

Confidential



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

DESIGN P1

(THEORY)

MAY/JUNE 2024

MARKS: 100

TIME: 3 hours

**This question paper consists of 15 pages.
This question paper must be printed in full colour.**



INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.
2. There are THREE choice questions in this question paper. Read the options carefully.
3. This question paper consists of THREE sections:

SECTION A: Design literacy (30 marks)
QUESTIONS 1 to 3

SECTION B: Design history (30 marks)
QUESTION 4

SECTION C: Design in a sociocultural/environmental and sustainable context (40 marks)
QUESTIONS 5 and 6
4. Read the requirements of each question carefully.
5. Answer in full sentences and avoid the listing of facts. Do NOT answer in tabular form.
6. Use the mark allocation to determine the time to be spent on each question.
7. Do NOT repeat the same facts and examples in different questions.
8. Write neatly and legibly.



KEEP THIS PAGE BLANK.



SECTION A: DESIGN LITERACY**QUESTION 1: 'UNSEEN' EXAMPLES**

Answer EITHER QUESTION 1.1 OR QUESTION 1.2.

1.1

FIGURE A: **4 Aces** by Fabricnation (South Africa), circa 2020.

1.1.1 Analyse the use of the following elements and principle in FIGURE A above:

- Line
- Shape
- Tone
- Balance

(4 x 2) (8)

1.1.2 Explain how the surface design in FIGURE A above reflects a South African identity.

(2)
[10]

OR



1.2



FIGURE B: **Metamorphosis Hairstyle Design** by Meleesa Luna, winner of the North-American hairstyling awards, 2011.

1.2.1 Analyse the following terms in relation to its use in the hairstyle design shown in FIGURE B above:

- Line
- Texture
- Functionality
- Movement

(4 x 2) (8)

1.2.2 Explain the term *avant-garde* in relation to the hairstyle design in FIGURE B above.

(2)
[10]



QUESTION 2: COMMUNICATION THROUGH DESIGN

2.1

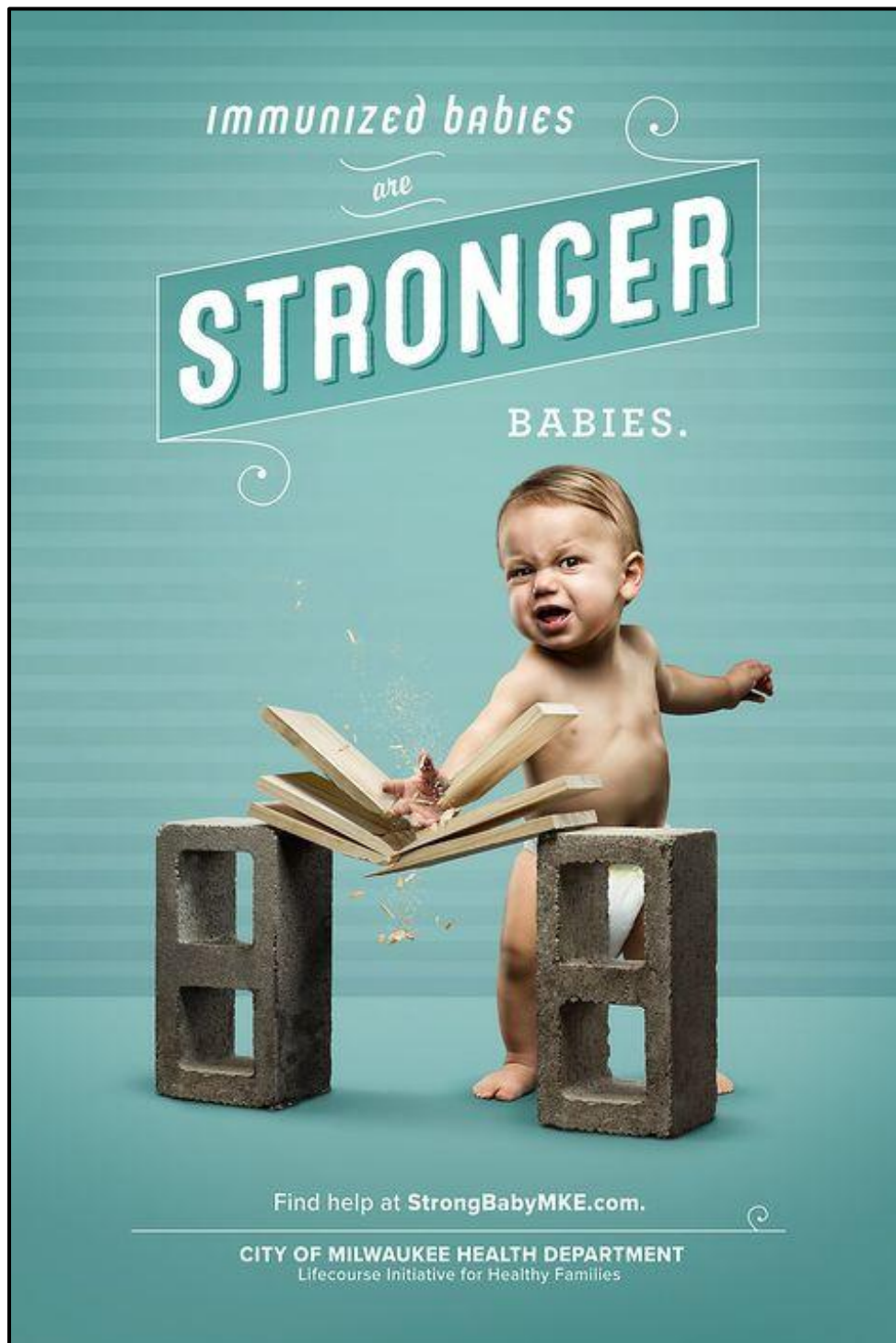


FIGURE C: Stronger Babies poster campaign by Knox County Health Department (USA), 2021.

- 2.1.1 Discuss how the use of typography and imagery support the message of the poster in FIGURE C above. (2)
- 2.1.2 Explain how bias is evident in FIGURE C above. (2)



2.2



FIGURE D: **Traditional sandals (Izimbadada)** by zulu.fire (South Africa), 2021.

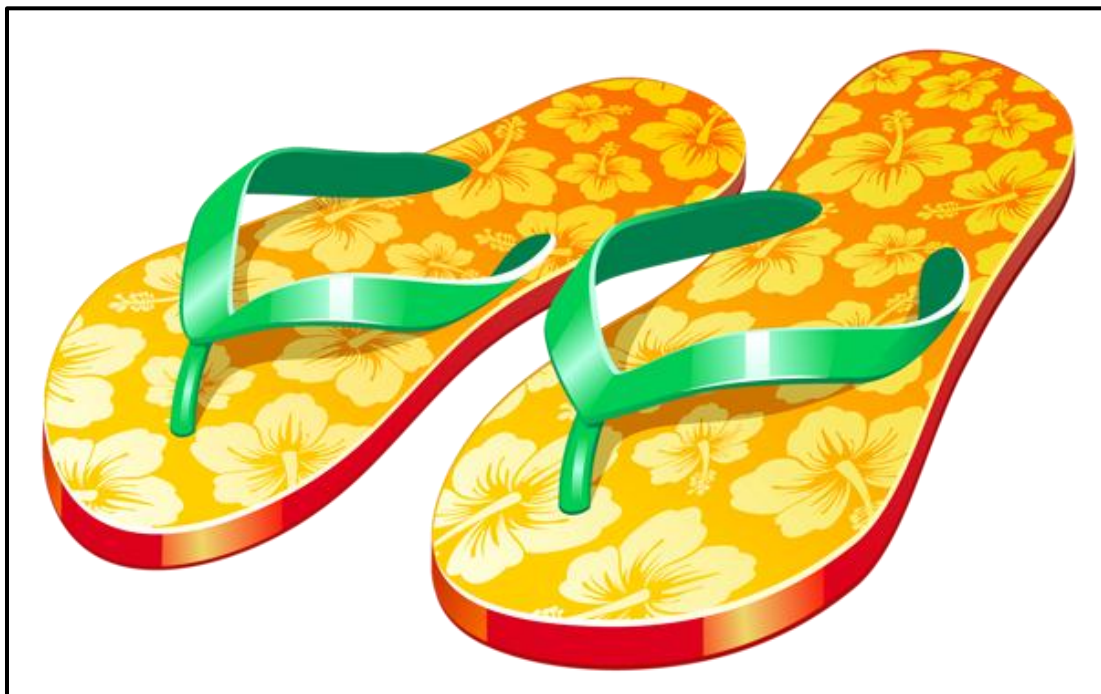


FIGURE E: **Flip-flop sandals** by Tropical Life (USA), 2021.

Write a paragraph in which you compare the sandals in FIGURE D with the sandals in FIGURE E.

Refer to the following in your comparison:

- Materials
- Inspiration/Influences
- Surface decoration

(3 x 2)

(6)
[10]



QUESTION 3: ARCHITECTURE

Answer EITHER QUESTION 3.1 OR QUESTION 3.2 OR QUESTION 3.3.

3.1



FIGURE F: Roman Temple of Bacchus commissioned by the Roman Emperor Antonius Pius (Lebanon), ACE 150–250.



The cella of the temple flanked by Corinthian columns

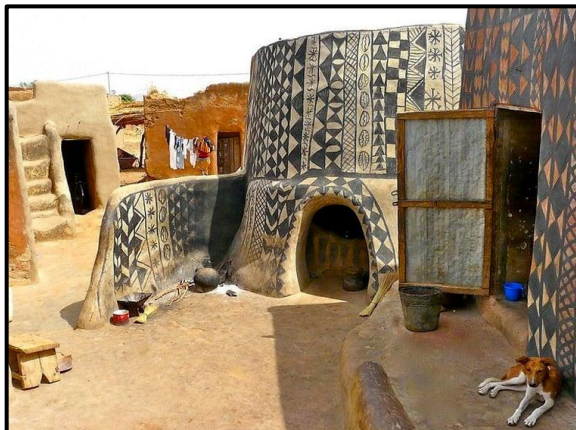
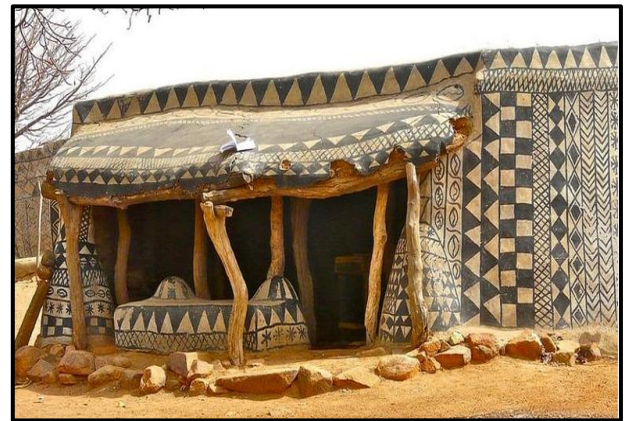


FIGURE G: Traditional Kassena village in Burkina Faso (Ghana).



Traditional Kassena homestead

Write an essay (at least ONE page) in which you compare the Classical building in FIGURE F with the Indigenous Knowledge Systems (IKS) building/structure in FIGURE G.

Refer to the following in your comparison:

- Function
- Influences/Inspiration
- Form
- Materials
- Decoration

(5 x 2) [10]

OR



- 3.2 Write an essay (at least ONE page) in which you compare any Classical or Classically inspired building/structure with any **contemporary building/structure** (that you have studied).

Refer to the following in your comparison:

- Function
- Influences/Inspiration
- Form
- Materials
- Decoration

(5 x 2) [10]

OR

- 3.3 Write an essay (at least ONE page) in which you compare any Classical or Classically inspired building/structure with any **Indigenous Knowledge Systems (IKS) building/structure** (that you have studied).

Refer to the following in your comparison:

- Function
- Influences/Inspiration
- Form
- Materials
- Decoration

(5 x 2) [10]

TOTAL SECTION A: 30



SECTION B: DESIGN HISTORY

QUESTION 4

4.1 Study the images below and answer the question on the next page.



Arts and Crafts



Art Nouveau



De Stijl



Pop



Modernism



Scandinavian



Postmodernism



Deconstructivism



Design products represent not only the quality, but also the style and character of the movement they belong to.

Choose TWO of the movements represented by the images on the previous page. Write TWO separate essays (at least ONE page each) in which you discuss how the designs of each movement support the quote above.

Support your answer by referring to the following:

- The aims and influences of BOTH movements
- The stylistic characteristics of BOTH movements
- Name the designers from the TWO movements you have chosen and discuss their design examples to motivate your statements.

[20]



4.2



FIGURE H: **Red tubular chromed steel and leather sofa** designed by Robert Slezak (Bauhaus) (Czechoslovakia), 1930s.



FIGURE I: **Streamlined sofa with wood inlay**, designer unknown (Art Deco) (USA), 1935.

Write an essay (at least ONE page) in which you compare the TWO sofas above and explain how they are typical of the design movements they represent.

Refer to the following terms to support your answer:

- Influences
- Form
- Colour
- Materials
- The use of the concept 'Keep it Simple'

(5 x 2) [10]

TOTAL SECTION B: 30



SECTION C: DESIGN IN A SOCIOCULTURAL/ENVIRONMENTAL AND SUSTAINABLE CONTEXT**QUESTION 5****Answer EITHER QUESTION 5.1 OR QUESTION 5.2.**

5.1

**FIGURE J: Sponsor a Child poster by Steve Ad Agency (France), 2019.**

- 5.1.1 Discuss how the layout and tone of the poster design in FIGURE J above contribute to the impact of the message. (4)
- 5.1.2 Write two separate essays (at least ONE page each) in which you discuss the work of ONE South African contemporary designer/design group **AND** ONE international contemporary designer/design group who address sociocultural issues in their work.

Refer to the following in your essay:

- Name of the designer/design group and ONE design product
- Sociocultural concerns addressed in their aims and/or design materials and techniques
- An analysis of the design example/product of your chosen designer/design group and an explanation of how this design addresses sociocultural issues

You may NOT refer to any designer(s)/design group(s) that you have discussed previously or design examples used in this question paper.

(16)
[20]**OR**

- 5.2 5.2.1 Write an essay (at least ONE page) on ONE indigenous traditional craft that you have studied this year.

Refer to the following in your essay:

- The materials, methods and processes used to create the traditional craft
- The social value and function of the craft
- A discussion of ONE example, as well as the name of the indigenous cultural community that produced the traditional craft

(10)

- 5.2.2 Write an essay (at least ONE page) in which you discuss the work of ONE contemporary South African/African designer/design group whose designs are inspired by or make use of any one of the indigenous South African/African craft techniques and/or materials.

Refer to the following in your essay:

- Name of design/design group and ONE contemporary design product
- Aims of the designer/design group
- Influences on the designer/design group
- Analysis of how the contemporary design product is an adaptation and continuation of the indigenous craft technique

(10)
[20]



QUESTION 6

6.1



FIGURE K: **KFC edible coffee cups** by Robin Collective (United Kingdom), 2018.

6.1.1 Discuss TWO reasons why the edible packaging shown in FIGURE K above can be good for our environment. (2)

6.1.2 Define the term *global warming* in relation to the environmentally friendly design in FIGURE K above. (2)

6.2 Write TWO separate essays (at least ONE page each) in which you discuss the work of ONE contemporary South African designer/design group **AND** ONE contemporary international designer/design group whose work addresses sustainable/environmental issues.

Refer to the following in your essays:

- Name of the designer/design group and ONE of their designs
- Aims, materials and processes
- A discussion of the design and an explanation of how it addresses sustainable/environmental issues

You may NOT refer to any designer(s)/design group(s) that you have discussed previously or design examples used in this question paper.

(16)
[20]

TOTAL SECTION C: 40
GRAND TOTAL: 100



