EXTRA
EXPERIENCED TEACHER RESOURCES & ASSESSMENTS

Student Name: _____

VISUAL COMMUNICATION DESIGN

Units 3&4

2023 Written examination

Reading time: 15 minutes
Writing time: 1 hour 30 minutes

QUESTION AND ANSWER BOOK

Structure of book

Number of questions	*Number of questions to be answered*	*Number of marks*
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 and answer book of 19 pages
- Resource book of 10 pages

Instructions

- Write your **name** in the space provided above on this page.
- All written responses must be in English.

At the end of the examination

- You may keep the 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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Question 1 (4 marks)

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

Tick (✓) the correct response for each image.

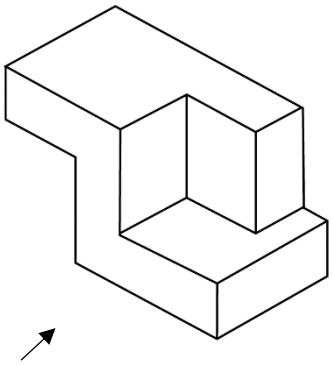
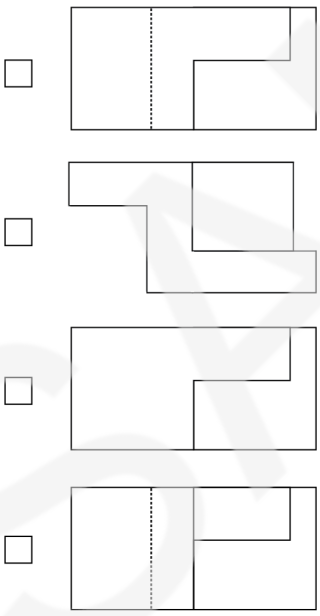


Figure 1

Figure 2

a. Identify the correct top view. 1 mark



b. Identify the dominant design principle. 1 mark

- ☐ type
- ☐ figure/ground
- ☐ symmetrical balance
- ☐ proportion

SAMPLE

Question 3 (8 marks)

Refer to the resource book for a larger colour version of the visual communication that is related to Question 3.

Figure 6

Figure 6 shows the packaging design for Zero Co roll on deodorant.

a. Identify **two** factors that have informed the design of the packaging with reference to Figure 6. 4 marks

Factor 1

Factor 2

SAMPLE

b. With reference to the design of the container and refill packaging in Figure 6, identify **one** specialist the designer may have worked with. Explain how the designer may have collaborated with the specialist during the design process. 4 marks

SAMPLE

Question 5 (10 marks)

Figure 8 shows an orthogonal drawing of a toy camera.

On the next page, draw an isometric view of the toy camera in the space provided. Your drawing must:

- Be drawn from point A as indicated.
- Maintain the same proportions.

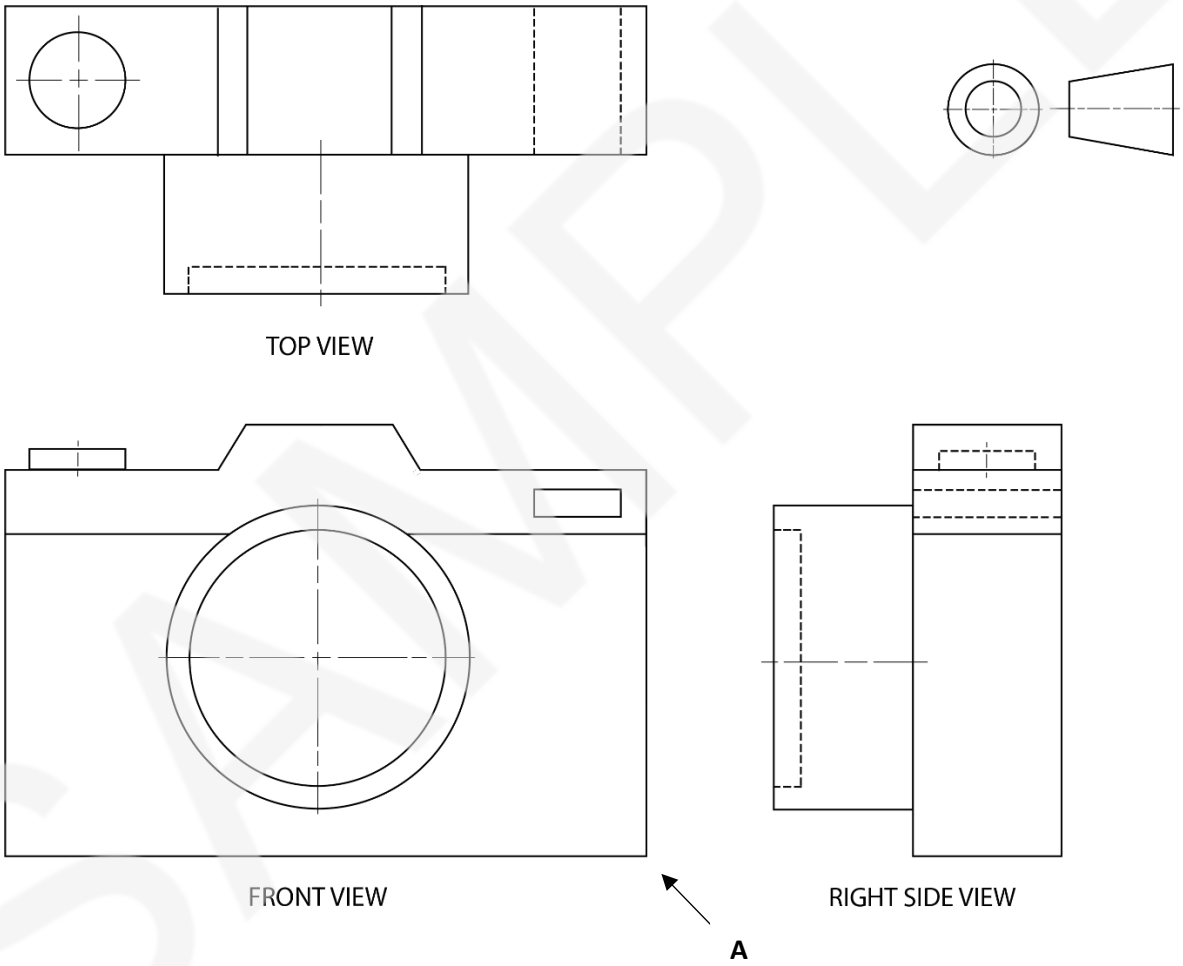


Figure 8

SAMPLE

Question 5 answer space

SAMPLE