



## VISUAL COMMUNICATION DESIGN

### 2020 Trial Examination

Reading time: 15 minutes

Writing time: 1 hour 30 minutes

### QUESTION & ANSWER BOOK

#### Structure of book

| <i>Number of questions</i> | <i>Number of questions to be answered</i> | <i>Number of marks</i> |
|----------------------------|-------------------------------------------|------------------------|
| 11                         | 11                                        | 90                     |

- Students are permitted to bring into the examination room: pens, lead and coloured pencils, fineliners, highlighters, erasers, sharpeners, rulers, set squares, protractors, compasses and circle and ellipse templates.
- Students are NOT permitted to bring into the examination room: markers, tee-squares and boards, texture boards, blank sheets of paper and/or correction fluid/tape.
- No calculator is allowed in this examination.

#### Materials supplied

- Question & answer book of 16 pages
- Resource book of 12 pages

#### Instructions

- All written responses must be in English.

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

## Instructions

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

### Question 1 (4 marks)

Refer to page 3 of the resource book for larger colour versions of the visual communications that are related to Question 1.

Tick (✓) the correct response for each image.



Figure 1

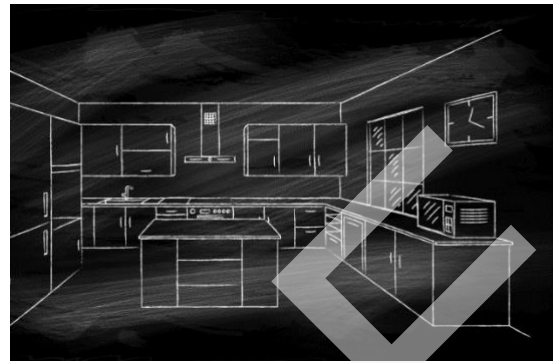


Figure 2

a. Identify the dominant design element from the options below.

1 mark

- texture
- shape
- pattern
- figure-ground

b. Identify the drawing method.

1 mark

- planometric
- one-point perspective
- isometric
- two-point perspective

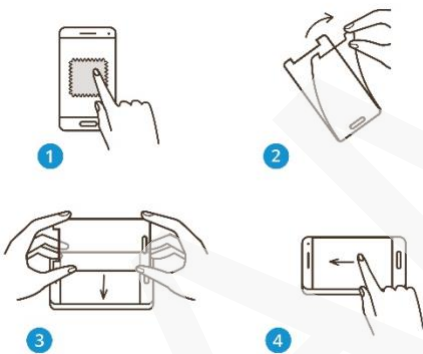


Figure 3

Hello  
Hello

distance between  
each line of text

Figure 4

c. Identify the intended purpose.

1 mark

- promote
- to guide
- identify
- to teach

d. Identify the typographic convention.

1 mark

- descender
- tracking
- leading
- x-height

**Question 3** (8 marks)

Refer to the resource book for larger colour versions of the images that are related to Question 3. Refer to Figure 6 in all of the sections of Question 3.



**Figure 6**

Figure 6 shows the Orbitkey Key Organiser. Orbitkey is an award winning design that organises your keys into a neat stack, eliminating the noise and bulk associated with conventional keyrings.

a. Identify the design field of Figure 6.

1 mark

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b. Describe **two** possible **design needs** that may have been established in the brief for the Orbitkey key organiser. With reference to Figure 6 explain how has the designer addressed the needs you have identified.

4 marks

Need 1

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Need 2

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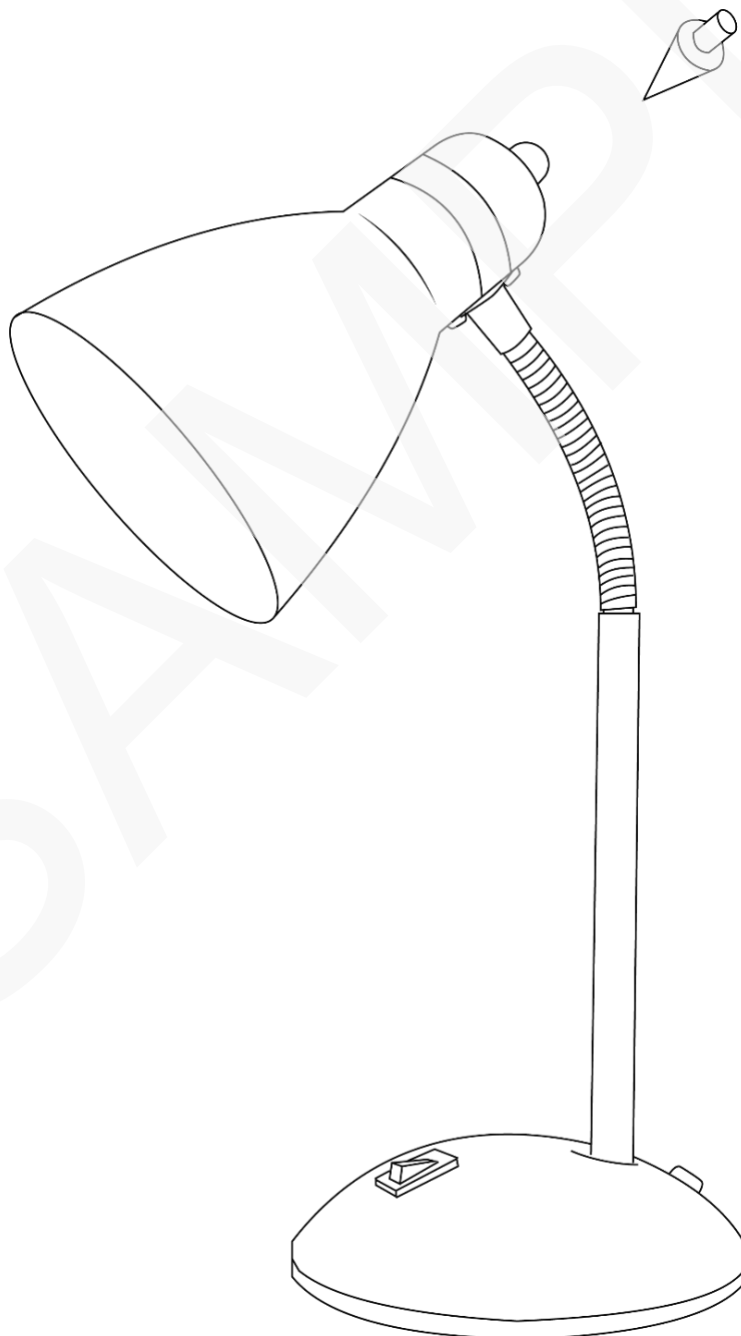
**Question 6** (9 marks)

Figure 10 is a line drawing of a desk lamp that you are required to render in colour.

The arrow indicates the direction of the light. You may use the images in the resource book for reference images of relevant surfaces materials to assist you.

Your response must:

- use the light source as indicated by the arrow to enhance the form
- include cast shadows
- use tone and colour to render the three sections of the desk lamp to indicate the following
  - coloured enamel for the top
  - marble for the base
  - matte white enamel for the inside of the lamp shade
  - shiny metal for the neck, bolts and strip around the back of the lampshade



**Figure 10**