Units 3 and 4 Visual Communication and Design

Practice Exam Question and Answer Booklet

Duration: 15 minutes reading time, 2 hours writing time

Structure of book

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- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers and rulers.
- Students are not permitted to bring into the examination room: blank sheets of paper and/or white out liquid/tape.
- No calculator is allowed in this examination.

Materials supplied:
- This question and answer booklet of 15 pages.

Instructions:
- You must complete all questions of the examination.
- Write all your answers in the spaces provided in this booklet.
Section A – Multiple-choice questions

Instructions
Answer all questions in the spaces provided.
Unless otherwise indicated, the diagrams in this book are not drawn to scale.

Questions
Question 1
Below are three copies of the top view of an object.

Underneath each object draw a possible front view of the object.

6 marks
Question 2
From the packaging net given below, redraw the folded cube in isometric from the direction of face A. An isometric cube has been provided below.

6 marks
Question 3
Presented Below are four images of different drawing systems used to produce visual communications. Underneath each, name the type of perspective or paraline drawing system used.

The above images were sourced from:
a. www.premiumbeat.com/blog/kubrick-one-point-perspective/
=1

4 marks
Question 4
Figure 3 represents the north face plan of a house.

On the floor plan below draw a possible elevation of the north face of the house to the same scale as the floor plan. A grid has been provided to assist.

1 square = 1000mm

8 marks
Question 5
Explain Figure 2 is a line drawing of a shoe. Using tone, render the shoes to enhance their form. The arrow indicates the direction of light.

Your response must:
- Use the light source indicated by the arrow
- Show the shadows cast around the shoe
- Use texture to demonstrate different materials

Colour is optional.

Light source

11 marks
Question 6
Capital Kitchen is a café located in Chadstone Shopping centre. The café offers sit-down meals as well as take away and sells a range of kitchen products. Figure 4 shows a range of packaging products used in the café.

![Image of Capital Kitchen products](http://www.thedieline.com/blog/2010/9/22/capital-kitchen.html)

**Figure 4**

*Image sourced from: http://www.thedieline.com/blog/2010/9/22/capital-kitchen.html*

Answer the following questions referring to figure 4.

a. List one media and one method that would have been used during the creation of this product and identify a design process stage that they may have been used in. (4 marks)

Media: 

Design process stage:

Method: 

Design process stage:

4 marks
b. Explain the legal obligations that the designer may have needed to consider when addressing the brief.


3 marks
Below is an advertisement for the menswear boutique ‘Henry Bucks’ on Collins Street in Melbourne.

Figure 5


c. Referring to figure 5 identify two characteristics of a possible target audience

Characteristic 1:

Characteristic 2:

2 marks
d. Identify two design elements and comment on their effectiveness in attracting the target audience

Element 1:

Explanation:


Element 2:

Explanation:


6 marks
Total: 15 marks
Question 7
Figure 6 is an advertisement found on postcards around Melbourne for the latest exhibit at the Melbourne Museum, the Aztecs. Figure 7 shows the front of the museum decorated for the exhibit. Use figures 6 and 7 when answering the following questions.

Figure 6


Figure 7

![Image of museum front with Aztec decorations](http://setkenblog.blogspot.com.au/)

a. In creating either presentation the Melbourne Museum may have wanted to include the services of a design specialist. Select one of the design fields and identify one designer from this field. Describe a possible contribution to either the postcard design or the exterior decorations.

Design field:

Designer:

Description:

5 marks

b. In creating the design, the designer would have followed the design process. Identify one method that may have been used in the design process. Select a stage of the design process at which it would have been applied and describe how it may have been used.

Method:

Stage:

Description:

5 marks
c. Briefly describe two ways that the client (the Melbourne Museum) would have been involved in the design process for the promotional material. (3 marks)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

3 marks

d. When working with two different presentation formats the designer would have needed to consider a range of factors, including scale and proportion. Discuss the impact of scale and proportion on the design of these two presentations.

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4 marks
Total: 17 marks
Question 8

*Leaping Frogs’ Nursery* is opening its first store on 45 Greentree Road, Dandenong. As a new company it will require promotional material to attract customers.

Leaping Frogs’ Nursery target customers are people wishing to redecorate their gardens or who are keen gardeners. It sells a range of outdoor products from garden furniture and supplies to its main attraction; native Australian plants. Its opening hours are from Monday to Saturday 9:00am to 5:00pm. It also has the slogan ‘All green things welcome’.

Your brief is to design two concepts for a promotional postcard. Your design must include:

- Garden related imagery
- The use of imagery as well as type to create the title
- Use of form and colour
- Demonstrate the following hierarchy of information:
  - company title
  - garden imagery
  - opening hours and location

a. Generate two concepts for the postcard. Produce a range of visualisation drawings for each concept.

Concept 1 – visualisation drawings

Concept 2 – visualisation drawings
b. From the two concepts generated, choose the concept that best fulfils the requirements of the brief and evaluate the effectiveness of this design in fulfilling the brief. (3 marks)

Concept:

Evaluation:

3 marks

c. In the template below, produce your final design idea for the postcard.

10 marks
d. Explain two ways that your final design meets the requirements of the brief (2 marks).

2 marks

e. Name two other potential final presentation formats that the surface graphics of this project could be applied to

2 marks

Total: 23 marks

End of Booklet


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