



STUDENT NAME: _____

2022 VISUAL COMMUNICATION DESIGN 3&4

Written examination

Reading time: 15 minutes

Writing time: 1 hour 30 minutes

QUESTION AND ANSWER BOOK

Structure of book

<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
10	10	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 16 pages
- Resource book of 10 pages

Instructions

- Write your **student number** 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.

Question 3 (5 marks)

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



Figure 6



Figure 7

Figure 6 and 7 show a modular home design ‘The Aspendale’, by Anchor homes. Modular homes are built in sections, referred to as modules in a factory off site and once complete, transported to the site where they are installed to permanent footings to form a complete home.

a. What is the **purpose** of Figure 7 1 mark



b. Discuss how design decisions made about the building in Figure 6 may have informed the choice of **materials** in relation to: 4 marks

Aesthetics

Functionality

Question 4 (6 marks)

Refer to the resource book for larger colour versions of the images that are related to question 4.



Figure 8

Figure 8 shows a poster design for the Rock Stock music festival.

- a. Identify the design field of Figure 8

1 mark

- b. Using evidence from Figure 8, describe how **one** design element and **one** design principle have been used effectively in the design.

3 marks

Question 4 – continued

- c. With reference to figure 8 identify a possible **method** used and explain which stage of the design process it was used. 2 marks

SAMPLE

Question 7 (10 marks)

Figure 13 is a line drawing of an armchair that you are required to render in colour.

The arrow indicates the direction of the light. You may refer to the images below of relevant surfaces materials to assist you. (Larger images are available in the resource booklet).

Your response must:

- use the **light source as indicated by the arrow** to enhance the form
- include cast **shadows** on armchair
- use **tone** and **colour** to render the sections of the armchair to indicate the following surface materials: (see labelled diagram below to assist you)
 - vinyl for the front padded seat and backrest
 - wood for the arm rests and frame
 - woven fabric for the cushion

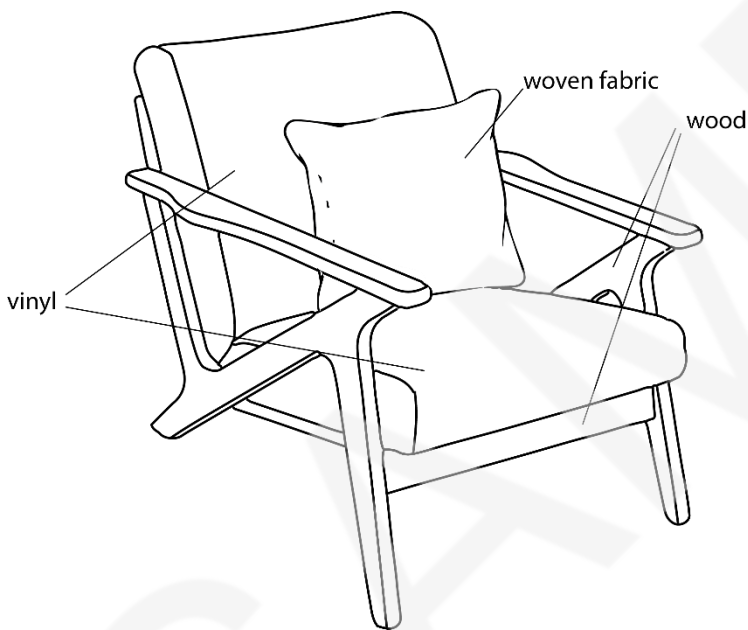


Figure 11

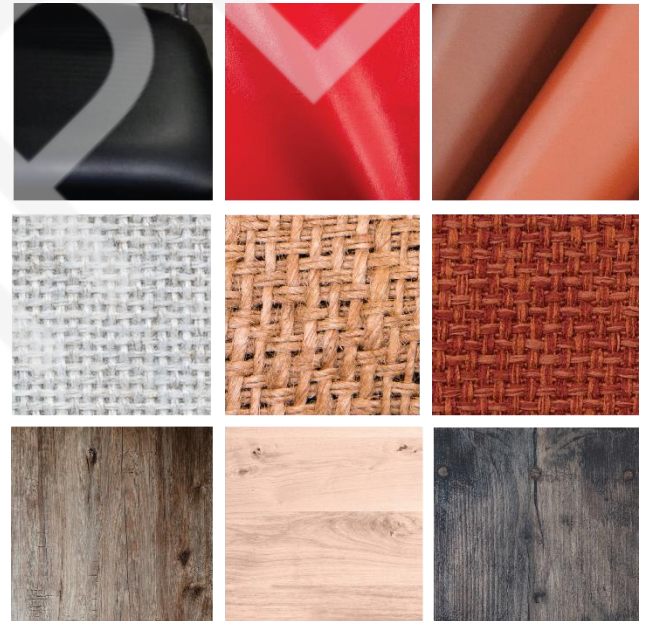


Figure 12

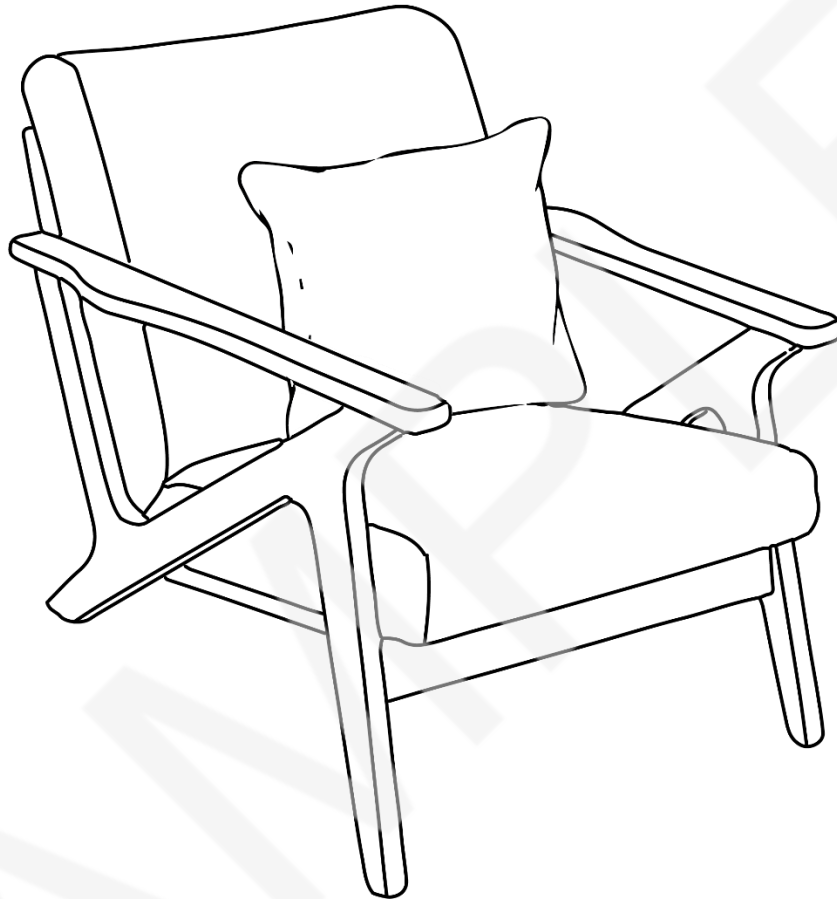
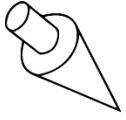


Figure 13

8 marks

TURN OVER