Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 11

NOVEMBER 2014

DESIGN P1

MARKS: **100**

TIME: **3 hours**

This question paper consists of 13 pages.

INSTRUCTIONS AND INFORMATION

1. There are FIVE questions in this question paper.
2. Read the questions carefully.
3. Answer ALL the questions.
4. Answer in full sentences and avoid simply listing facts.
5. Use the mark allocation to determine the time to be spent on each question.
6. Write neatly and legibly.

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SECTION A: DESIGN LITERACY

QUESTION 1: 'UNSEEN' DESIGNS TESTING VISUAL LITERACY

1.1

FIGURE 1
The Heydar-Aliyev Cultural Centre by Zaha Hadid, 2012.
The centre consists of a museum, library and conference centre.
The design is strongly influenced by development in the surrounding area.
This new neighbourhood will be arranged around a new outdoor piazza,
situated on a site measuring over 111 000 m^2.

1.1.1 Analyse FIGURE 1 above according to the following elements and principles of design:

- Line (2)
- Contrast (1)
- Pattern (2)
- Shape (2)
- Unity (1)

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1.2

FIGURE 2

1.2.1 Explain how the correct use of the following typographical terms can be used to improve the legibility of the sign in FIGURE 2 above:

- Kerning (1)
- Alignment (1)

1.2.2 Explain TWO of the following terms and provide ONE example of each:

- Typeface
- Font
- Type family (4)

1.3

FIGURE 3
The Apple Logo

1.3.1 Apply TWO characteristics of a good logo to FIGURE 3 above to show whether or not the logo is successful. (2)

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1.4

FIGURE 4

1.4.1 Analyse the image in FIGURE 4 above to show your understanding of the following (give reasons):

- Universal design (2)
- Symbols (2)
- Propaganda poster (2)

1.5 Study the images in FIGURE 5 and FIGURE 6 below and answer the questions that follow.