



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2015**

**DESIGN P1**

**MARKS: 100**

**TIME: 3 hours**



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This question paper consists of 13 pages.

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**INSTRUCTIONS AND INFORMATION**

1. There are FIVE questions in this question paper.
2. Answer ALL the questions.
3. Read questions and the instructions for each question very carefully.
4. Answer in full sentences and avoid simply listing facts.
5. Use the mark allocation to determine how many facts are required and how much time must be spent on each question.
6. DO NOT repeat the same facts and examples in different questions.
7. Write neatly and legibly.

SECTION A

QUESTION 1

VISUAL LITERACY: UNSEEN WORK

1.1



**FIGURE 1: 'Tembo' table** by Note Design Studio (South Africa), 2011. 'Tembo' means elephant foot in Swahili. It is made of stacked pieces of wood, cork and metal.

1.1.1 Analyse the use of FIVE of the following design elements and principles in FIGURE 1 above.

- Line
- Shape
- Pattern
- Colour
- Rhythm
- Movement
- Contrast

(10)



**FIGURE 2:**

**A Russian poster showing working people protesting for the right to a share in governmental power (circa 1922).**

- 1.2 1.2.1 To which category of posters does FIGURE 2 above belong? Give TWO reasons. (3)
- 1.2.2 Explain whether or not the typographical layout of the above poster in FIGURE 2 makes good use of:
- Alignment
  - Leading
- (2)

1.3



**FIGURE 3**

**FIGURE 4**

- 1.3.1 To what do the images in FIGURE 3 and FIGURE 4 refer to and how are they different? (4)

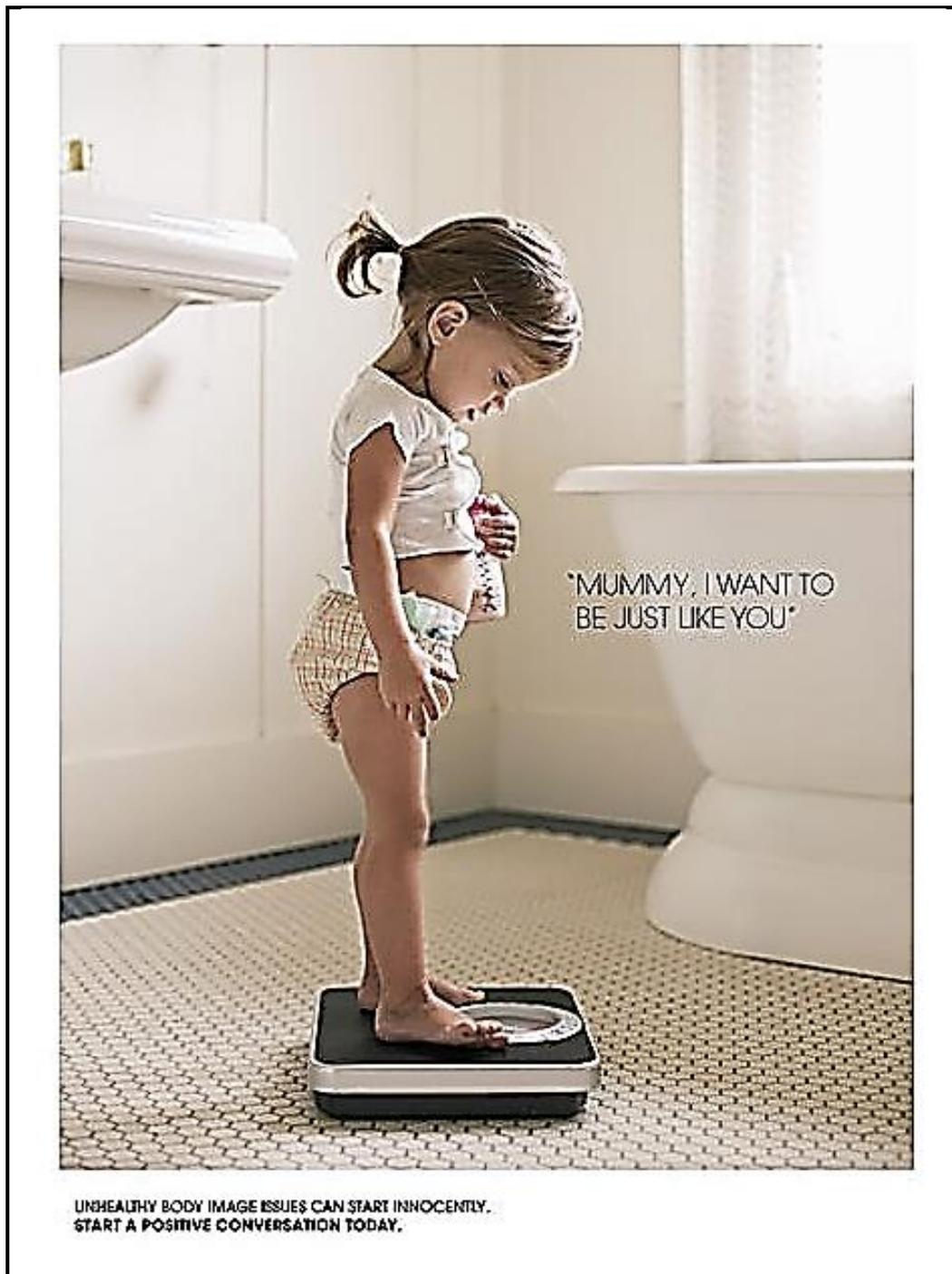
1.4



**FIGURE 5: Logo of the official new global UBUNTU Liberation Movement.** UBUNTU refers to essential human virtues such as compassion and humanity.

- 1.4.1 Explain your understanding of TWO of the following terms with specific reference to the logo in FIGURE 3 above:
- Symbols
  - The two main categories of typeface
  - Typeface
  - Font
- (4)
- 1.4.2 Do you think that the above logo is effective? Give THREE well supported reasons.
- (3)

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



**FIGURE 6**

- 1.5.1 What stereotype does the poster in FIGURE 6 above address? Give reasons. (2)
- 1.5.2 Name TWO other examples of negative stereotyping that occur in advertising campaigns. (2)

**TOTAL SECTION A: 30**

**SECTION B: DESIGN HISTORY AND POPULAR CULTURE**

**QUESTION 2: INTERNATIONAL HISTORY OF DESIGN  
(ART NOUVEAU; BAUHAUS; ART DECO; DE STIJL;  
MODERNISM; SCANDINAVIAN)**

2.1



**FIGURE 1: Art Deco**  
**Surrey Mansions, Currey Rd (Durban, South Africa), 1932.**



**FIGURE 2: Bauhaus**  
The **Muche/Schlemmer House** by Walter Gropius and Marcel Breuer (Dessau, Germany), 1926. A "Master's House" for the Bauhaus faculty.

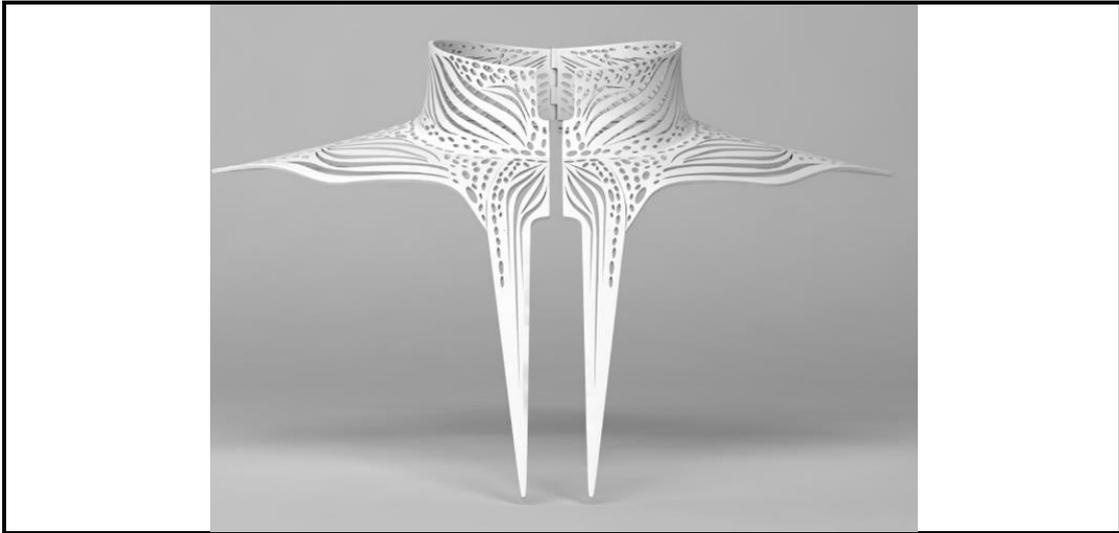
2.1.1 Mies van der Rohe said, "Architecture is the will of an epoch (specific time) translated into space."

Write an essay in which you compare the two buildings in FIGURE 1 and FIGURE 2 to show how each one reflects the design style of its particular time period. Your essay must include information on the following: Aims and influences; the effects of the machine age, colour and balance.

(Do not use tables or headings; ensure it is an essay.)

(10)

2.2



**FIGURE 3:** A jewellery piece from the 'Digital Nature Collection' by Kiara Gounder (South Africa), 2014. The collection explores symmetry in nature and the above piece is inspired by fossils, plants and insect cells.



**FIGURE 4:** A handmade necklace by Tiffany Marx, Jewellery designer, (Cape Town), year unknown.

- 2.2.1 Each of the contemporary designs in FIGURE 3 and FIGURE 4 can be said to reflect a design movement that you have studied. Give the name of each movement and then compare the two designs to show how each movement approached the following: symmetry, materials, subject matter, line and craftsmanship.

(Your answer must be a point for point comparison in paragraph form. Do not repeat the names of movements discussed in QUESTIONS 2.1 or 2.3 on the next page.)

(10)

2.3



**FIGURE 5**

**Trône de Pauline (The throne of Pauline)** by Claude Lalanne (France), 1990. An **Art Nouveau inspired** design.

- 2.3.1 Discuss FOUR characteristics of the Art Nouveau style and TWO influences on the design movement that are visible in FIGURE 5 above. (6)
  - 2.3.2 Give the name of ONE Art Nouveau design and the name of the designer. (2)
  - 2.3.3 Explain the following terms:
    - Eclectic
    - Aesthetic(2)
- [30]**

**QUESTION 3: POPULAR CULTURE**

- 3.1 3.1.1 Write a short paragraph in which you define the meaning of Popular Culture. (3)
  - 3.1.2 The design trends of each of the different design movements reflect the 'Popular Culture' of their era/time period. Write an essay in which you discuss the Popular Culture of TWO of the design movements that you have studied. These include Arts and Crafts, Art Nouveau, Bauhaus, Art Deco and Modernism.  
**NOTE:** Write your essay in paragraph form and do not use headings. (7)
- [10]**

**TOTAL SECTION B: 40**

**SECTION C: CONTEMPORARY, INTERNATIONAL, ENVIRONMENTAL AND SOCIAL DESIGN**

**QUESTION 4: ENVIRONMENTAL DESIGN**

4.1



**Vele Secondary School** ( Limpopo, South Africa), 2007–2011.  
Renewable energy in the form of solar p.v. installation is combined with an energy metering system to provide electrical power for 80 computers.



Toilet block: Toilets use a dry composting system which is removed by the education dept. A roof garden acts as insulation.

Rainwater is harvested from roofs and paved areas and a borehole provides drinking water.

**FIGURE 1**

4.1.1 Refer to the images and accompanying information in **FIGURE 1** above and debate whether or not the Vele Secondary School can be considered an example of sustainable design. Give reasons. (4)

4.2



FIGURE 2

4.2.1 What environmental issue does the poster in FIGURE 2 above address? Explain. (1)

4.2.2 Do you think that the design of the poster is inspiring enough to make people more aware of how they dispose of their rubbish? Explain your answer with specific reference to the layout of image and text. (2)

4.3 Discuss the work of ONE International designer or design group that you have studied whose designs have made a positive contribution to the environment.

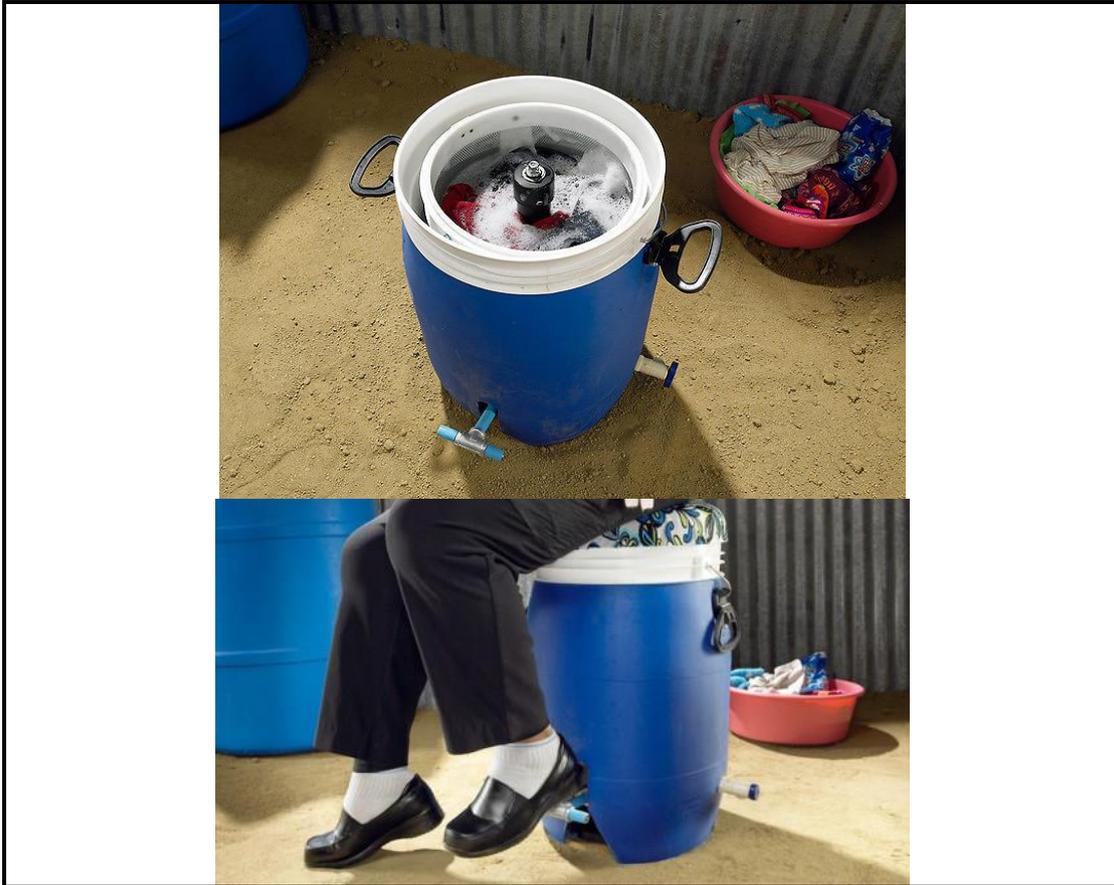
Write in essay form and include the following information:

- The name of the designer
- The designer's aims and approach to design
- The name of a design by this designer and an explanation of how this product addresses environmental issues.

(8)  
[15]

## QUESTION 5: SOCIALLY RESPONSIBLE DESIGN

5.1 Study the image and text in FIGURE 1 below and then answer the questions that follow.



**FIGURE 1:**

The **Gira Dora washer and spin dryer** by design students Alex Cabunoc and Ji A You (Peru), 2012.

This award-winning machine is powered by a foot pedal, which is operated while sitting on top of the spinning plastic drum. No electricity is required. The design was inspired by the inhabitants of the slums of Lima in Peru, who spend hours handwashing their clothes.

5.1.1 Why does the design in FIGURE 1 above fall into the category of social design? Give THREE reasons. (3)

5.1.2 With reference to the above design and accompanying information in FIGURE 1 explain the meaning of the following term:

- Ergonomic. (2)

**AND**

5.2 Write about the work of ONE South African or ONE international socially responsible designer. Write in essay form and include the following information:

- Name of the designer
- Aims
- Influences
- General characteristics
- An analysis of ONE work by that designer that clearly indicates social responsibility.

(10)

**[15]****TOTAL SECTION C: 30****GRAND TOTAL: 100**





