marriot, 1995.
Made from old sardine tins,
wing nuts and medium-density
fibre board.**

- 6.2.2 Discuss any ONE INTERNATIONAL designer of your choice that has focused on eco-friendly issues.

You may NOT refer to any designers that you have previously used.

(4)

(6)
[20]

OR

6.3

"Designers have been trained to make sure things are made intelligently, without waste and with concern for the environment."

[Quote from: *Designers on Design* by Terence Conran and Max Fraser]

Discuss the above statement with reference to TWO or more LOCAL and/or INTERNATIONAL designers that have focused on improving our environment.

You may NOT refer to any designers that you have previously used.

[20]**TOTAL SECTION B: 40****SECTION C: DESIGN IN A BUSINESS CONTEXT****QUESTION 7**

Choose either **QUESTION 7.1** or **QUESTION 7.2**.

7.1 7.1.1 Explain the measures that you, as an employer, have put in place to give consideration to the human rights of your employees. (5)

7.1.2 You have chosen one of your employees to be trained as a professional designer. Explain the different career path possibilities one could follow to become a professional designer. (5)

7.1.3 After great local success, you have decided to exhibit your design(s) at an international fair in Milan.

Write a proposal to the Department of Trade and Industry, explaining why your company should be chosen to represent South Africa at this international fair.

You should use the following guidelines:

- Give the reasons why your company should be selected to represent South Africa.
- Explain why your product is typically South African.
- Which aspects did you consider when planning and designing packaging for your product.

(20)
[30]**OR**

7.2

**FIGURE A****FIGURE B**

- 7.2.1 First identify the probable target markets for FIGURE A and FIGURE B. Explain the way in which the designer of FIGURE A addressed a different target market to the one addressed by the designer of FIGURE B. (4)
- 7.2.2 If you were to market your designs, explain how you would determine and establish your own target market. (6)

7.2.3

**FIGURE A: Informal trading****FIGURE B: Formal trading**

Study FIGURE A and FIGURE B. Compare the informal trading method in FIGURE A to the formal trading method in FIGURE B. What are the advantages and the disadvantages of each?

(10)

- 7.2.4 (a) You are applying for a job at a design business or an advertising agency. What would you do to prepare for the interview? (5)
- (b) If you were the interviewer, what questions would you ask at in an interview for a job at a design business or advertising agency? (5)
- [30]**
- TOTAL SECTION C: 30**
- GRAND TOTAL: 150**