



ART DE TALENTS ASSOCIATION LIMITED
HONG KONG DIPLOMA OF SECONDARY EDUCATION
1st MOCK EXAMINATION 2025

VISUAL ARTS PAPER 2
DESIGN

(4 hours)

Part A must be answered in English

INSTRUCTIONS

This paper consists of five questions. Attempt ONE question only. Complete both Parts A and B of the question. Candidates should first complete Part A.

Part A: Design Appreciation and Criticism (45 minutes)

Write a critical appreciation of the works of design provided. Write your answer in the answer book provided, which will be collected 45 minutes after the start of the examination. This section carries 20 marks.

Part B: Design (3 hours and 15 minutes)

On the white cartridge paper provided, create a piece of design using any medium, form, style and technique to present a design. Design briefs such as notes, sketches and layouts that you produce for the examination should be written/drawn on the white bond paper provided. The white bond paper may be submitted along with the finished work to explain your design work. This section carries 80 marks.

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

Attempt **ONE** of the following:

1. (A) Describe, analyse and compare Plate(1a) and Plate (1b) with respect to the design concepts, visual effects and communication effects of the two designs; interpret and evaluate these works. (20marks)



Plate (1a) Green Food : Pizza Salmone Bio. Graphic advertisement.

Translate :

Follow fish (跟縱魚)

Follow the true taste (跟隨真口味)

The world's first pizza with tracking code (世界第一個有追縱碼的比薩)

Norway (挪威)



Plate (1b) Paris Olympic 2024. Graphic advertisement.



Plate (1b.1) Details 1



Plate (1b.2) Details 2



Plate (1b.3) Details 3

(B) Design two pieces of poster for an event “Hong Kong Sport Day 1.1.25 — for Health and Unity” (香港運動日1.1.25 — 為健康也為團結), where it will be hung on the street lamp(Plate (1c)). This event will be held on 1st Jan 2025, all the stadium and public facilities will be free to use, some districts will also have track and field competition.

The design should include :

- The Chinese name/ English name/ both Chinese and English name of the event

The design must be **REDUCED** to the dimension as shown in Plate (1d) (80marks)



Plate (1c) Real Situation

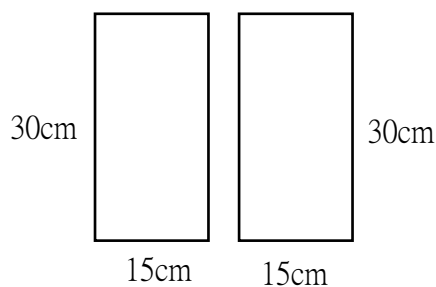


Plate (1d) Measurement of the posters
(Vertical Orientation)

2. (A) Describe, analyse and compare Plate(2a) and Plate (2b) with respect to the design concepts, visual effects and communication effects of the two designs; interpret and evaluate these works. (20marks)



Plate (2a) Chocolate brand “Snickers” . Graphic advertisement.



Plate (2b) Electric Drill of BOSCH. Graphic advertisement.

Translate: Unexpected power.(難以預期的力量).

(B) Design a advertisement sticker for a shop named “The Thrift Store” (二手賣物店) in order to promote its household products and used clothing.

The design should include :

- The Chinese name/ English name/ both Chinese and English name of the shop
- The measurements of the should be **REDUCED** to the dimension as shown in Plate (2c)
(80 marks)

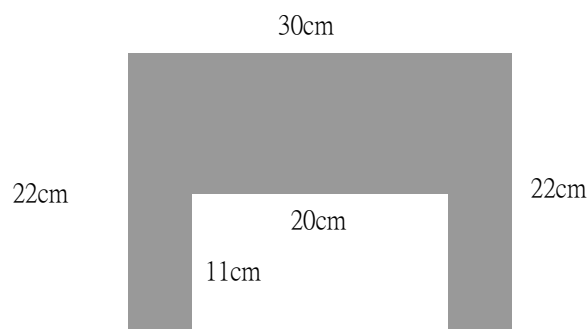


Plate (2c) Measurement of the advertisement sticker

3. (A) Describe, analyse and compare Plate(3a) and Plate (3b) with respect to the design concepts, silhouettes, visual effects and communication effects of the two fashion outfits; interpret and evaluate these works. (20marks)



Plate (3a) McQueen. Spring summer. 2024.



Plate (3b) Iris Van Herpen. Shift Souls. Autumn. 2019.

(B) Design a M.C. costume of a Male or Female for an event “ The Hong Kong Children’s Song Awards Ceremony” , which based on the theme “Modern Fairy Tale” . The design should include :

- a head wear
- a coat

Each design item should have **TWO** 3-dimensional renderings with an indication of the measurements and materials used. (80 marks)

4. (A) Describe, analyse and compare Plate(4a) and Plate (4b) with respect to the design concepts, structures, visual effects and communication effects of the two designs; interpret and evaluate these works. (20marks)



Plate (4a) Andrei Reshetin. Wool and metal, 2020.



Plate (4a.1) Detail



Plate (4b) Veega Tankun. Wood and fabric. 2016.



Plate (4b.1) Details

(B) Design a set of furniture for 3-4 kids in a restaurant that based on the theme “Universe” .

The design must include:

- a table
- chair/ chairs for 3-4 kids

Each design item should have **TWO** 3-dimensional renderings with an indication of the measurements and materials used. (80 marks)

5. (A) Describe, analyse and compare Plate(5a) and Plate (5b) with respect to the design concepts, structures, visual effects and communication effects of the two designs; interpret and evaluate these works. (20marks)



Plate (5a) Johnnie Walker Blue Label. Package Design. 2024.

Note : Johnnie Walker Blue Label is the rarest whisky from Scotland.



Plate (5a.1) The package box



Plate (5a.2) Inside



Plate (5b) BONITA. Package Design. 2020.



Plate (5b.1) The package box

Note : BONITA is a high class brand of perfume from France

Translate : POUR FEMME (French : for women)

(B) Design a gift package for a crystal from the company named “Fate Crystal” (命運水晶), in order to promote the crystal product of Valentines’ day (Plate (5b.2)).

The design should include:

- The Chinese name/ English name/ both Chinese and English name of the company
- with handle

The design should have **TWO** 3-dimensional renderings with an indication of the measurements and materials used.
(80 marks)

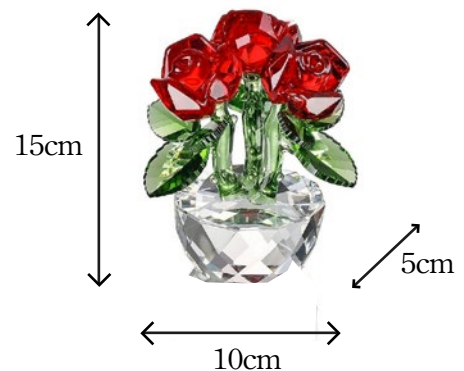


Plate (5b.2) Crystal product