higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

22 November 2024

This marking guideline consists of 6 pages

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SECTION A

QUESTION 1

1.1	1.1.1	B
	1.1.2	A
	1.1.3	B
	1.1.4	D
	1.1.5	C
	1.1.6	B
	1.1.7	D
	1.1.8	C
	1.1.9	C
	1.1.10	B

(10 × 1) (10)

1.2	1.2.1	True
	1.2.2	False
	1.2.3	True
	1.2.4	False
	1.2.5	False

(5 × 1) (5)

1.3	1.3.1	H
	1.3.2	G
	1.3.3	D
	1.3.4	F
	1.3.5	E
	1.3.6	B
	1.3.7	I
	1.3.8	J
	1.3.9	C
	1.3.10	A

(10 × 1) (10)
[25]

QUESTION 2

2.1 2.1.1 Example 1: Identifying Target Markets
- Identification of target market (1 mark).✓
- Discussion on design elements catering to the audience ✓✓

2.1.2 Example 2: Relevance of 3D Designs in Graphic Design Market
- Explanation of relevance within the market (2 marks).✓✓
- Consideration of industry trends and functionality (1 mark).✓

2.1.3 Example 3: Form Follows Function Principle
- Evaluation of form and function alignment (2 marks).✓✓
- Discussion on usability or user experience (1 mark).✓

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2.1.4 Example 4: Suitability of Packaging to Contents
- Analysis of packaging suitability (2 marks).✓✓
- Consideration of protection, convenience, and aesthetic appeal (1 mark).✓

2.1.5 Example 5: Application of Form Follows Function Technique
- Description of improvements using the technique (2 marks).✓✓
- Specific suggestions on form modifications (1 mark).✓

(5 × 3) (15)

2.2 Customising a Presentation Template for College Marketing

Mark allocation:
2 marks for each evaluation and suggestion.
(1 mark for evaluation and 1 mark for suggestion)
TOTAL: 5 points × 2 marks each = 10 marks

Example of Answer Structure:

Communication Tool:
- Evaluation: The current template includes several sections for text and images, but it lacks a clear introduction and conclusion slide.✓
- Suggestion: Add an introduction slide that outlines the presentation's goals and a conclusion slide that summarizes key points and includes a call to action.✓

Brand Consistency:
- Evaluation: The template uses colours and fonts that do not match the college's branding guidelines.✓
- Suggestion: Update the template with the college's official colours and fonts to ensure brand consistency.✓

Visual Storytelling:
- Evaluation: The template has a lot of text but very few visual elements to engage the audience. ✓
- Suggestion: Incorporate relevant images, icons, and infographics to make the presentation more visually appealing and engaging. ✓

Audience Engagement:
- Evaluation: The current design is static and may not hold the attention of high school students. ✓
- Suggestion: Add interactive elements like clickable links to videos or animations to make the presentation more dynamic and engaging. ✓

Content Organization:
- Evaluation: The flow of information is not logical, with important points scattered throughout the presentation.✓
- Suggestion: Reorganise the slides to follow a logical sequence, starting with an introduction, followed by key information, and ending with a conclusion and call to action.✓

(5 × 2) (10)
[25]

TOTAL SECTION A: 50

SECTION B

QUESTION 3

3.1 3.1.1
a) Printer.✓
b) Classified as an output device.✓
c) Used to print designs for proofing, final prints, and client presentations.✓

3.1.2
a) Computer mouse.✓
b) Classified as an input device.✓
c) Used to navigate software, select tools, and create designs on the computer.✓

3.1.3
a) Dropbox.✓
b) Classified as a memory device.✓
c) Used to store, share, and collaborate on design files with clients and team members.✓

3.1.4
a) Computer screen.✓
b) Classified as an output device.✓
c) Used to display design work, review edits, and present work to clients.✓

3.1.5
a) SD card.✓
b) Classified as a memory device.✓
c) Used to transfer and store design files, especially from cameras and other devices.✓

(5 × 3) (15)

3.2 3.2.1 Step 1: Describe
Detailed description of the design, mentioning the main elements and any noticeable features.✓✓ (2)

3.2. Step 2: Identify Elements
a) Line: Identify and discuss the types of lines used in the design.✓
b) Colour: Identify and discuss the colour scheme and its effect.✓
c) Texture: Identify and discuss the texture, whether actual or implied.✓ (3)

3.2.3 Step 3: Identify Principles
a) Balance: Identification and discussion of the type of balance used (symmetrical, asymmetrical, radial).✓
b) Contrast: Identification and discussion of how contrast is achieved (through colour, size, shape, etc.).✓
c) Emphasis: Identification and discussion of how emphasis is created (focal points, dominant elements, etc.).✓ (3)

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3.2.4 Step 4: Reflect
Reflection on the overall effectiveness of the design, including what works well and what could be improved. Consideration of the design's purpose and audience.✓✓ (2)
[10]

TOTAL SECTION B: 25

SECTION C

QUESTION 4

4.1 Student must use ADDENDUM A to complete the following:

Concept and Planning (3 marks total):
- Description of Animation Concept and Object/Character ✓
  Clearly describe the concept of the animation and identify the object or character being animated.
- Outline of Sequence of Actions/Transformations ✓✓
  Provide a clear outline of the sequence of actions or transformations that will occur across the five frames of the animation.

Frame Design (10 marks in total, 2 marks per frame)✓✓✓✓✓✓✓✓✓✓
- Creation of FIVE (5) frames.
- Each of the five frames should show a progression of the animation.
- Marks are allocated based on the clarity, accuracy, and contribution to a smooth animation sequence of each frame.

Overall Presentation and Creativity (2 marks total):
- Neatness, Organisation, and Creativity ✓✓
- Ensure that frames are neatly drawn, well-organised, and creatively designed to effectively convey the intended motion or transformation. The overall presentation should be visually appealing. (15)

4.2 Copying images with a drawing grid.

Detailed Breakdown of Marks:

Accuracy of Proportions (4 marks total):✓✓✓✓
- 4 marks: The shape and size of the apple are perfectly proportional.
- 3 marks: Minor discrepancies in proportions.
- 2 marks: Noticeable but not major errors in proportions.
- 1 mark: Significant errors in proportions.
- 0 marks: No attempt or completely incorrect proportions.

Detailing and Precision (3 marks total):✓✓✓
- 3 marks: All details are accurately reproduced with high precision.
- 2 marks: Most details are accurately reproduced.
- 1 mark: Some details are missing or inaccurately reproduced.
- 0 marks: Many details are missing or incorrect.

Use of Grid Technique (2 marks total):✓✓
- 2 marks: Excellent use of the grid technique to accurately transfer the image.
- 1 mark: Good use of the grid technique with minor errors.
- 0 marks: Poor use or no use of the grid technique.

Overall Presentation and Neatness (1 mark total): ✓
- 1 mark: Drawing is very neat and well-presented.
- 0 marks: Drawing is untidy or poorly presented.

This marking guideline ensures a comprehensive assessment of the student's ability to accurately transfer and reproduce an image using a grid, as well as their attention to detail and overall presentation skills. (10)
[25]

TOTAL SECTION C: 25
GRAND TOTAL: 100

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