

SC7102&1
WASSCE 2021
GRAPHIC DESIGN 2&1
Essay and Objective
2 hours 50 minutes

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- ❖ PAST QUESTIONS
- ❖ QUIZZES
- ❖ REVISION NOTES
- ❖ SYLLABUS / CHIEF EXAMINERS' REPORT
- ❖ LESSON NOTES
- ❖ FREE COURSES
- ❖ CAREER / SCHOLARSHIP OPPORTUNITIES
- ❖ STUDENT NEWS

THE WEST AFRICAN EXAMINATIONS COUNCIL

**West African Senior School Certificate Examination
for School Candidates**

SC 2021

GRAPHIC DESIGN 2&1

2 hours 50 minutes

Essay and Objective

*Do **not** open this booklet until you are told to do so. While you are waiting, read and observe the following instructions carefully. Write your **name** and **index number** in **ink** in the spaces provided above.*

*This booklet consists of **two** papers. Answer Paper 2 which comes first, in your answer booklet and Paper 1 on your Objective Test answer sheet. Paper 2 will last 2 hours after which the answer booklet will be collected. Do **not** start Paper 1 until you are told to do so. Paper 1 will last **50 minutes**.*

All the questions carry equal marks.

Credit will be given for clarity of expression and orderly presentation of material.

1. (a) (i) Identify **three** package construction materials. [3 marks]
 (ii) List **two** products that can be packaged with **each** of the materials identified in (a) (i) above. [6 marks]
- (b) Explain **three** factors to consider when designing a package. [6 marks]
2. (a) There is going to be an Art Week Celebration in your school this year. List **five** graphic design products which will aid in promoting the event. [5 marks]
- (b) The old student's association of your school has commissioned you to label 100 chairs donated to the Visual Art Department.
 (i) As a graphic designer, which of the reproduction processes would be **most** appropriate to execute the work? [2 marks]
 (ii) Discuss step by step how to execute the work based on the reproduction process stated in (b)(i) above. [8 marks]
3. (a) State the difference between *base line* and *x-height*. Support your answer with illustrations. [6 marks]
- (b) Describe the following:
 (i) Gothic Lettering;
 (ii) Block Lettering;
 (iii) Roman Lettering. [9 marks]
4. (a) Illustrate the following tools used by the Graphic Artist:
 (i) Sable brush;
 (ii) Printing roller;
 (iii) Squeegee. [9 marks]
- (b) State **two** uses **each** of the tools listed in (a) above. [6 marks]
5. (a) Explain the term *marketing* as used in Graphic Design. [3 marks]
- (b) Discuss any **four** strategies that can be used for marketing Graphic Design products. [12 marks]
6. Explain the following Graphic Design terminologies:
 (a) Collate;
 (b) Casing-in;
 (c) Fore-edge;
 (d) Perfect binding;
 (e) Side Stitching. [15 marks]

END OF ESSAY TEST

**DO NOT TURN OVER THIS PAGE
UNTIL YOU ARE TOLD TO DO SO.**

**YOU WILL BE PENALIZED SEVERELY IF YOU ARE
FOUND LOOKING AT THE NEXT PAGE BEFORE
YOU ARE TOLD TO DO SO.**

**WHILE YOU ARE WAITING, READ THE FOLLOWING
INSTRUCTIONS CAREFULLY**

PAPER 1
OBJECTIVE TEST
[40 marks]

50 minutes

1. Use 2B pencil throughout.
2. On the pre-printed answer sheet, check that the following details are **correctly** printed:
 - (a) In the space marked *Name*, check your **surname** followed by your **other names**.
 - (b) In the spaces marked *Examination*, *Year*, *Subject* and *Paper*, check 'WASSCE', 'SC 2021', 'GRAPHIC DESIGN', and '1' in that order.
 - (c) In the box marked *Index Number*, your **index number** has been printed vertically in the spaces on the left-hand side, and each numbered space has been shaded in line with each digit. **Reshade** each of the shaded spaces.
 - (d) In the box marked *Subject Code*, the digits 710113 are printed vertically in the spaces on the left-hand side. **Reshade** the corresponding numbered spaces as you did for your index number.
3. An example is given below. This is for a male candidate whose *name* is Adams Smith ACKAH. His *index number* is 7102143958 and he is offering *Graphic Design 1*.

**THE WEST AFRICAN EXAMINATIONS COUNCIL
ANSWER SHEET**

PRINTED IN BLOCK LETTERS.	
Name: ACKAH ADAMS SMITH	GHA
Examination: WASSCE	Year: SC2021
Subject: GRAPHIC DESIGN	Paper: 1

INSTRUCTIONS TO CANDIDATES

1. Use grade 2B pencil throughout.
2. Answer each question by choosing one letter and shading it like this: ☐ A ☒ B ☐ C ☐ D ☐ E
3. Erase completely any answer you wish to change.
4. Leave extra spaces blank if the answer spaces provided are more than you need.
5. Do not make any markings across the heavy black marks at the right hand edge of your answer sheet.

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For Supervisors only
If candidate is absent
shade this space. ☐

Answer **all** the questions.

Each question is followed by four options lettered A to D. Find the **correct** option for each question and shade in **pencil** on your answer sheet the answer space which bears the same letter as the option you have chosen. Give only **one** answer to **each** question. An example is given below.

In still life study, drawings are made from

- A. imagination.
- B. imitation.
- C. memory.
- D. observation.

The correct answer is observation which is lettered D and therefore answer space D would be shaded.

☐ A ☐

☐ B ☐

☐ C ☐

☒ D ☐

Think carefully before you shade the answer spaces; erase completely any answers you wish to change.

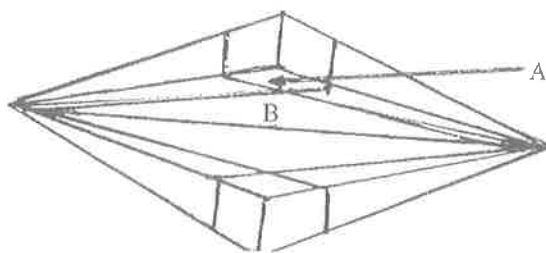
Do all rough work on this question paper.

Now answer the following questions.

1. The correct order of steps for rebinding an old book is
 - I. Marking stitching points
 - II. Stitching with new thread
 - III. Collating
 - IV. Dismantling
 - A. I, II, III and IV
 - B. II, III, I and IV
 - C. III, II, I and IV
 - D. IV, III, I and II
2. Which of the following tools is **best** used for spreading colour over a wood-block?
 - A. Brush
 - B. Foam
 - C. Brayer
 - D. Squeegee
3. The final stage in the multi-section binding of a book is
 - A. trimming the edges of the book.
 - B. folding the sheets together.
 - C. sewing at the spine.
 - D. casing-in.
4. Some of the elements of design are
 - I. line
 - II. shape
 - III. rhythm
 - IV. colour
 - V. texture
 - A. I, II, IV and V only
 - B. II, III, IV and V only
 - C. I, II, III and IV only
 - D. I, III, IV and V only
5. When organizing an exhibition, the activity that comes first is?
 - A. Building a portfolio
 - B. Decorating the venue
 - C. Informing the public
 - D. Preparing brochures

6. Inter-letter spacing is important in lettering because it improves
- visibility.
 - lettering.
 - legibility.
 - leading.
7. Which of the following information on a label gives legal protection to a manufactured product?
- Bar code
 - Content
 - Ingredients
 - Trade mark
8. A picture of a wine glass on a carton indicates that it contains
- heavy objects.
 - breakable items.
 - transparent items.
 - poisonous chemicals.
9. Score marks on printed packages facilitate
- reading.
 - packing.
 - folding.
 - printing.

Use the figure below to answer questions 10 to 12



10. The figure above is a drawing termed as
- one-point perspective.
 - two-point perspective.
 - three-point perspective.
 - four-point perspective.
11. The part labelled 'A' is the
- left side.
 - right side.
 - bottom.
 - top.
12. The part labelled 'B' is termed
- eye level.
 - foreshortening.
 - grid.
 - vanishing point.
13. In printmaking, lino is preferred to wood, mainly because
- lino does not allow for greater details.
 - lino absorbs more ink.
 - wood is more difficult to cut.
 - wood is easily affected by the weather.
14. Which of these Graphic Design products is displayed outside?
- Bunting
 - Flip chart
 - Garland
 - Vignette

15. Lower case letters are made up of ascenders, descenders and
 A. cap letters.
 B. primary letters.
 C. square letters.
 D. secondary letters.
16. Cover boards for book binding are
 A. cheaper than all other papers.
 B. of equal thickness with book paper.
 C. more shinny and larger than book paper.
 D. thicker and harder than book paper.
17. For a billboard to be effective and retain its impact, it **must**
 A. always be illustrated.
 B. be extremely large.
 C. carry brief and clear message.
 D. be made up of only realistic drawings.
18. Designers purposely crop up photographs in order to
 A. block out all details.
 B. enlarge illustrations.
 C. reduce large images.
 D. trim off non-essential areas.
19. In which printing process is the brayer used?
 A. Letterpress
 B. Gravure
 C. Screen printing
 D. Lino printing
20. Under safe light, an exposed sensitized screen will
 A. become fogged.
 B. remain potent.
 C. become dark.
 D. lose its sensitivity.
21. The word **DEADLINE** as used by designers means the
 A. specially marked line of type to be deleted.
 B. time by which assigned jobs should have been completed.
 C. specially marked lines of text to be underlined.
 D. time by which assigned job should have started.
22. Which of these types of paper is **most** suitable for printing paperback books?
 A. Art paper
 B. Cartridge paper
 C. Newsprint
 D. Manila
23. Job specification for Graphic Designers in supermarkets normally include
 A. filing and receipt book making.
 B. invoicing and packing of wares neatly on shelves.
 C. labelling and window display of wares.
 D. the selling and exporting of goods.
24. The V-shaped gouge in lino cutting tool kit is used to
 A. cut sunken lines.
 B. etch metal plates.
 C. create shapes.
 D. mark margins.

25. Decorated letters that start citations are technically known as
 A. calligraphic letters.
 B. embossed letters.
 C. illuminated letters.
 D. reversed letters
26. Pin-holes in prepared screens are conveniently blocked with
 A. lacquer.
 B. glue.
 C. gummed paper.
 D. masking tape.
27. Which of these books is side wire stitched?
 A. Class register
 B. Dictionary
 C. Magazine
 D. Receipt book
28. Gothic letters are recommended for road signs because they
 A. are without serifs.
 B. are like roman letters.
 C. have ornamental projections.
 D. are easy to read.
29. Which of the following options is an example of indirect risk?
 A. Fire outbreak
 B. Inflation
 C. Theft
 D. Unnecessary expenditure
30. Some colours are referred to as analogous because they
 A. are opposite to each other on the colour wheel.
 B. are usually tinted or shaded.
 C. have different hues and values.
 D. share common base colours.
31. Which of the following media require water as a vehicle?
 I. Powder colour
 II. Tempera paint
 III. Enamel paint
 IV. Acrylic paint
 A. I, II and III only
 B. I, II and IV only
 C. I, III and IV only
 D. II, III and IV only
32. What makes the use of bullets as part of page layout important?
 A. They fill empty spaces in layout.
 B. Some designers find them fascinating.
 C. They lead the readers eye across the page.
 D. They enhance the total page design.
33. The hue obtained from mixing red and blue in equal proportion is complimentary to
 A. brown.
 B. green.
 C. violet.
 D. yellow.
34. Which of the following is least considered when designing packages?
 A. Needs of product
 B. Product size
 C. Production process
 D. Shape of product

35. Select the factors to consider when designing the cover of a story book from the options below.
- A. Balance and inner feeling
 - B. Function and aesthetics
 - C. Inner feeling and skills
 - D. Theme and aesthetics
36. An example of allusive logo is the symbol of
- A. Coca Cola
 - B. Goil
 - C. Mercedes Benz
 - D. Shell
37. Which method will be **most** appropriate in printing a half-tone image on fabric?
- A. Block-out stencil
 - B. Paper stencil
 - C. Photographic stencil
 - D. Pro film stencil
38. A computer toolbox is like an artist's work table because it holds all the tools
- A. for drawing, painting and erasing.
 - B. for printing, cutting and drawing.
 - C. such as pencil, brush and ruler.
 - D. like card cutter, roller and squeegee.
39. Which of the following features is considered **most** important in poster design?
- A. Brief precise message
 - B. Harmonious colours
 - C. Neat decorative lettering
 - D. Realistic pictures
40. The **most** essential materials to strengthen the backbone of a book are
- A. boards and glue.
 - B. glue and tapes.
 - C. muslin and boards.
 - D. tapes and muslin.

END OF PAPER