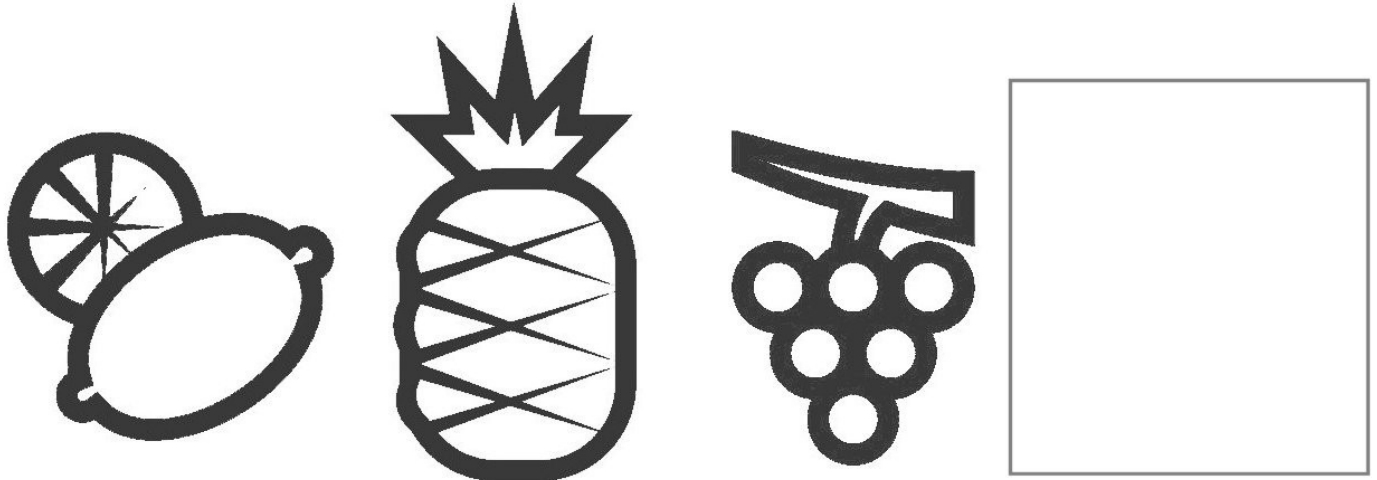


TEST QUESTION 2 alternative 1

(a) Below is a set of fruit symbols. To complete the set, add a symbol for **apple**.



(b) One of the Design Principles is PATTERN, and REPETITION is a type of PATTERN. How has REPETITION been applied – in **two** ways - in the designing of the packaging below?

- (i)
- (ii)

Provide one good reason why REPETITION has been used – and is often used in Packaging Design.

.....





(c) Explain three ways that the Design Principle **FIGURE/GROUND** has been applied

(i)

(ii)

(iii)

How has depth been suggested in the city scene above the words 'STAR WARS'?



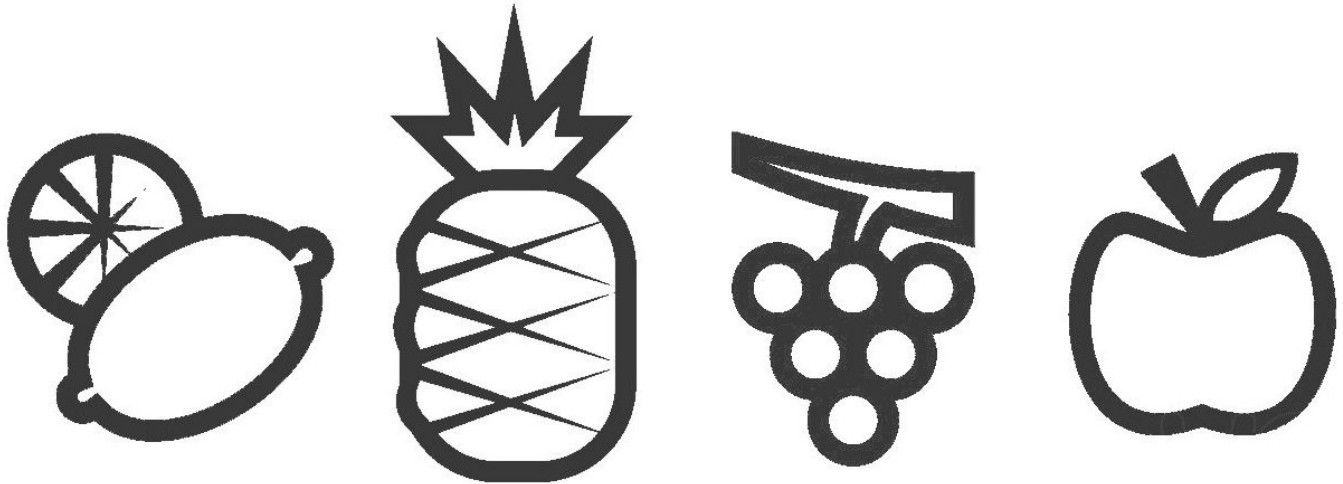
(d) In the illustration above, explain the ways that the Design Element **LINE** has been used.

What **technique** has been used in the area to which the arrow is pointing?

.....

TEST QUESTION 2 alternative 1 **ANSWERS**

(a) Below is a set of fruit symbols. To complete the set, add a symbol for **apple**.



(b) One of the Design Principles is PATTERN, and REPETITION is a type of PATTERN. How has REPETITION been applied – in **two** ways – in the designing of the packaging below?

- (i) **THE SHAPE OF THE BOTTLES**
- (ii) **THE SHAPE OF THE COLLAR AROUND THE NECK OF EACH BOTTLE AS WELL AS THE LETTERFORM AND IMAGES USED**

Provide one good reason why REPETITION has been used – and is often used in Packaging Design.

... **IDENTIFICATION - SO THAT CUSTOMERS EASILY RECOGNISE THE PRODUCT (in this case, BABY FOOD) ALTHOUGH FLAVOURS DIFFER**





(c) Explain three ways that the Design Principle **FIGURE/GROUND** has been applied

(i)

(ii)

(iii)

How has depth been suggested in the city scene above the words 'STAR WARS'?

- (i) the main image of the robot C-3PO (**FIGURE**) has a single colour background (**GROUND**)
- (ii) the title 'STAR WARS' is the same colour as the background (so now **FIGURE**) but on a black background (**GROUND**) which also is part of the body of C-3PO (**FIGURE**)
- (iii) the city scene (**FIGURE**) is on a red background (**GROUND**) which is also the upper part of C-3PO's body (**FIGURE**)

Depth has been suggested by **atmospheric/aerial perspective** (darker foreground, lighter background)



- (d) In the illustration above, explain the ways that the Design Element **LINE** has been used.
- Line has been used to
- define the **shape** of objects, such as the rectangular picture hanging on the wall
 - suggest and enhance the **form** of the furniture (some cylindrical)
 - suggest **texture** such as wood panelling and furniture, and fabric cushions

What **technique** has been used in the area to which the arrow is pointing?
**either cross-hatching or hatching**

The STAR WARS poster used in 2(c) had to be simplified because of its smaller size – although still adequate to answer the question. Below is the original and larger image which you may want to use.

