higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 3

(2020023)

21 November 2024 (X-paper)
09:00–12:00

This question paper consists of 13 pages.

NOTE: This question paper must be printed in colour so that the graphics are clearly visible to be properly analysed by candidates.

379Q1N2421

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
GRAPHIC DESIGN
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. Marks will not be given for one-word answers unless the question specifically requires it.
5. Use the mark allocation to determine the time you spend on a question.
6. Use only black or blue ink. (Use a pencil or colouring pencils for the drawings/illustrations.)
7. Start each section on a new page.
8. Leave at least THREE lines open after each question.
9. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1–1.13) in the ANSWER BOOK.

1.1 The correct dpi and colour code for designing an email signature is …

A CMYK, 150 dpi.
B RGB, 72 dpi.
C CMYK, 300 dpi.
D CMYK, 72 dpi.

1.2 A technique that works best with pastels and crayons is called …

A optical mixing.
B juxta positioning.
C sgraffito.
D blending.

1.3 A design product can be evaluated according to its F.A.C.E. value. Which one of the following words describes the acronym wrongly?

A Function
B Aesthetic
C Concept
D Economics

1.4 In photographic manipulation, what does a blemish fixer do?

A Removes scars
B Makes teeth whiter
C Make bloodshot eyes whiter
D Makes a person look thinner

1.5 The most popular element of multimedia is …

A text.
B images.
C sound.
D movie clips.

1.6 The most commonly used package material is …

A cardboard.
B glass.
C tissue paper.
D plastic.

Copyright reserved

1.7 The correct dpi and colour code to print a poster in is …

A CMYK, 150 dpi.
B RGB, 180 dpi.
C CMYK, 300 dpi.
D RGB, 350 dpi.

1.8 Cavemen started painting stories on caves … years ago.

A 3 000
B 30 000
C 300 000
D 300

1.9 Which tool is used to add light to underexposed areas in a photograph?

A Burn tool
B Fill flash
C Magic wand
D Contrast slider tool

1.10 The main or master file where your animation will be saved, is …

A AS.
B MPE.
C WAV.
D FLA.

1.11 The … menu is where you will go if you want to adjust settings and preferences.

A view
B edit
C insert
D file

1.12 Which one of the following is not a program that can be used to create presentations?

A Keynote
B Flash
C Kentli
D PowerPoint

1.13 The imaginary line that all characters sit on is called …

A stem line.
B median.
C descender line.
D baseline.

(13 × 1) **[13]**

Copyright reserved

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 In medieval Europe, tapestry was a popular way of telling stories.

2.2 A pencil tool does not have anchor points.

2.3 HDR is a process that is used to create photographs of scenes with high contrast.

2.4 Two-point perspective is two lines that are at right angles to each other.

2.5 Braille is a writing system used by feeling raised dots.

2.6 Tracking is the spaces between two letters.

2.7 Soft focus is an effect that is caused by a lens defect.

2.8 A DVD is an external storage device.

2.9 Flash can be used to print business cards.

2.10 Oblique is a line that is not there.

2.11 Tweening is when you edit a photo of a person in Photoshop.

2.12 Primary colours are yellow, red and green.

2.13 There are three types of linear perspective.

2.14 The eyedropper tool is used to remove red eyes produced by a camera flash.

2.15 Cut out animation is a unique type of stop-motion animation.

(15 × 1) **[15]**

Copyright reserved

QUESTION 3

Choose a description from COLUMN B that matches a/an term/item in COLUMN A. Write only the letter (A–Q) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	High angle shot	A	The term used to describe the thickness of paper
3.2	Blemish	B	To contain in a file as an essential part of a document
3.3	Dadaism	C	A scratch on photosensitive film
3.4	Opaque	D	A mark on something that spoils it appearance
3.5	Embedding	E	An unedited video file
3.6	Stroke	F	The thick line that forms the main part of the character
3.7	gsm	G	Marks made with a brush
3.8	Interface	H	Paint that does not allow light through. Dark and dull
3.9	Synthetic	I	Camera looks down on a person
3.10	DTP software	J	Used to create animations
		K	Helps you to see the action from a character's viewpoint
		L	An anti-war cultural movement that began in Zurich
		M	Internal memory devices that can store large amounts of data
		N	Generated or made artificially
		O	Allows designers to manipulate text and images
		P	Process of packaging with cardboard
		Q	The foundation on which a program's menus are laid out

(10 × 1) **[10]**

QUESTION 4

Complete the following sentences/ by writing only the missing word or words next to the question number (4.1–4.7) in the ANSWER BOOK.

Tannin; Mavica; 4D designs; 1450s; photographs; 'reduce, re-use, recycle'; visual disposition; Logitech Dycam model 1; papyrus; Pergamum; 2D animations; juxtaposition; biodegradable; collage; industrial revolution; assemblage

4.1 Adobe Flash is used to create high-quality … .

4.2 The Sony Corporation produced the first digital camera, namely the … .

4.3 … is a sculptural composition consisting of an arrangement of found objects.

4.4 Designers should design packaging with the phrase … in mind.

4.5 … refers to placing things side-by-side to create contrast.

4.6 … is a plant that grows in Egypt and is made into a paper-like material.

4.7 … was a time in history where major changes took place in manufacturing.

(7 × 1) **[7]**

TOTAL SECTION A: 45

SECTION B

QUESTION 5

Study the case study below and answer the questions that follow:



This coffee table consist of old pallets. It is inexpensive and made from waste materials. This table is selling for R3 000.

[Source: *https://www.thefashionablehousewife.com/*]

5.1 Use the F.A.C.E method to evaluate the product design above. (4 × 2) (8)

5.2 Name FOUR processes designers can use to generate ideas. (4)

5.3 Draw THREE squares 8 cm × 8 cm in your ANSWER BOOK.

In each square, draw a quick sketch to show your understanding of subtraction, omission and repetition.

Use the image below for your sketches:



[Source: *stock@adobe.com*]

(3 × 2) (6)

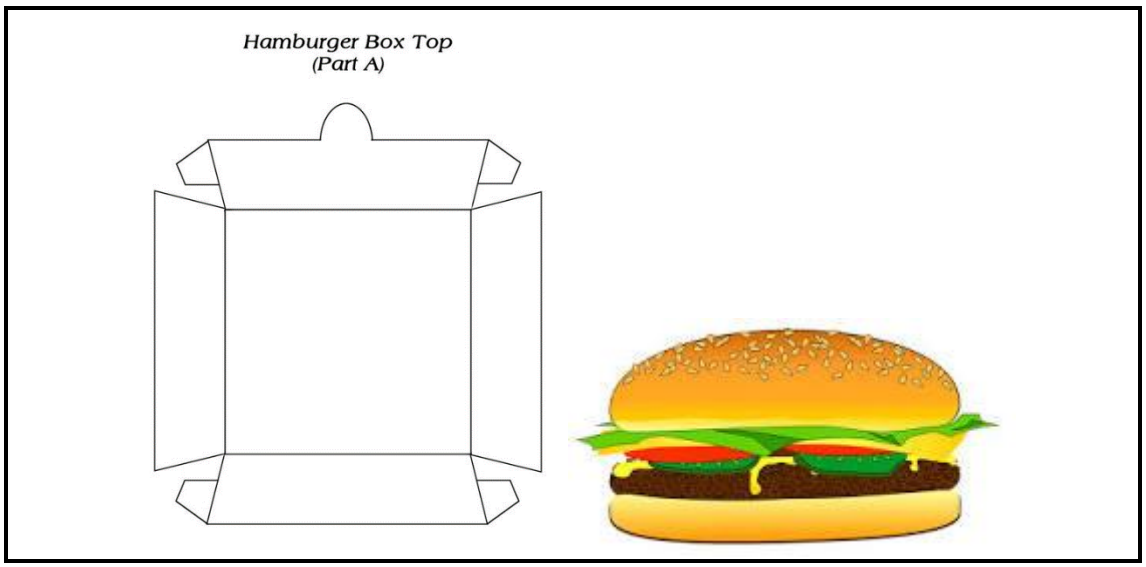
5.4 Explain the following terminology related to elements in multimedia. Give examples where possible.

5.4.1 Bitmap and vector graphics (2 × 2) (4)

5.4.2 Toolbars and tools for Flash (1 × 1) (2)

5.4.3 Image files (3)

5.5 Below is an example of a template for a hamburger box:



[Source: *https://za.pinterest.com/*]

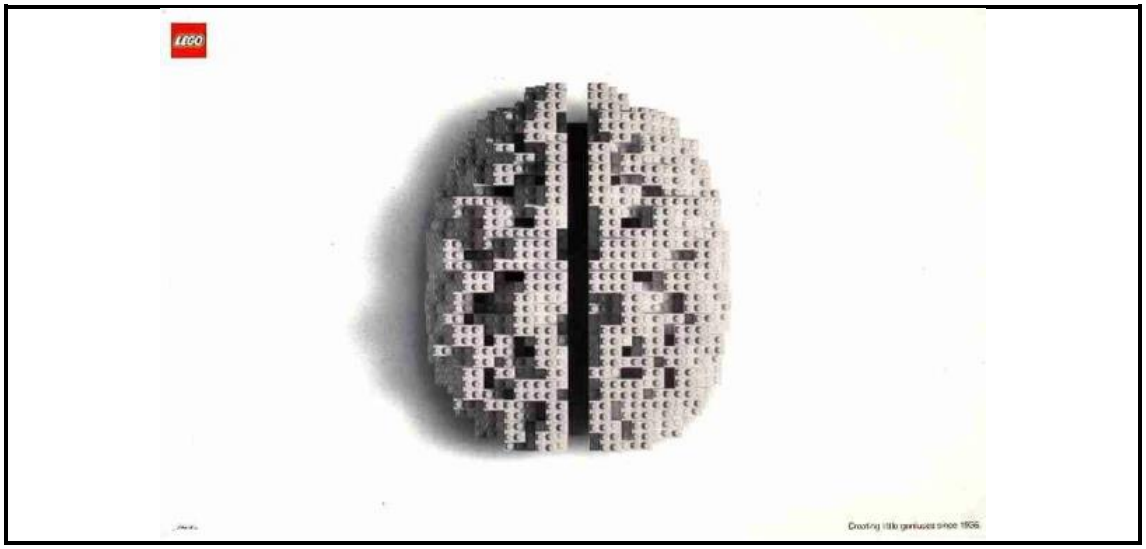
Re-draw the template in your ANSWER BOOK (12 cm x 12 cm) and design a packaging label for a new hamburger takeaway outlet called **Laduma**.

- Include some imagery.
- All the necessary information that needs to be on the box must be included.
- You may use the image of the hamburger as inspiration.

You will be assessed on creativity and your understanding of packaging design. (9)

5.6 Give FOUR reasons why a take-away hamburger is sold in this type of packaging. (4)

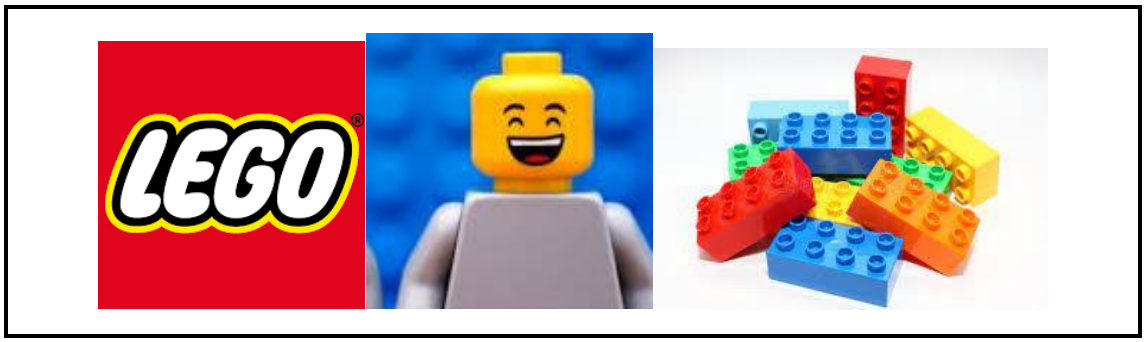
5.7 Below is a poster of the Lego company. By using only clever design they bring a message to the customers to indicate what impact Lego has on brain development.



[Source: *https://thisisnotadvertising.wordpress.com/*]

Design your own poster with a similar message which states that Lego is good for you and television is bad. Draw a block of 9 cm × 19 cm in your ANSWER BOOK. Create your poster in this space.

You can use the following as inspiration.



[Source: *shutterstock.com, youtube.com*]

(8)

5.8 Briefly explain what the purpose is of the following digital tools:

5.8.1 Eye dropper tool

5.8.2 Gradient tool

(2 × 2) (4)

5.9 List FIVE different colours schemes you can use in your designs. (5)

[57]

QUESTION 6

6.1 Explain the difference between the Blackletter typeface and the Modern typeface. (Make use of an illustration or example to support your answer.) (4)

6.2 Study the image of the portrait photograph below:



[Source: *youtube.com*]

Explain which tools and techniques in Photoshop you would use to touch-up a landscape photo. Refer to at least FIVE tools or techniques. (5 × 2) (10)

6.3 Name TWO file types to use for digital illustrations and logos. (2)

6.4 Name any FOUR programmes that can be used for sound programming. (4)

6.5 Briefly explain why it is important for a designer to be able to draw.

6.5.1 Give THREE reasons. (3)

6.5.2 Prove your drawing skills by making a quick line drawing of a pencil or a pen. (3)

6.6 Name FIVE basic principles of animation. (5)

6.7 Briefly explain the principle of *balance*, in terms of design. (3)

Copyright reserved

6.8 Identify the following photographic techniques and explain how they were created.

6.8.1



[Source: *pinterest.com*]

6.8.2



[Source: *https://www.befunky.com/learn/geometric-sha*]

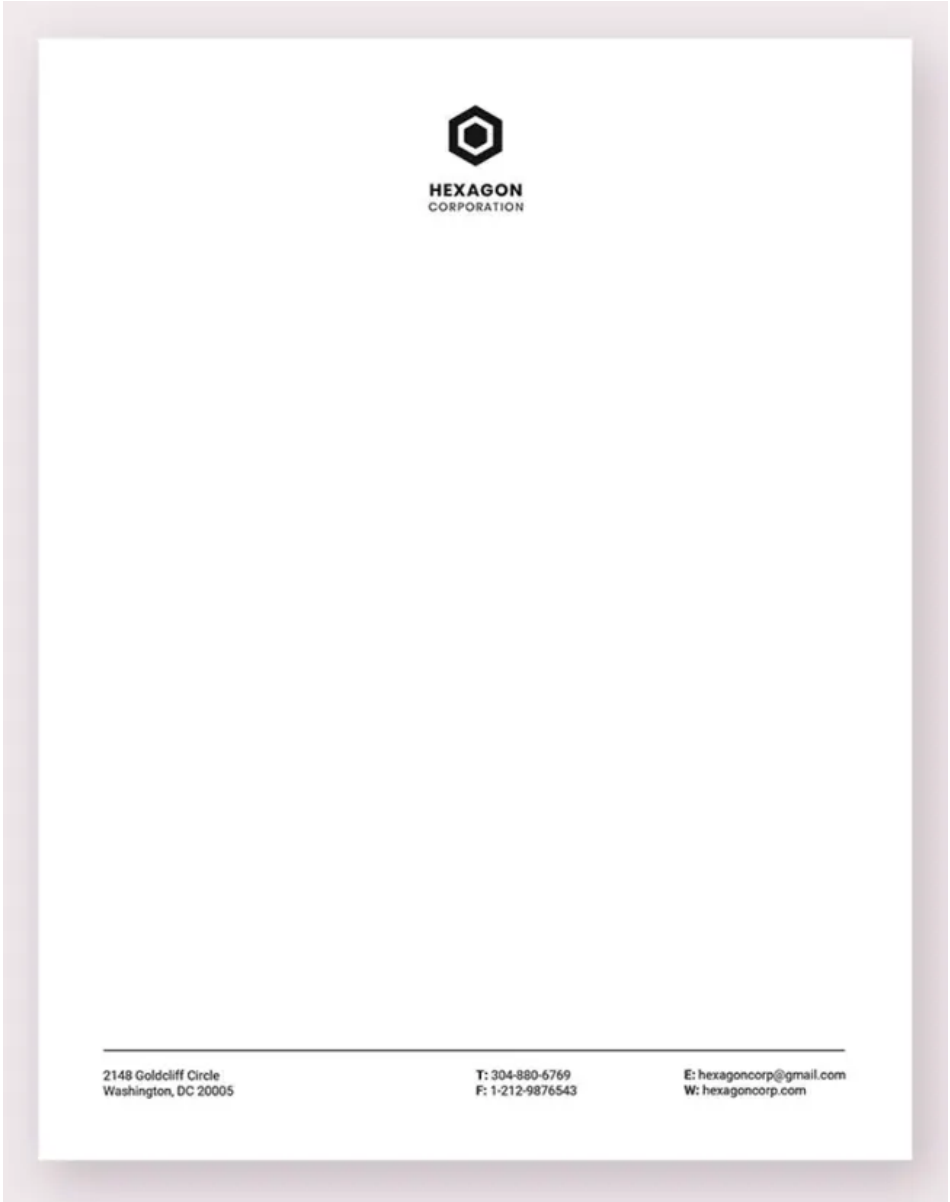


[Source: *https://portraitsrefined.com/*]

(3 × 2) (6)

Copyright reserved

6.9 The intention of a letterhead is to identify a company to its clients. Below is an example of a boring letterhead.



[Source: *shutterstock.com*]

Re-design the letterhead for the Hexagon Corporation, which specialises in financial portfolios.

- Draw a block of 10 cm × 20 cm to use for the design in your answer book.
- Include all the relevant information.

Do not copy the style of the example above. (8)

[48]

TOTAL SECTION B: 105
GRAND TOTAL: 150