

## VISUAL ARTS

### PAPER 2 DESIGN

#### (Sample Paper)

The total duration of Part A and Part B is 4 hours

**Part A must be answered in English.**

The paper consists of five questions. Attempt **ONE** question. Complete the following **two** parts of the question:

Part A: **Design appreciation and Criticism** (45 minutes)

Write a critical appreciation of the works of design provided. This section carries a 20% weighting of the total marks for the paper. The answer book will be collected 45 minutes after the start of examination.

Part B: **Design** (3 hours and 15 minutes)

Create a piece of design using any media, form, style and technique to present a theme in response to the critical appreciation in Part A. Explain in the separate answer sheet provided in no less than 50 words, your designer's statement and include preliminary sketches. Explain how your design is related to your critical appreciation. This Section carries an 80% weighting of the total marks for the paper.

Not to be taken away before the  
end of the examination session

1. (A) Compare, contrast and analyze the design concepts, use of colour and typography of the two below.



(Designer : Landor Associate)



(Designer : Kan Tai Keung)

- (B) Design a logo for a popular flower store called “Floral Inn (花軒)”. Your design should include the Chinese and English names and be able to reflect the characteristics and identity of the store. (You may refer to the photographic images provided below.)



2. (A) Compare, contrast and analyze the design concepts, functions and visual effects of the two food-p designs below.



(a) Packaging for Chinese cakes

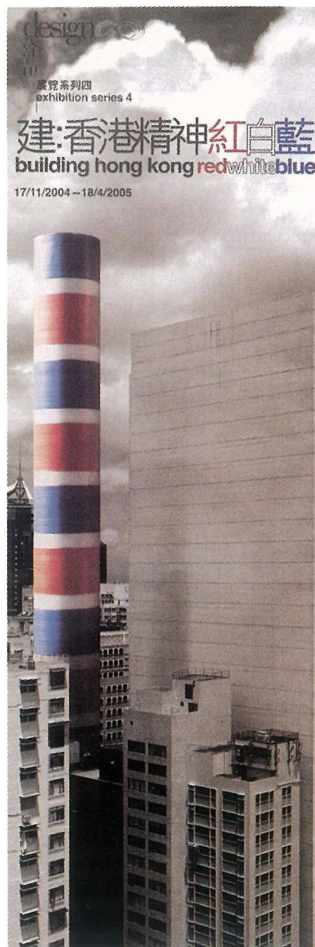


(b) Packaging for pie

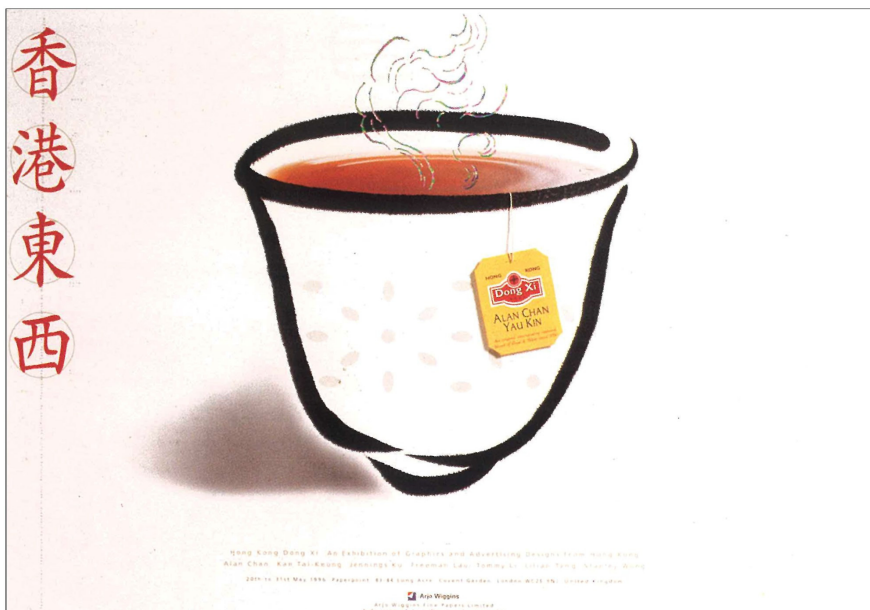
- (B) Design the packaging for three swallow nest custard tarts which have a normal size and shape appeared in the market for 'Ngong Ping Cake Shop (昂平餅店)'. Your design should include the Chinese and/or English names of the cake shop, and indicate the form and size of the packaging. At least two 3-dimensional renderings should be presented.



3. (A) Compare, contrast and analyze the design concepts, layout and visual effects of the two posters



(a) Building Hong Kong redwhiteblue  
 “Hong Kong Design Series 4” organized by Hong Kong Heritage Museum 2004-2005  
 Designer: Stanley Wong



(b) Hong Kong Dong Xi  
 Exhibition of Graphic and Advertising Design in Hong Kong organized by Wiggins Teape (HK) Ltd.1996  
 Designer: Alan Chan

- (B) Design a poster to promote a Hong Kong culture tour to tourists visiting Hong Kong. The poster should be A2 (420mm x 590mm). Candidates should incorporate any appropriate caption, slogan, and images into the poster. You may refer to the photographic images provided below.



Tai Hang Fire Dragon Dance



Wong Tai Sin Temple



Giant Seated Buddha



4. (A) Compare, contrast and analyze the silhouettes, use of colours, surface pattern and visual effects of two fashion outfits below.



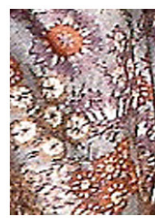
(a) Hubert de Givenchy 2004 Spring Collection



(b) Yohji Yamamoto 2004 Spring Collection



partial surface pattern



partial surface pattern

- (B) Design a spring outfit for young people by blending traditional and fashionable styles. Both the front and back views of the outfit should be presented.



5. (A) Compare, contrast and analyze the design concepts, use of colour, layout and visual effects of the designs below:

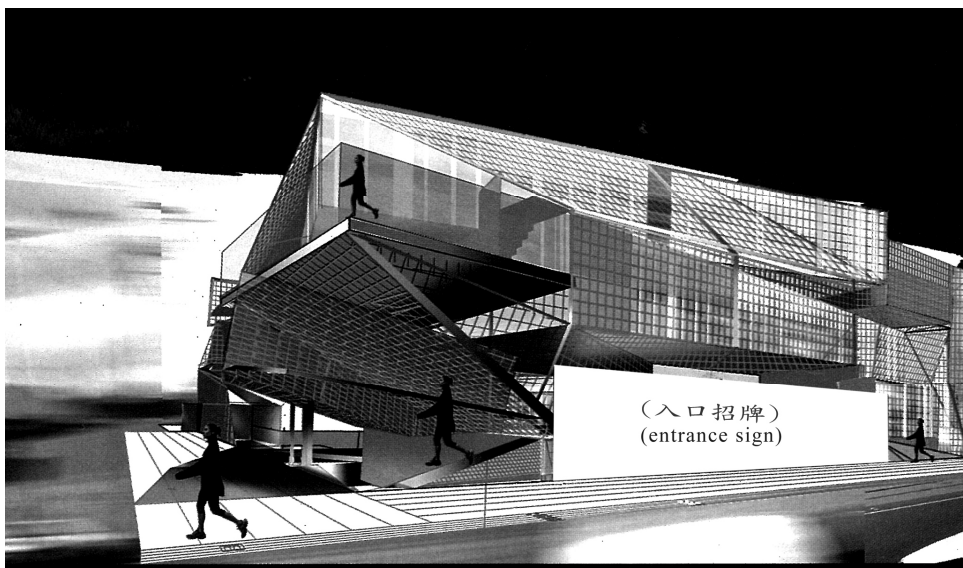
(a) Label design for Watson's distilled water bottle  
Designer: Freeman Lau



(b) Bag design for “G.O.D”  
Designer: Douglas Young



(B) With reference to the picture given below, design a sign for the main entrance of the Hong Kong Creative Arts Centre (香港創意藝術中心) which aims to promote visual arts in Hong Kong. There are no limitations on the shape and form of the signage. Your design should include the Chinese and English names of the Centre, and reflect the characteristics of local culture.



END OF PAPER