

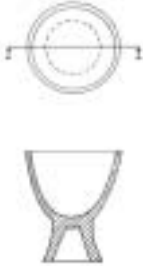
Instructions

Answer **all** questions in the spaces provided.

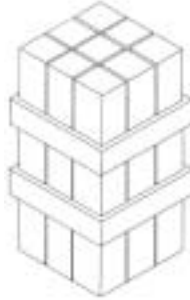
Question 1

Below are examples of six drawing systems used to produce visual communications.

1.



2.



3.



4.



5.



6.



Number the boxes to match each drawing system with the relevant example shown.

Two point perspective

A planometric drawing

An isometric drawing

An oblique drawing

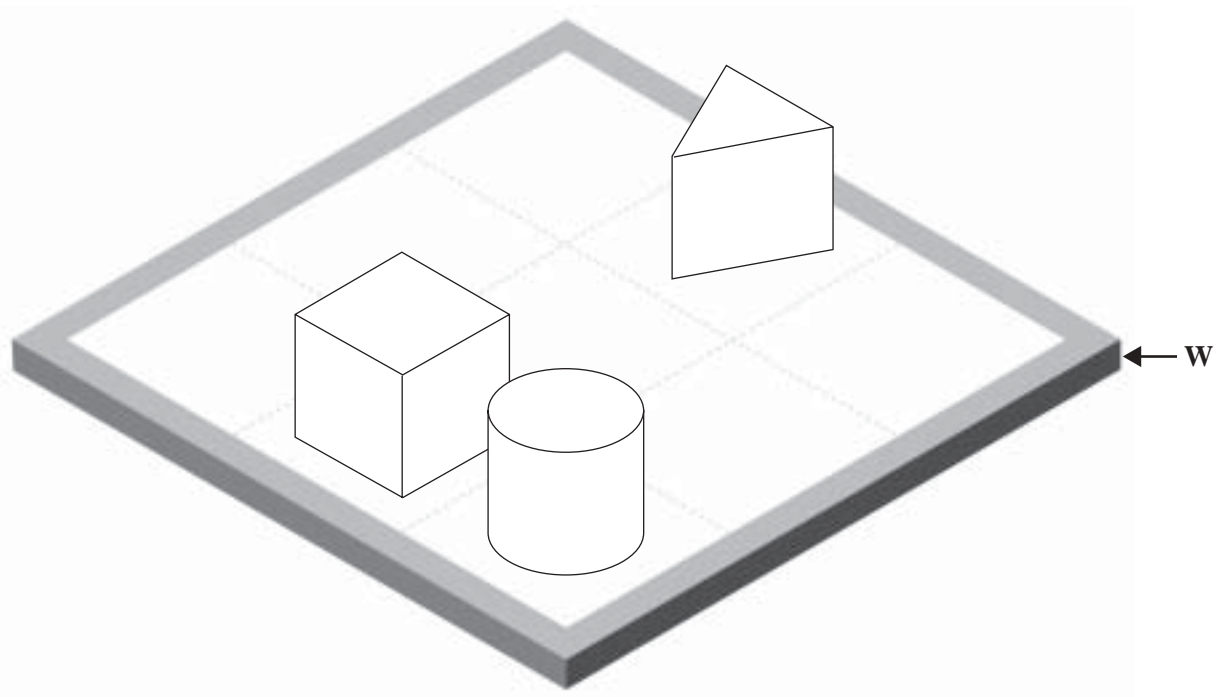
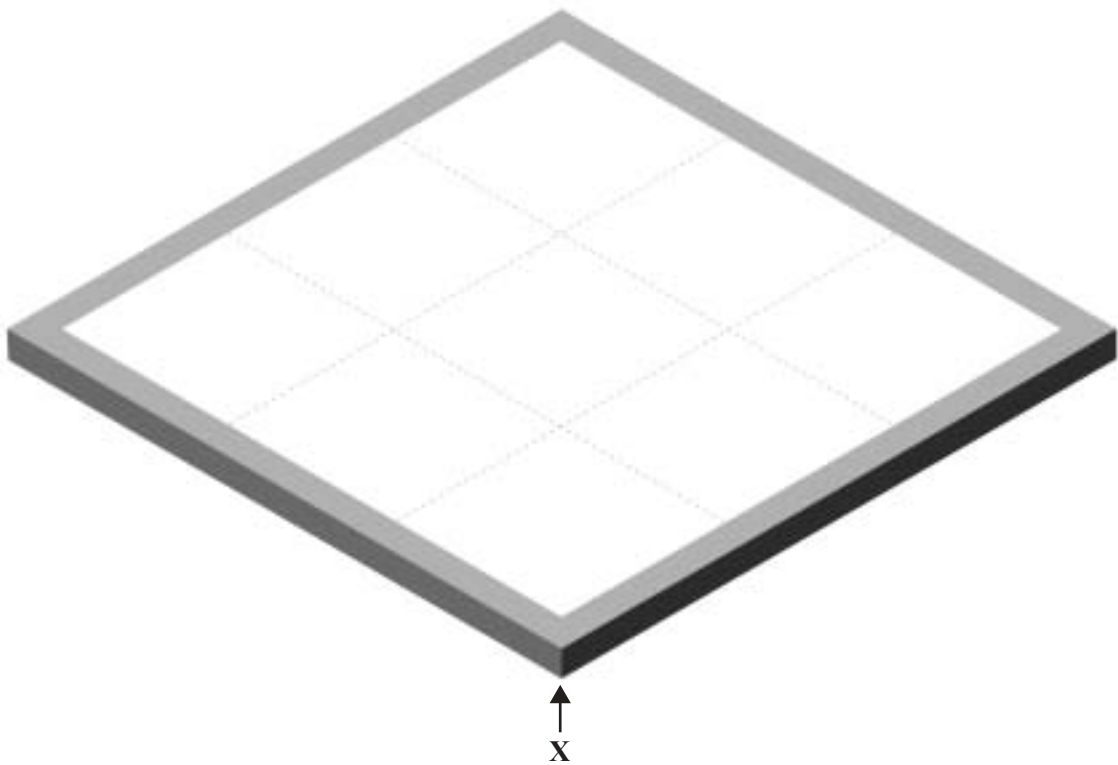
A third-angle orthogonal drawing

A sectional drawing

6 marks

Question 2

Using a solid line and maintaining correct proportions, redraw the three shapes in Figure 1 onto the isometric grid (Figure 1a) **turned around** so that it is viewed from point X.

**Figure 1****Figure 1a**

3 + 3 + 3 = 9 marks

TURN OVER

Question 3**The bird house**

- a. Figure 2 is a third-angle orthogonal drawing of a bird house.

The diagram includes the horizon line and the spectator point indicated by an X.

Using the orthogonal drawing on page 5, produce a two-point perspective drawing of the bird house on page 6.

You must

- produce a well-proportioned drawing
- use the two-point perspective drawing system, clearly showing two vanishing points
- draw the bird house as seen by the spectator from the direction of the X in Figure 2
- complete the perspective drawing on page 6 using the horizon line provided
- have the wall thickness the same as the base.

3 + 4 + 6 = 13 marks

- b. Render the perspective drawing to show the materials as indicated in Figure 2.

Emphasise the form of the bird house by using one consistent light source and rendering with tone and texture.

The materials used to construct the bird house

- The base is made of matt plastic.
- The walls and rim are made of wood.
- The cylindrical pole and roof are shiny metal.

The reference material on page 3 in the resource book can be used to assist with this question.

(3 + 3 + 3) + 1 + 3 = 13 marks

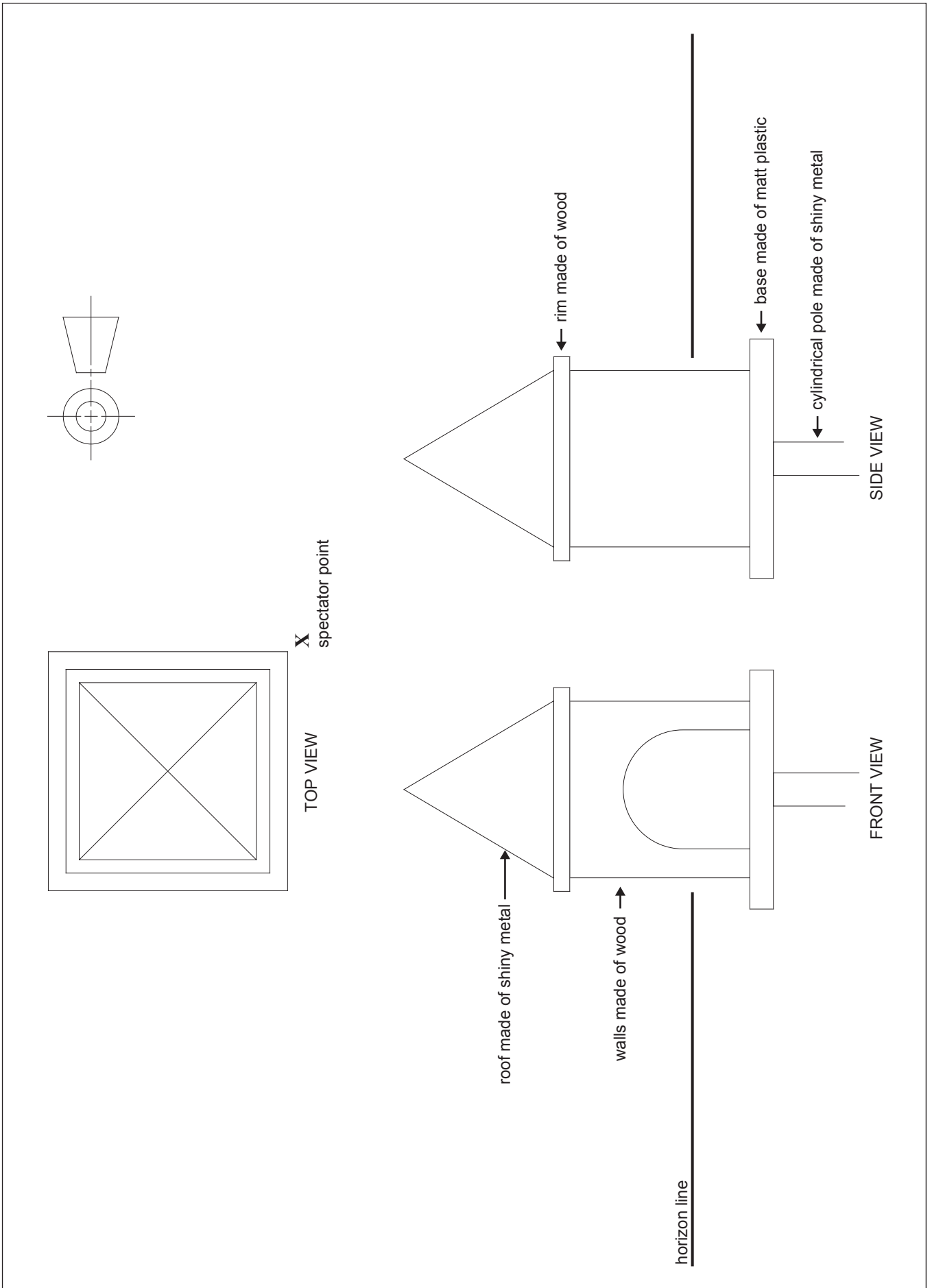


Figure 2

Complete Questions 3a. and 3b. on this page.

Horizon line

Question 4

- a. The Lakes Wildlife Sanctuary has created a new birdseed mix called 'Wild Seeds'. The **target audience** for the birdseed mix is primary-school-aged children who feed the birds at the sanctuary.

The package is made of cardboard, and the seed is poured out from a hole in the back of the package (not shown).

Figure 3 on **page 8** is a three-dimensional drawing of the birdseed package.

As the graphic designer you are required to design the surface graphics for the package and keep the design within the isometric drawing system.

You **must** use the three-dimensional package shape provided on page 8 to complete your final presentation.

Your final presentation must use the following constraints.

- Include the title 'Wild Seeds'.
- Illustrate a clear window and show the seeds inside the package.
- Include a dominant bird-related image(s).
- Carefully select the design elements and principles for your design to attract the specific target audience.

The reference material on page 4 in the resource book can be used to assist with this question.

3 + 5 = 8 marks

Complete **Question 4a.** on this page.

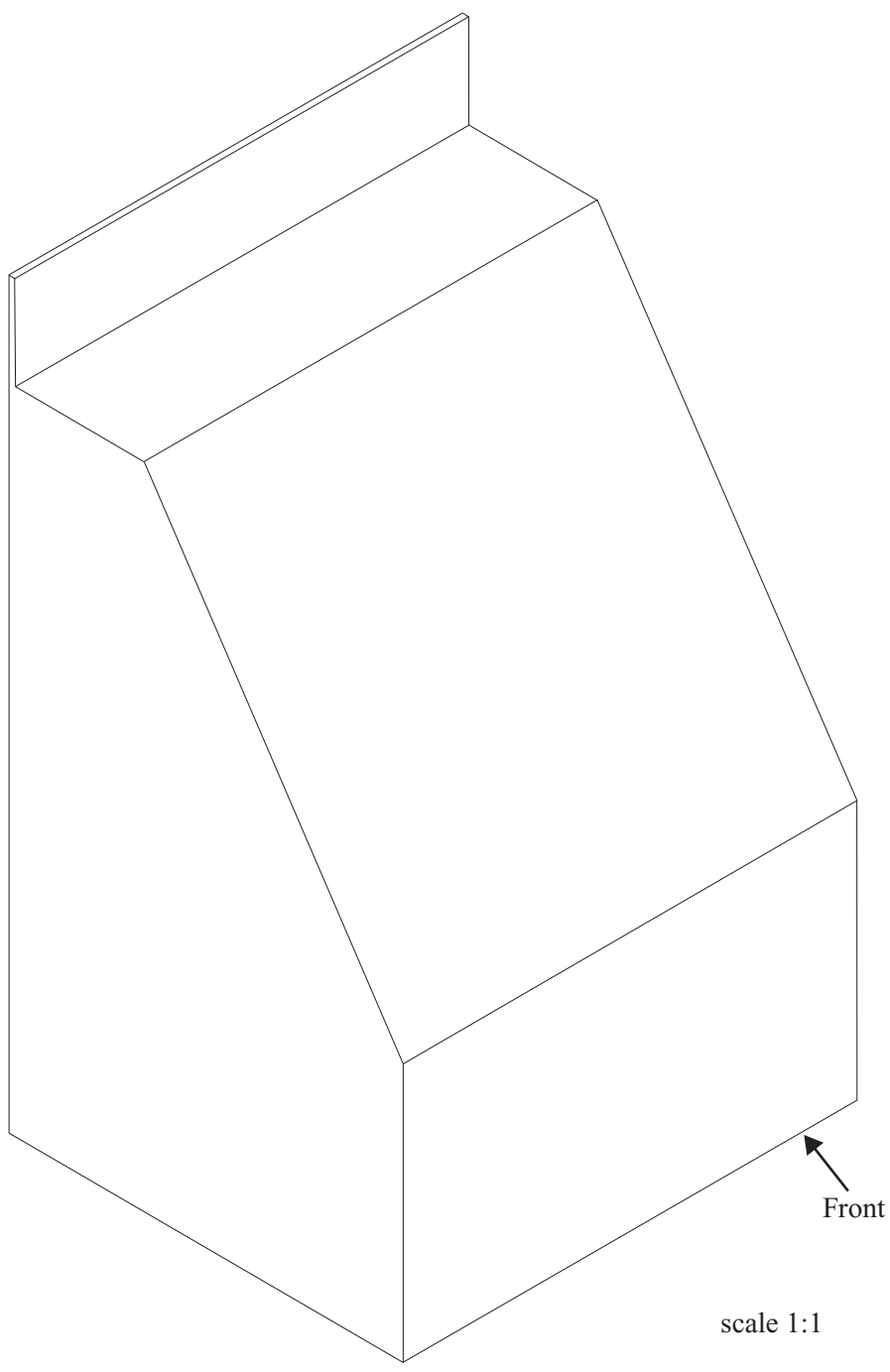


Figure 3

Answer **Questions 4b.–d.** with reference to your final design in **Question 4a.**

- b.** Name a **dominant design element** that you have used in your design and evaluate its effectiveness in attracting the target audience.

Element _____

Evaluation _____

1 + 2 = 3 marks

- c.** Name a **dominant design principle** that you have used in your design and evaluate its effectiveness in attracting the target audience.

Principle _____

Evaluation _____

1 + 2 = 3 marks

- d.** Name one specialist practitioner that you could have used in the production of your package design. Discuss how this specialist may have assisted you.

Specialist practitioner _____

Discuss _____

1 + 2 = 3 marks

Question 5

In the resource book on page 5, Figure 4 is a poster for the brand 'Crocs'.

- a. Identify an intended purpose and context of this visual communication.

Purpose _____

Context _____

1 + 1 = 2 marks

- b. Discuss the use of colour and shape to create hierarchy in the poster.

2 + 2 = 4 marks

- c. Describe two ways that the designer of the 'Crocs' poster may have evaluated the effectiveness of the final presentation with relation to the purpose.

Evaluation 1 _____

Evaluation 2 _____

2 + 2 = 4 marks

Question 6

In the resource book on page 6, Figure 5 is a set of bags made available to visitors at the Zoo.

a. List three constraints which may have been stated in the design brief for the set of bags.

- 1. _____
- 2. _____
- 3. _____

3 marks

b. Identify the target audience(s) other than the general public for the set of bags. Give a reason for your decision.

Target audience(s) _____

Reason _____

2 + 1 = 3 marks

c. Discuss the effectiveness of the design principle **contrast** in the set of bag designs.

2 marks

‘ZaiShu’ is Japanese for a small legless seat. It can also function as a table. It requires no tools or fittings like nails, screws or adhesives.

Question 7

In the resource book on page 7, Figure 6 is a photograph of a ZaiShu stool.

- a. List three possible methods used in the production of the ZaiShu stool.

- 1. _____
- 2. _____
- 3. _____

3 marks

- b. Identify a material that could have been used to create the ZaiShu stool and suggest why the designer would have chosen this material as the most appropriate.

Material _____

Reason _____

1 + 1 = 2 marks

- c. Describe two resources that the designer may have used during the production of the ZaiShu stool.

Resource 1 _____

Resource 2 _____

2 + 2 = 4 marks

- d.** Describe two ways the designer of the ZaiShu stool could have used information and communication technology (ICT) during the design process.

ICT 1 _____

ICT 2 _____

2 + 2 = 4 marks

TURN OVER

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Work completed on this page will not be marked.



**Victorian Certificate of Education
2007**

VISUAL COMMUNICATION AND DESIGN

Written examination

Tuesday 13 November 2007

Reading time: 11.45 am to 12.00 noon (15 minutes)

Writing time: 12.00 noon to 1.30 pm (1 hour 30 minutes)

RESOURCE BOOK

Instructions

- A question and answer book is provided with this resource book.
- Refer to instructions on the front cover of the question and answer book.
- You may keep this resource book.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

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Resource image for Question 3b.



wood



matt plastic



shiny metal

Resource images for Question 4a.



Resource images for Question 5



Crocs poster

Figure 4

Resource image for Question 6

Due to copyright restriction,
this material is not supplied.

Bags
Figure 5

Resource image for Question 7



ZaiShu stool

Figure 6