higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 4

(2020034)

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

This question paper consists of 23 pages and 3 addenda.

This question paper MUST BE printed in COLOUR.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
GRAPHIC DESIGN
NQF LEVEL 4
TIME: 3 HOURS
MARKS: 200

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

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 (1.1–1.10) in the ANSWER BOOK.

1.1 … is a name, term, design, symbol or any other feature that distinguishes one seller's merchandise (goods) or service from those of other sellers.

A Branding
B Icon
C Title
D Marketing strategy

1.2 … is the idea that everyone in a given society receives equal shares of the benefits obtained from labour.

A Capitalism
B Anthropomorphism
C Communism
D Environmentalism

1.3 … is a method of design that has the purpose of trying to make industry as efficient and as waste free as possible.

A Cradle-to-cradle design
B Full circle concepts
C Industrial design
D Recycling

1.4 Which of the following is NOT an element of design?

A Line
B Shape
C Typography
D Colour

1.5 In terms of graphic design, which is the correct definition for the word 'font'?

A A receptacle in a church for the water used in baptism
B A reservoir for oil in an oil lamp
C A set of type of one particular face and size
D A source of a desirable quality or commodity

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1.6 … is a cultural movement in which artists depicted unnerving, illogical scenes, and developed techniques to allow the unconscious mind to express itself.

A Surrealism
B Post-modernism
C Minimalism
D Baroque

1.7 Which of the following should NOT be included in one's portfolio?

A Skills and abilities
B Education and certification
C Samples of one's work
D Hobbies and interests

1.8 Which of the following is not a standard type of organisational chart?

A Hierarchical
B Matrix
C Unsystematic grid
D Flat or horizontal

1.9 Contemporary design is characterised by …

A innovation.
B shareholder preference.
C traditional systems.
D strict design rules.

1.10 In the acronym C.A.F.E.Q.U.E., the letter U stands for …

A uniqueness.
B user.
C unity.
D utility.

(10 × 1) **[10]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.5) in the ANSWER BOOK.

2.1 In terms of design, it is always best practice to use as many fonts as possible to make a design look interesting.

2.2 Hyphens are used to break single words into parts, or to join separate words into single words such as know-how, clean-cut and mother-in-law.

2.3 The space within individual design elements, including the space between typography glyphs (readable characters) is called white space. Despite its name, white space does not need to be white.

2.4 Ipso facto is also called dummy text or placeholder text.

2.5 Long sentences written in 'all caps' make both reading and scanning difficult.

(5 × 1) **[5]**



QUESTION 3

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

COLUMN A		COLUMN B	
3.1	2D animation	A	take the objects created by 2D and 3D artists and breathe life into them by making them move
3.2	Aesthetics	B	creates computer-generated places in which characters move
3.3	Animator	C	create digital versions of the characters and props, which can then be 'rigged' to be animated
3.4	Form follows function	D	to imitate or copy in action or speech
3.5	Modellers	E	most popular free software for animation
3.6	Fluid effects	F	used to create models with smooth surfaces
3.7	Mimic	G	the shape of a building or object should primarily relate to its intended function or purpose
3.8	Blender	H	realistic effects to simulate fire, water, smoke and clouds
3.9	NURBS	I	a set of principles concerned with the nature and appreciation of beauty
3.10	Environment artists	J	the art of creating movement by combining a sequence of images together in a two-dimensional space



(10 × 1) **[10]**

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QUESTION 4

Complete the following sentences by writing only the missing word or words next to the question number (4.1–4.5) in the ANSWER BOOK.

4.1 Three ways to animate is straight ahead, … and a combination of the two.

4.2 The term, 'above-the-line' … is used when the focus is on mass media promotion to reach a large audience. This includes media such as radio and TV and print media such as newspapers, magazines and billboards.

4.3 … artists interpret the script into images that will best convey the story. They create a visual representation of the animation's narrative and translate the script and the director's vision into pictures.

4.4 A … is a recording of the musical accompaniment of a film.

4.5 A … … is a particular group of consumers at which a product or service is aimed.

(5 × 1) **[5]**

TOTAL SECTION A: 30

SECTION B

QUESTION 5

VINYL RECORDS AS A MARKETING TOOL FOR ARTISTS

An LP in music format is a long-playing vinyl record, often commonly called an 'LP'. LPs are full-length music albums that can hold 10–12 track albums.

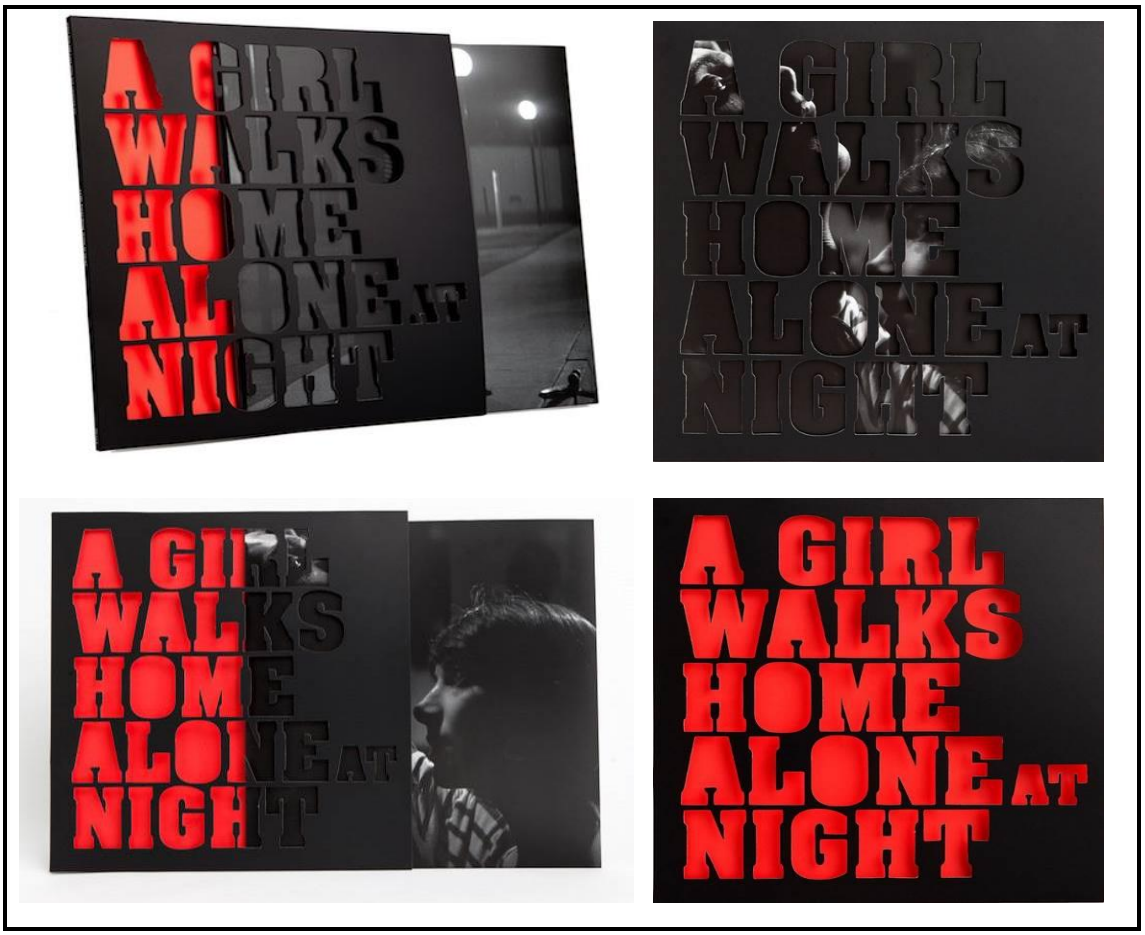
Many independent artists find this an excellent way to release their albums on custom vinyl records rather than releasing them on CD or DVD. Vinyl pressing has tremendous demand because it's easier to sell online. Vinyl offers music fans a real-life representation of music and a tangible product. Owning a fantastic piece of art upholds a different relationship rather than just listening to it. Custom vinyl records aren't limited to a particular genre or artist. Vinyl is for all kinds of artists with any genre of hip hop, pop, rock, folk, or electronic music.'

[Source: *https://vinylpressing.com.au/*]

Study the following examples found on **Behance,** and list THREE things that make each album design interesting.

Write the answers next to the question number (5.1–5.5) in the ANSWER BOOK.

5.1



[Source*: Album by Various Artists – A Girl Walks Home Alone At Night (Movie Soundtrack) Designed by Jay Shaw*]
[*Source: https://www.discogs.com/master/829222-Various-A-Girl-Walks-Home-Alone-At-Night*]

5.2



[Source: *Teen Daze conceptual album cover and sleeve design https://www.behance.net/ChrisDawson*]

5.3



Vinyl Album Design for: Back To Us – Miz Dee & Jackie Queens
[Source: *https://www.behance.net/postersblumoo*]

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5.4



[Source: *Mama Said. 1991 Studio album by Lenny Kravitz*]
Reimagined by: https://www.behance.net/elnuraguliyeva1

5.5



Cover design for the first album of the German Colombo sound laboratory developed by DJs Sergio Iglesias and Tilman Benecke
[Source: *https://www.behance.net/manifiesto79*]

(5 × 3) **[15]**

QUESTION 6

Study the examples shown in 6.1 to 6.5, and

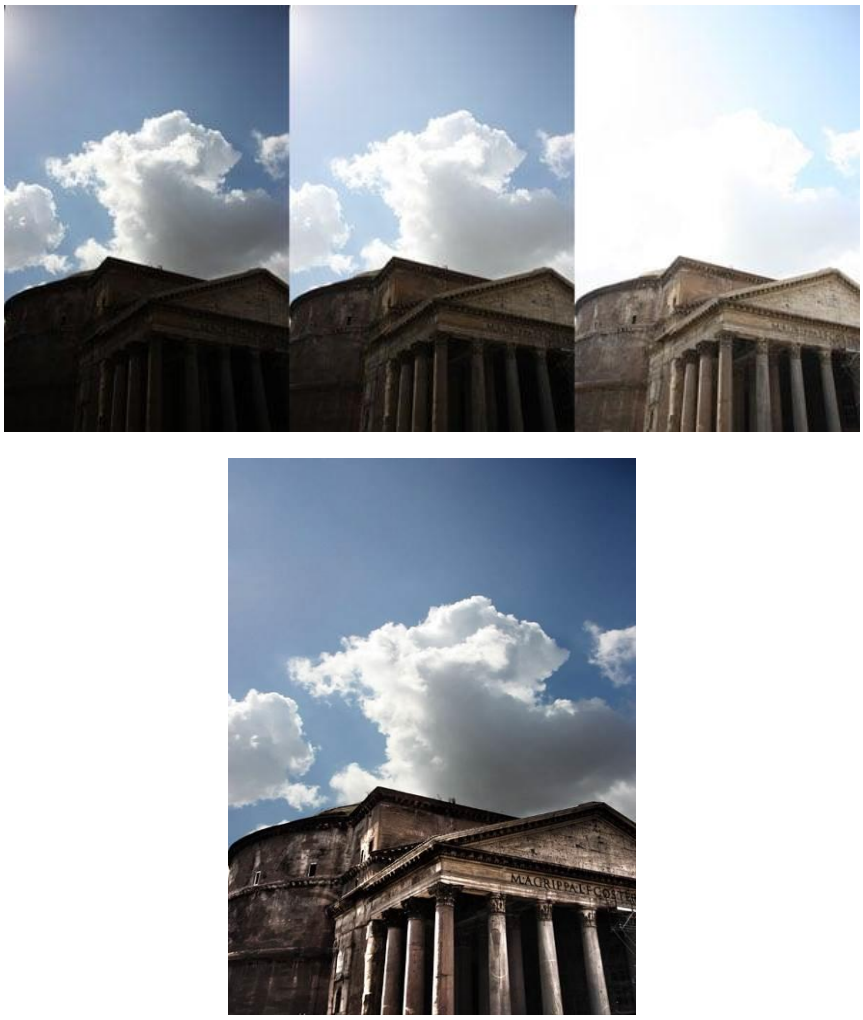
a) Match each of the photos with a photographic technique from the list below:
- Perspective
- High-key lighting
- Cylindrical perspective
- Low-key lighting
- Forced perspective
- Tilt-shift photography
- Silhouettes
- High dynamic range
- Motion blur
- Subject isolation

b) Briefly explain how the look was achieved using photo editing software.

Write the answers next to the question number (6.1–6.5) in the ANSWER BOOK.

6.1

Top Row: Before | Bottom: After



[Source*: https://photography.tutsplus.com/*]

6.2



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

6.3



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

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6.4



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

6.5



[Source: *Pinterest*]

(5 × 3) **[15]**

QUESTION 7

DESIGN BRIEFS

A good design brief includes the following information:
1. An overview of the business
2. The objectives of the project
3. The target audience and market
4. The problem facing the company or client
5. Project-specific information (materials, formats)

Study the design projects shown in 7.1 to 7.5, and write a **fictional design brief** in your own words, judging by the end result achieved by the designer. (In other words, what do you think the original brief or instructions to the designer were that resulted in this final design?)

Write the answers next to the question number (7.1–7.5) in the ANSWER BOOK.

7.1 A photoshoot in Cape Town's Bo-Kaap with Nigerian Model Tobi Oloko.



[*Source: https://www.behance.net/thetobioloko*]

7.2 Limited edition KFC Bucket design:





[*Source: Karabo Poppy Moletsane*
Illustrator, Street Artist and Graphic Designer
https://www.behance.net/Karabo_Poppy]

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7.3 The brand and corporate design for an in-house design agency coffee shop called **KWA MAILOS**.



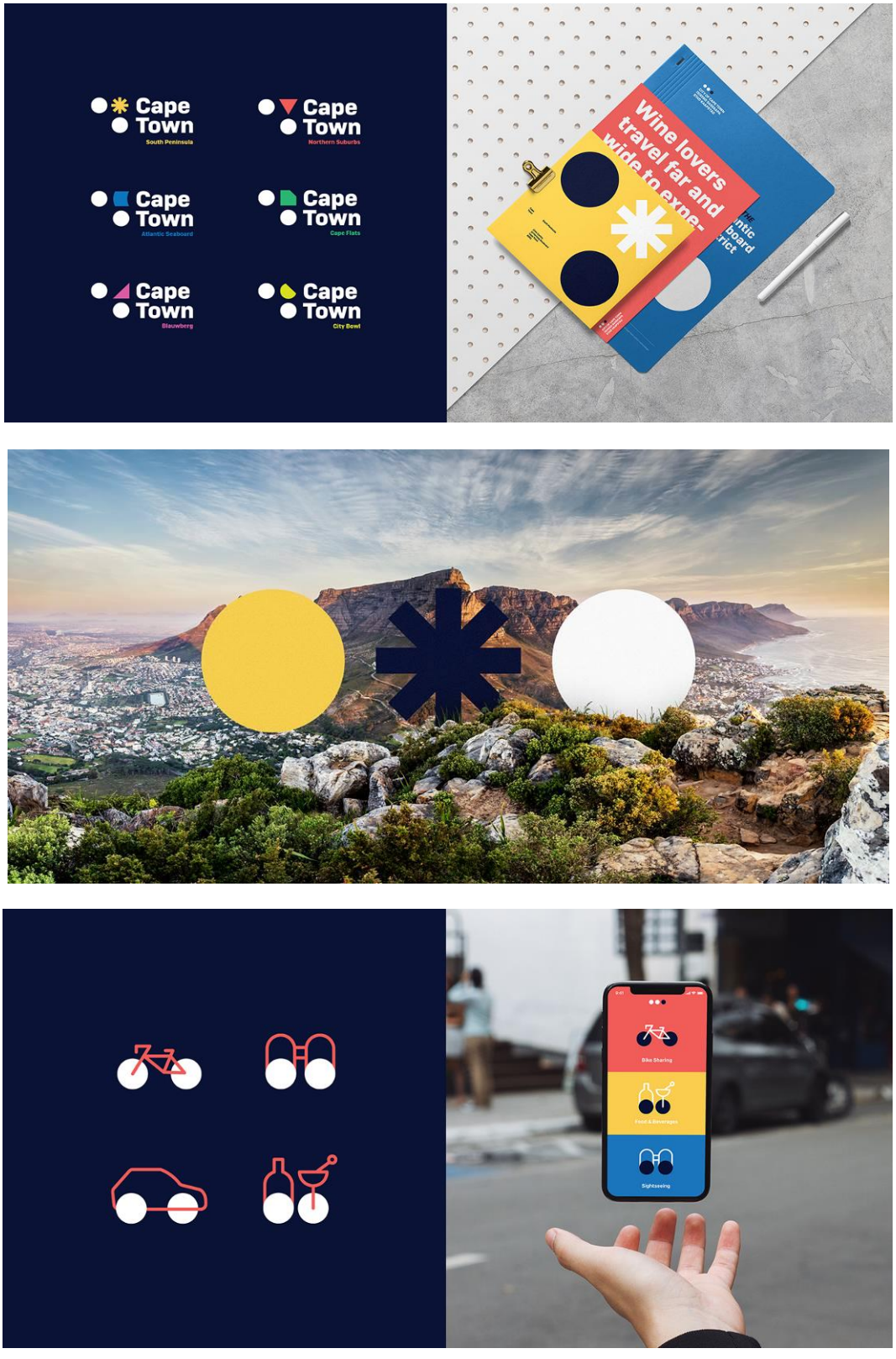
[Source: *Liana Liebenberg – Creative Director at Superunion*]
https://www.behance.net/lianaliebenberg1a15

7.4 Cavendish Square shopping centre's annual in-mall campaign.



[*Source: Gisele Human – Freelance Creative https://www.behance.net/giselehuman*]

7.5 City of Cape Town rebranding



[Source: *Olivier Segers – Design Director https://www.behance.net/oliviersegers*]

(5 × 5) **[25]**

QUESTION 8

DIGITAL MARKETING is the component of marketing that uses the internet and online-based digital technologies to promote products and services. The field of digital marketing is constantly expanding and evolving and include strategic use of channels and tactics such as:



- Websites
- Email
- Social media
- Organic search (SEO)
- Paid search (SEM)
- Mobile
- Display ads
- Affiliate marketing
- Video marketing
- Instant messaging (IM) marketing
- Online public relations
- Influencer marketing
- Content marketing

8.1 Match each of the following statements to a channel from the list above.



8.1.1 … a form of social media marketing involving endorsements and product placement from people and organisations who have a purported expert level of knowledge or social influence in their field.

8.1.2 … online graphic advertising through banners, text, images, video and audio.

8.1.3 … the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

8.1.4 … a form of marketing focused on creating, publishing and distributing content for a targeted audience online.

8.1.5 … interactive technologies that facilitate the creation and sharing of information, ideas, interests and other forms of expression through virtual communities and networks.

(5 × 1) (5)

8.2 List and briefly explain any FIVE advertising appeals. (5 × 2) (10)

[15]



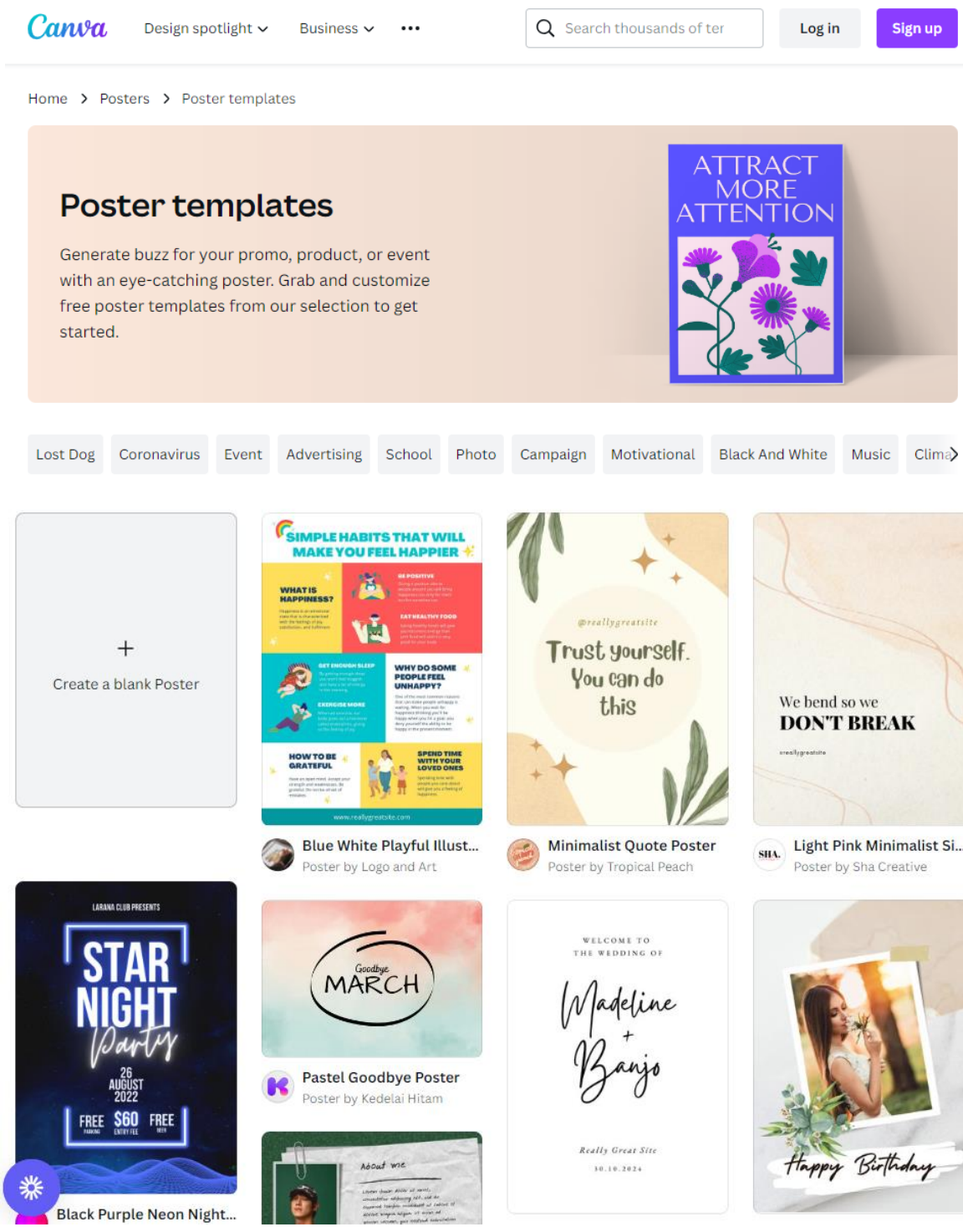
TOTAL SECTION B: 70

SECTION C

QUESTION 9

9.1 ***Canva.com*** is a free online app (with additional paid features) that can be used for many different types of designs, from logos to flyers, from Facebook cover images to video clips and even presentations.

Canva makes it possible for people with little or no access to expensive design software or who do not have advanced technical skills to create designs quickly. Canva also has thousands of ready-to-use templates, such as:



Scenario: You were requested to create a poster advertising a special student wellness event focusing on fitness that will be held at your college sports centre on the morning of 7 December 2024 at 11 am, organised by your college's student counselling services.

9.1.1 In your ANSWER BOOK, write the wording that should appear on the flyer: Include the following:

- date and time
- the venue
- address
- a description of the event
- contact information and
- dress code for the event.

(Write in a way that promotes the event as a fun and positive get-together for the whole campus community). (5)

9.1.2 Use ADDENDUM A (attached) and plan the design for the poster (which will be built in Canva), using the information prepared above and include the following:

- hand-drawn elements
- illustrated heading text
- colour
- elements to draw attention to the event. (20)

9.2 South African Tourism launched a print ad campaign focusing on the slogan 'There's more to South Africa than just the wildlife'. They asked your agency to create a video advertisement for this campaign.



[Source: *https://www.behance.net/aniketpathare*]



[Source*: https://www.behance.net/aniketpathare*]

During brainstorming sessions, your team decides to create an upbeat and visually beautiful advertisement showing the following sequence:

- The lady in the first banner walking on a catwalk in the Kruger Game Park, surrounded by lush plants and local wildlife
- People enjoying a game drive under the stars
- A professional chef serving up gourmet dishes in a Michelin Star restaurant with a South African vibe
- A party scene of a group of people on a classy Cape Town rooftop bar with city lights in the background, drinking South African wine.
- A man sitting contently on a beach with a surfboard upright in the sand, watching dolphins play in the waves.
- A voiceover that says: 'When we say South Africa, what comes to your mind? The untouched wildlife? Maybe a Safari. But on the other side, another adventure awaits. Because there's more to South Africa.'

(25)

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You get tasked to create a six-frame storyboard template with the visual concept for the advertisement. Use ADDENDUM B (attached).

Remember to include the following in your storyboard, if relevant:

- Title
- Images
- Dialogue
- Sound effects/special effects
- Camera shots
- Camera movement
- Transitions.

[50]

QUESTION 10

MASCOT DESIGN

Zakumi the Leopard was the official mascot for the 2010 FIFA World Cup and was originally created by designer Andries Odendaal of Cape Town, South Africa. Zakumi is warm-hearted and caring, and wanted to make as many friends as possible. He loves to play football/soccer as it is a great way to connect with others and break down language barriers. He always carries his football around which he uses to invite people to play with him. It's no secret that Zakumi loves football.



South Africa is working on a bid for the 2027 Women's Soccer World Cup bid. You are tasked to develop a new mascot to help market the event.

Design your own Women's Soccer World Cup mascot using ADDENDUM C (attached). Your character can be anything you wish with the aim of cuteness, marketability, and a South African flavour. Be sure to include big, open eyes and a friendly face.

1. Start by brainstorming your initial character idea and a short paragraph describing what it is and what it does, and also give your character a name.
2. Then draw it in FIVE different positions/actions using the space provided.
3. Finally redraw it larger, in the best position, and add colour and line work. (50)

[50]

TOTAL SECTION C: 100
GRAND TOTAL: 200

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ADDENDUM A

EXAMINATION NUMBER: | | | | | | | | | | | | | |

9.1.2

DESIGN EXPLANATION: .....

.....

.....

BRIEF	CONTENT	EXPLANATION	DESIGN
/2	/5	/3	/10

ADDENDUM B

EXAMINATION NUMBER:

9.2

BRIEF	CREATIVITY	STORY	DRAWINGS	DESCRIPTIONS
/5	/5	/5	/5	/5

TITLE: .....

SCENE: .....

AUDIO: .....

DESCRIPTION OF ACTION: .....

.....

.....

SCENE: .....

AUDIO: .....

DESCRIPTION OF ACTION: .....

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SCENE: .....

AUDIO: .....

DESCRIPTION OF ACTION: .....

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SCENE: .....

AUDIO: .....

DESCRIPTION OF ACTION: .....

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ADDENDUM C

EXAMINATION NUMBER: | | | | | | | | | | | | | |

10.

CHARACTER DEVELOPMENT

/5	/5	/10	/25	/5
BRIEF	BRAINSTORM	CHARACTER	POSITIONS	DESCRIPTION

CHARACTER NAME: .....

USE THIS AREA TO BRAINSTORM YOUR IDEA:

CHARACTER DESCRIPTION: .....

.....

DRAW THE CHARACTER IN FIVE POSES:

FINAL CHARACTER, FULL COLOUR

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