higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

(2020012)

22 November 2024 (Y-paper)
13:00–16:00

This question paper consists of 16 pages and 2 addenda.

465Q1N2422

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
GRAPHIC DESIGN
NQF LEVEL 2
TIME: 3 HOURS
MARKS: 100

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. Use only a black or blue pen.
5. ADDENDUM A and B must be submitted together with the ANSWER BOOK.
6. This paper must be printed in colour.
7. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 What is the primary purpose of a grid system in layout design?

A To organise content randomly
B To create a structured and consistent layout
C To enhance the colours of the design
D To increase the file size of the design

1.1.2 Which of the following is a characteristic of serif fonts?

A They have small lines or strokes attached to the ends of letters
B They have uniform width with no extra strokes
C They are mainly used for digital screens
D They are typically used for informal designs

1.1.3 What is leading in typography?

A The horizontal space between characters
B The vertical space between lines of text
C The style of the font
D The thickness of the font

1.1.4 Which alignment is typically used for body text in printed materials?

A Centred
B Left-aligned
C Right-aligned
D Justified

1.1.5 In layout design, what does the term white space refer to?

A The background colour of the design
B The space between columns
C The empty space around and between design elements
D The colour used for text

1.1.6 What is a key advantage of using a consistent typographic hierarchy?

A It makes the text more decorative
B It helps readers easily navigate and understand the content
C It reduces the need for images in the design
D It makes the design process faster

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1.1.7 Which of the following is an example of a display font?

A Times New Roman
B Arial
C Helvetica
D Lobster

1.1.8 What does kerning adjust in typography?

A The height of the text
B The overall size of the text
C The space between individual characters
D The colour of the text

1.1.9 What is the purpose of a pull quote in layout design?

A To fill space on the page
B To provide additional information in the margins
C To highlight a key phrase or sentence from the text
D To increase the length of the document

1.1.10 Which of the following is a good practice for choosing fonts in a design project?

A Using as many different fonts as possible
B Mixing serif and sans-serif fonts for contrast
C Using only decorative fonts
D Avoiding the use of serif fonts

(10 × 1) (10)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 The Clone Stamp tool is used to duplicate parts of an image and apply them to another area.

1.2.2 Applying a Gaussian Blur filter will sharpen the edges and details of an image.

1.2.3 Masking allows you to make changes to specific parts of an image without affecting the rest of the image.

1.2.4 Non-destructive editing means that any changes made to the image are permanent and cannot be undone.

1.2.5 The Liquify filter is used to adjust the colour balance of an image.

(5 × 1) (5)

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1.3 Choose a description from COLUMN B that matches an item in COLUMN A. Write only the letter (A–J) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Typography	A	a pre-designed layout that provides a framework for creating consistent and customisable documents or digital content
1.3.2	Adobe InDesign	B	a free-to-use online graphic design tool
1.3.3	Colour Theory	C	refers to a collection of colours chosen for a specific purpose or project
1.3.4	Brochures	D	understanding of how colours interact, mix, and contrast with each other
1.3.5	Vector Graphics	E	images created using mathematical equations to define shapes, allowing them to be scaled infinitely without losing quality
1.3.6	Canva	F	printed materials used to promote products or services, often folded into a booklet format
1.3.7	CMYK	G	software used for creating page layouts and designs for print and digital media
1.3.8	RGB	H	the design and arrangement of letters and words to make them clear, attractive, and easy to read in books, posters, or digital media
1.3.9	Palette	I	colour model used in printing
1.3.10	Template	J	colour model used in digital design and screen display

(10 × 1) (10)
[25]

QUESTION 2

2.1 Case Study: 3D Design in Graphic Design

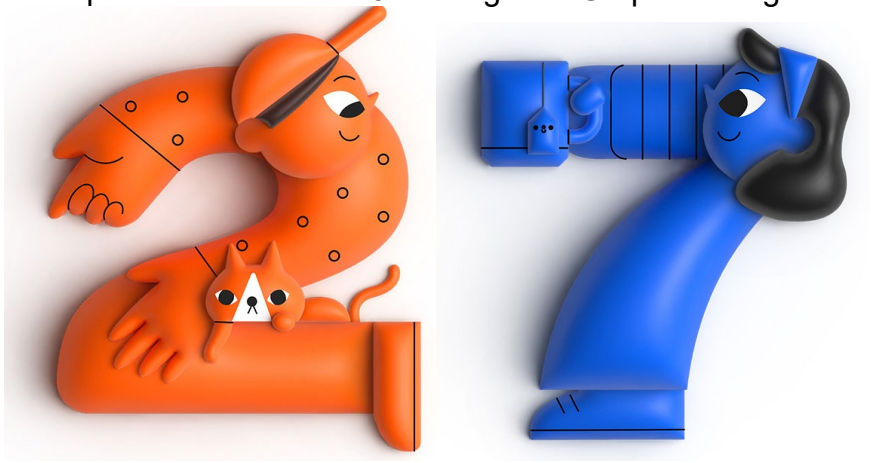
You have been provided with FIVE different 3D design examples from Behance. Review each design carefully and answer the following questions based on your observations and understanding of 3D design principles in graphic design. Write your answers next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

2.1.1 Example 1: Identifying Target Markets



Identify the target market for this 3D design. Discuss how the design elements cater to the needs and preferences of this specific audience.

2.1.2 Example 2: Relevance of 3D Designs in Graphic Design Market



Explain the relevance of this 3D design within the graphic design market. Consider aspects such as industry trends, functionality, and visual appeal in your answer.

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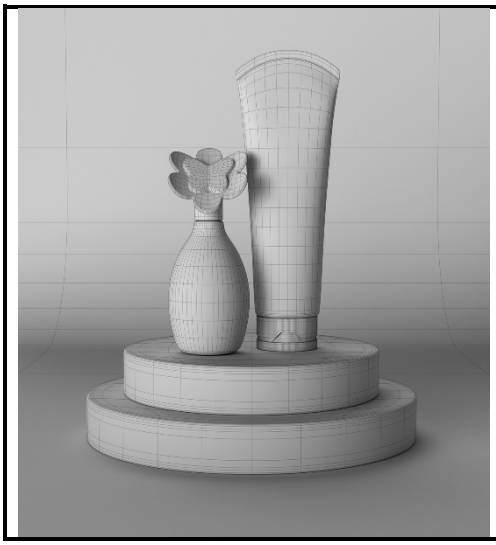
2.1.3 Example 3: Form Follows Function

In terms of packaging design, Form Follows Function means: Don't let aesthetics overshadow usability. Packaging should be easy to open and reseal if needed, and disposed of responsibly.







Evaluate how the principle *form follows function* is applied in this 3D design. Discuss how the design's form suits its intended function and how it enhances usability or user experience.

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2.1.4 Example 4: Suitability of Packaging to Contents



Analyse the packaging design and explain how it suits the contents it is meant to hold. Consider aspects such as protection, convenience, and aesthetic appeal.

2.1.5 Example 5: Application of Form Follows Function Technique



Describe how you would apply the *form follows function* technique to improve this 3D packaging design. Provide specific suggestions on how the form could be modified to better suits its function.

(5 × 3) (15)

2.2 **Customising a presentation template for college marketing** (10 marks)

INSTRUCTIONS:

- Read the explanation below about the role of presentation design in a graphic designer's day-to-day work.
- Study the provided example of a presentation template from *Canva*.
- Suggest ways that you would customise this template to use as a marketing tool for your college when college representatives visit the Faculty of Arts on career days.

PRESENTATION DESIGN is a critical aspect of a graphic designer's daily responsibilities. Here are some key points about presentation design and its importance in a graphic designer's workflow:

- Communication Tool:
  Presentations are a primary tool for communicating ideas, strategies, and reports within organisations. Graphic designers create presentations for various purposes such as business pitches, educational lectures, marketing campaigns, and internal meetings.

- Visual Storytelling:
  Effective presentation design uses visual storytelling techniques to convey messages. Graphic designers employ elements such as images, icons, infographics, and animations to enhance the narrative and make the content more engaging.

- Brand Consistency:
  Designers ensure that presentations align with the brand's visual identity. This includes using consistent colours, fonts, logos and photos to maintain brand coherence and professionalism across all communication materials.

- Software Proficiency:
  Graphic designers use various software tools for presentation design, such as PowerPoint, Canva, Google Slides, and Adobe Creative Cloud applications (e.g., Illustrator, Photoshop). Proficiency in these tools is essential for creating high-quality presentations.

- Design Principles:
  Fundamental design principles such as alignment, contrast, hierarchy, and balance, are applied to ensure that presentations are visually appealing and easy to understand. These principles help in organising content and guiding the viewer's attention.

- Audience Engagement:
  A well-designed presentation captures and maintains the audience's attention. Graphic designers consider the audience's needs and preferences, tailoring the design to be relevant and engaging.

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- Content Organisation:
  Organising content logically and coherently is crucial. Graphic designers work closely with content creators to structure presentations in a way that flows naturally and makes complex information easily accessible.

- Interactivity:
  Modern presentations often include interactive elements such as clickable links, embedded videos, and animations. These features can make the presentation more dynamic and engaging for the audience.

- Collaboration:
  Graphic designers frequently collaborate with other team members, including marketers, executives, and content creators, to develop presentations. Effective communication and teamwork are essential for producing successful presentation designs.

Example of Canva Presentation Template:



TASK:
Choose any FIVE of the key points above and evaluate the provided Canva template against them. For each point, suggest the edits you will make to the template or content/design assets to meet each requirement.

(5 × 2) (10)
[25]

TOTAL SECTION A: 50

SECTION B

QUESTION 3

3.1 Study the provided images in 3.1.1 to 3.1.5 below and answer the following sub-questions related to the topic of Play-Out and Production:

a) Identify each of the following items or services that may be found in a graphic designer's studio. (1 mark)
b) Classify each item or service as an input device, output device, or memory device. (1 mark)
c) Explain how each may be used by a graphic designer. (1 mark)

3.1.1



3.1.2



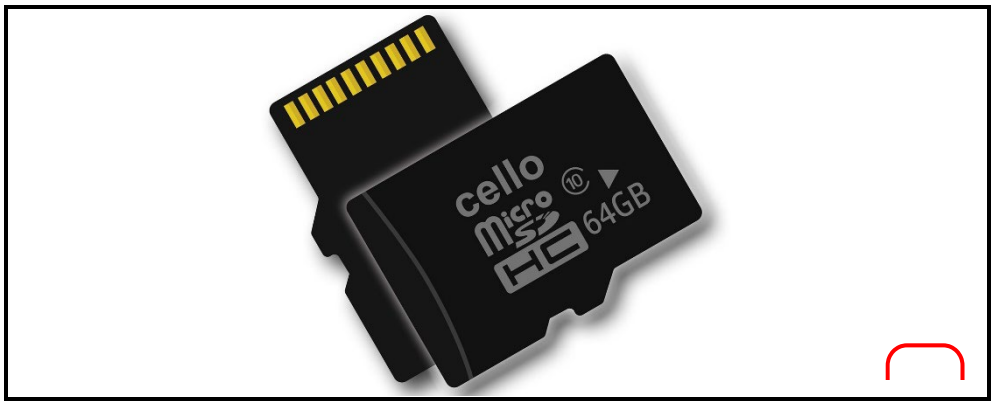
3.1.3



3.1.4



3.1.5



(5 × 3) (15)

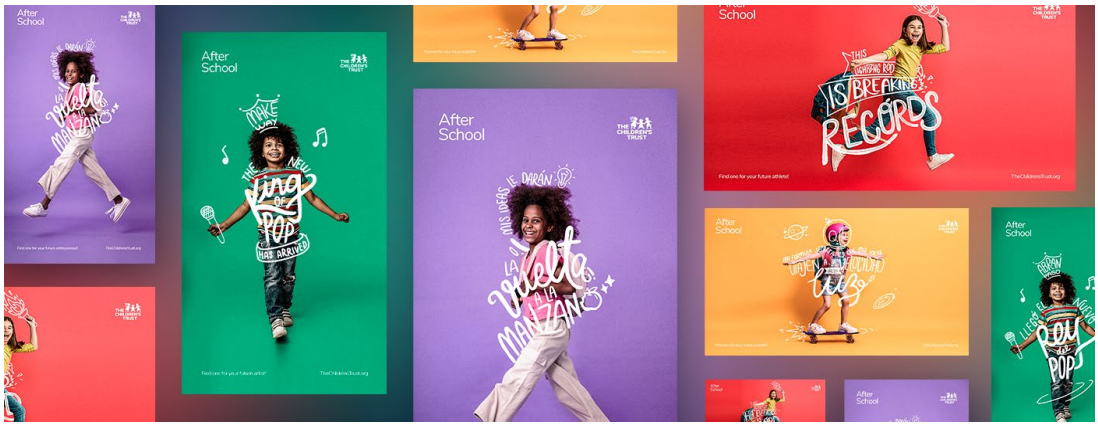
3.2 **Assessing the quality of a design by using an evaluation process** (10 marks)

Evaluating a piece of art or design involves assessing its quality and effectiveness. This process includes:

- Study: Examine the artistic use of the elements of design.
- Observation: Observe the arrangement of those elements.
- Analysis: Determine how the artist or designer has structured their visual communication.

By using the elements and principles of design, we can critically evaluate works of art and design to judge their success and impact.

Carefully study the provided design examples from a single campaign and evaluate the designs as directed in the sub-questions from question number (3.2.1−3.2.4) in the ANSWER BOOK.



3.2.1 Step 1: Describe

- Detailed description of the designs, mentioning the main elements and any noticeable features (2)

3.2.2 Step 2: Identify Design Elements

- Line: Identify and discuss the types of lines used in the designs
- Colour: Identify and discuss the colour scheme and its effect
- Texture: Identify and discuss the texture, whether actual or implied (3)

3.2.3 Step 3: Identify Design Principles

- Balance: Identify and discuss the type of balance used (symmetrical, asymmetrical and radial)
- Contrast: Identify and discuss of how contrast is achieved through colour, size, shape, and all the other elements of design
- Emphasis: Identify and discuss how emphasis is created through focal points, dominant elements, and other elements to improve the quality of a design (3)

3.2.4 Reflect

- Reflect on the overall effectiveness of the design, including what works well and what could be improved. Considers the design's purpose and audience (2)

[25]

TOTAL SECTION B: 25

SECTION C

QUESTION 4

4.1 A .GIF is a digital image format that supports a sequence of frames, creating a short, looping animation. Unlike video files, GIFs do not require a player and can automatically loop without user intervention, making them ideal for adding movement to digital content.



Using the template provided in ADDENDUM A (attached), create a sequence of images that will form an animated GIF. Your sequence should consist of FIVE frames that clearly illustrate the motion or transformation of a chosen object or character.

Guidelines for the task:

Concept and Planning (3 marks):

- Describe the concept of your animation and the object or character being animated (1)
- Outline the sequence of actions or transformations across the five frames (2)

Frame Design (10 marks):

- Create FIVE frames that show a clear progression of your chosen animation
- Each frame should be accurately drawn and contribute to a smooth animation when viewed in sequence (2 marks per frame) (10)

Overall Presentation and Creativity (2 marks):

- Ensure that your frames are neat, organised, and creatively designed
- The animation sequence should be visually appealing and effectively convey the intended motion or transformation (2)

4.2 **Copying images with a drawing grid**

Using the attached ADDENDUM B (which provides a reference pencil drawing of an apple with an overlayed drawing grid), demonstrate your drawing skills by redrawing the apple in the empty drawing grid provided. Ensure you accurately transfer each section of the apple, maintaining correct proportions and details.

Guidelines for the task:

1. Accuracy of Proportions (4 marks total):
   - Correctly transfer the overall shape and size of the apple from the grid reference to the empty drawing grid
   - Each section of the apple should be accurately reproduced to maintain the correct proportions

2. Detailing and Precision (3 marks total):
   - Accurately reproduce the details of the apple
   - Ensure that smaller details, such as contours, textures, and subtle curves, are precisely drawn

3. Use of Grid Technique (2 marks total):
   - Effectively use the grid technique to transfer the image
   - Demonstrate a clear understanding of how to use the grid system to break down and redraw each part of the apple

4. Overall Presentation and Neatness (1 mark total):
   - Ensure the drawing is neat and well-presented
   - The final drawing should be clean, with careful attention to the use of lines and shading (10)

[25]

TOTAL SECTION C: 25
GRAND TOTAL: 100

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ADDENDUM A **EXAMINATION NUMBER:**

4.1

Concept: .....

Planned sequence of actions: .....

.....

.....

.....

Frame 1

Frame 2

Frame 3

Frame 4

Frame 5

Frame 6

(15)

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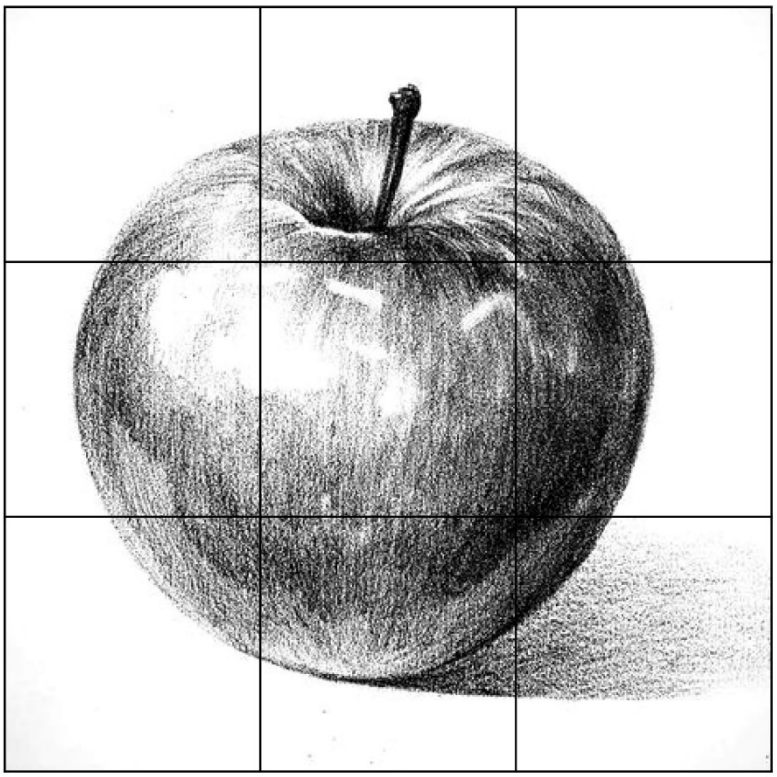
ADDENDUM B **EXAMINATION NUMBER:**

4.2



(10)

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