higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MULTIMEDIA CONTENT
NQF LEVEL 3

(10040173)

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This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
MULTIMEDIA CONTENT
NQF LEVEL 3
TIME: 3 HOURS
MARKS: 150

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 Analog colours are colours that are next to each other on the colour wheel.

1.1.2 Cool, faded colours in a layout seem closer than vivid, warm colours.

1.1.3 Designers make use of *gesture* lines to make thumbnail sketches.

1.1.4 There are 4 types of symbols in Adobe Animate.

1.1.5 The playback system used for electronic publications should be more powerful than the development system as the content could include sound, graphics, and video.

1.1.6 A scanned book is also considered an e-book.

1.1.7 e-learning is learning using both paper and instructors.

1.1.8 *Cropping* means to remove the outer parts of an image.

1.1.9 The parts on all the sides of a page that no text is printed on is called the gutter.

1.1.10 Placeholder text shares some characteristics of a real written text.

1.1.11 Accent light is positioned to emphasize a particular subject.

1.1.12 Usually, a person who liaises between a production company and post-production personnel is called an Associate Producer.

1.1.13 Colorization is the process of manually adding colour to a black-and-white movie in post-production.

1.1.14 Rough-cut of a film is the best and final cut created by an editor.

1.1.15 A method of juxtaposing two video scenes is called a transition.

(15 x 1) (15)

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1.2 Choose the correct term from those in brackets. Write only the answer next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 The RGB colour system for electronic devices is a/an (additive/subtractive) colour model.

1.2.2 A (tone/tint) is created by adding white to a colour.

1.2.3 (Intensity/Chroma) has to do with the purity of a colour.

1.2.4 (Contour/dividing) lines are used to define the edge of an object.

1.2.5 (Kerning/tracking) is used to increase the space between all the letters in a text.

1.2.6 The advantage of (static/dynamic) layouts are that the designer has more control over the way the page looks.

1.2.7 (Positive/negative) space refers to the space that is taken up by the main elements of the design.

1.2.8 (Rendering/streaming) refers to the process of generating a final video product from different elements like raw footage, audio files, visual effects, or animation.

1.2.9 The (razor/slip edit) tool in video editing software allows you to cut an audio track into two parts.

1.2.10 To change the quality of a video a (preset/custom) word missing here can be chosen, which is a predefined quality settings that you can choose from.

(10 × 1) (10)

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1.3 Choose ONE term from the list below for each of the following descriptions and write it next to the question (1.3.1–1.3.10) in the ANSWER BOOK.

distribution; bleed; loaded; prototype/demo; light tables; templates; morphing; masked; onion skin; crawls; mock-up; instance

1.3.1 Any object that is created by a class is called a/an … .

1.3.2 In animation software, a … layer allows the user to hide and show underlying elements.

1.3.3 Animators use … when they draw so they can see through the drawings as they work.

1.3.4 Shape tweening in animation is used to change one object (shape) into another. This is called … .

1.3.5 Video titles that move horizontally are called … .

1.3.6 The master page in electronic publishing software is a/an … on which all the pages of a document will be based on.

1.3.7 The process of … happens after post-production of a multimedia project and consist of delivering the content to the client.

1.3.8 The first version of a website is called a … of what the website will look like and how it will work.

1.3.9 … refers to the printing that goes beyond the edge of a sheet of paper after trimming.

1.3.10 A mouse cursor that carries text or image content is called a … cursor.

(10 × 1) (10)

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1.4 Choose a/an term/item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–P) next to the question number (1.4.1–1.4.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.4.1	Notepad	A	.xls
1.4.2	Compressed file	B	.html
1.4.3	Graphic content	C	.rtf
1.4.4	Lossless compression file	D	.mp3
1.4.5	Sound content	E	.jpg
1.4.6	Formatted text	F	.txt
1.4.7	Structured content	G	.mpeg
1.4.8	Webpage	H	.mobi
1.4.9	MS Word	I	.docx
1.4.10	Video content	J	.pdf
1.4.11	Google Video	K	.wav
1.4.12	Animation on webpage	L	.swf
1.4.13	InDesign	M	.ppt
1.4.14	Presentations	N	.indd
1.4.15	Windows Video	O	.wmv
		P	.WebM

(15 × 1) (10)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 Explain FOUR steps of designing a logo. (4)

2.2 Explain what the following code snippets in ActionScript will do:

2.2.1 *stop():*

2.2.2 *var getFB:URLRequest = new URLRequest ("http://www.facebook.com") Blue_btn.addEventListener(MouseEvent.CLICK,blueClick)*

(2 × 2) (4)

2.3 Explain why a video editor would adjust *hue* and luminance of a video clip. (4)

2.4 Explain why a *mix or dissolve* transition effect would be used between two shots overlapping each other. (4)

2.5 Discuss TWO factors that need to be determined when compressing a video.

(3 × 2) (6)

2.6 Explain what digitisation of video means. (3)

[25]

QUESTION 3

3.1 Name SIX advantages that digital video has over analogue video. (6)

3.2 Discuss the following systems involved in electronic publishing:

3.2.1 Selection system (3)

3.2.2 Delivery system (3)

3.3 Give FOUR examples of standardized South African language codes inserted in eBooks. Write only the short code next to the language. (4)

3.4 Discuss the importance of character styling when publishing digital content. (5)

3.5 List FOUR playback devices users could use to access an eBook. (4)

[25]

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QUESTION 4

4.1 Discuss TWO elements that control how things move between key drawings in frame animation. (2 × 3) (6)

4.2 Explain TWO types of audio tracks available in sound editing software. (2 × 2) (4)

4.3 List FIVE electronic devices that can be attached to a computer to transfer data. (5 × 1) (5)

4.4 Explain the following terms:

4.4.1 *Multimedia* (4)

4.4.2 *Pixelation* (2)

4.4.3 *Creativity* (4)

[25]

QUESTION 5

You are the producer of a new animated movie. You must appoint FIVE multimedia specialists to be part of your production team to help you with this movie project. Answer the following questions:

5.1 Give the job title/role of the FIVE members you appointed. (5 × 1) (5)

5.2 Discuss the responsibilities of each of the members you mentioned in QUESTION 5.1. (5 × 3) (15)

5.3 Discuss the pre-production stage of the animated movie. (5)

[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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