higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 3

21 November 2024

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 D
1.2 C
1.3 C
1.4 A
1.5 A
1.6 D
1.7 C
1.8 B
1.9 B
1.10 D
1.11 D
1.12 C
1.13 D

(13 × 1) **[13]**

QUESTION 2

2.1 True
2.2 False
2.3 True
2.4 False
2.5 True
2.6 False
2.7 True
2.8 True
2.9 False
2.10 False
2.11 False
2.12 False
2.13 True
2.14 False
2.15 True

(13 × 1) **[15]**

QUESTION 3

3.1 I
3.2 D
3.3 L
3.4 H
3.5 B
3.6 F
3.7 A
3.8 Q
3.9 N
3.10 O

(10 × 1) **[10]**

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QUESTION 4

4.1 2D animations
4.2 Mavica
4.3 assemblage
4.4 'reduce, re-use, recycle'
4.5 juxtaposition
4.6 papyrus
4.7 industrial revolution

(7 × 1) **[7]**

TOTAL SECTION A: 45

SECTION B

QUESTION 5

5.1
- Function:✓A table for office space or living room. It looks rustic, not very refined and acts as a decorative and usable object.✓
- Aesthetics:✓ The table has a somewhat modern design and is more functional than pleasing to the eye.✓
- Construction:✓ The table is made from thrown away or used pallets, which were disassembled and assembled. Wheels were added.✓
- Economics:✓ The table costs R3000 and is expensive, taking in consideration that the materials are very affordable.✓

Note: Any relevant answer that shows that the student understands the question. (4 × 2) (8)

5.2
- Brainstorming
- Freeform writing
- Sketching
- Mind mapping (4)

5.3 Subtraction;✓✓ omission;✓✓ repetition✓✓ (3 × 2) (6)

5.4 5.4.1 Bitmap graphics used with photo editing allows you to add different effects to the image.✓ Use Adobe photoshop. Use pixels to create an image.✓ Vector graphics are used for illustrations.✓ Create high-quality images using mathematical calculations to draw shapes and lines.✓ (4)

5.4.2 Toolbars and tools: Gain quick access to common drawing and editing tools.✓ Includes basic tools that are in other Adobe programs, and Flash-specific tools used to create animations.✓ (2)

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5.4.3 Image files: Include JPG, PNG, GIF and BMP.✓ JPG and BMT have white background and cannot save transparent data.✓ Better to use GIF and PNG. Image files can be used from other design programmes.✓ (3)

5.5
- 2 marks for the correct execution of the question.✓✓
  (The design must be based on the template provided in the question paper.)
- 4 marks for creativity, originality and practicality of the design.✓✓✓✓
- 1 mark for the correct name of the product.✓
- 2 marks for correct information on the packaging. (Example: contact information, slogan, image on the packaging. Note: This is just a guideline.)✓✓ (9)

5.6
- Packaging is simple, light weight and easy to handle and stock.
- Easy to use, quick to pack and seal with lid.
- Perishable and easy to recycle.
- Easy to print on and good for advertisement.
- Inexpensive to reproduce. (Any 4 × 1) (4)

5.7
- 1 mark for the correct execution of the question.✓
  (The correct size of the poster in the student's ANSWER BOOK.)
- 4 marks for creativity, originality and practicality of the design of the poster.✓✓✓✓
- 2 marks for the creative use of image.✓✓
- 1 mark for using one of the examples provided.✓ (8)

5.8 5.8.1 Eye dropper tool is used to pick a colour or style from an object and apply it to another object.✓✓

5.8.2 Gradient tool is used to apply a gradient to an object. A gradient cannot be applied to a stroke. Can be applied to text and object fills.✓✓

(2 × 2) (4)

5.9
- Analogue
- Complementary
- Split-complimentary
- Triadic
- Square
- Rectangular colours

(Any FIVE relevant answers) (Any 5 × 1) (5)

[57]

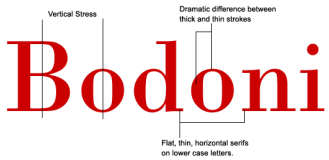
QUESTION 6

6.1 Blackletter typefaces are based on ornamental writing style of the Middle Ages and appear very dark on a white page. Also referred to as Old English, Block or Gothic typefaces.✓

Modern typeface: From the mid-18th century. Have a high contrast between thick and thin strokes and make use of hairline strokes. They also contain hairline serifs and look more mechanical.✓



Blackletter typeface✓



Modern typeface✓ (4)

- Adjusting levels and curves: An image is made up of points of light. Adjust the shape of the histogram to vary the intensity of colours and light and dark.✓✓
- Freehand tool: Select tan area like the background to edit it separately from the foreground.✓✓
- Dodge tool: Lets you lighten areas of a photograph by left-clicking and darken areas by right-clicking.✓✓
- Burn tool: Darken areas by left-clicking, lighten areas by right-clicking.✓✓
- Clone tool: Removes flaws by painting over them with another part of the image.✓✓
- Crop tool: Crop the image to improve the composition.
- Saturation: Adjusting levels to increase or decrease the colour intensity.

(Any five marks) (Any 5 × 2) (10)

6.3
- JPEG
- TIFF
- GIF

(Any 2 × 1) (2)

6.4
- Cubase
- Ableton
- FL Studio
- Magix Music Maker
- Sony Acid pro
- Adobe Audition
- Mixcraft (Any 4 × 1) (4)

6.5
- Drawing is one of the most useful skills for a designer. Helps you to overcome many challenges in the design field.✓ Incorporate drawing into many design projects.✓ Helps with planning of icon or logo.✓ Drawing and illustration for a billboard.
- Three marks for drawing/technique of pen or pencil.✓✓✓ (6)

6.6
- Squash and stretch
- Anticipation
- Straight ahead action and pose to pose
- Staging
- Slow in and slow out
- Follow through and overlapping action
- Secondary action
- Arcs
- Timing
- Solid drawing
- Appeal
- Exaggeration (Any 5 × 1) (5)

6.7 Balance is the equal distribution of visual weight in a design.✓
There are two kinds of balance, namely:
- Symmetrical balance: refers to balance that is created by arranging elements on either side of a composition in an equally weighted distribution.✓
- Asymmetrical balance: the two sides are not identical, but the elements are arranged so that there is a sense of balance.✓ (3)

6.8 6.8.1
- Framing technique
- The focal point is surrounded by other imagery.

6.8.2
- Circular composition
- The composition requires that the circular shape fills the frame in one direction to emphasize the focal point.

6.8.3
- Forced perspective
- To make a subject look larger, smaller, further away or closer than it actually is.

(3 × 2) (6)

6.9
- 2 marks for creativity, originality and practicality of the design.✓✓
- 6 marks for the correct information included on the letterhead. Must be drawn A4 size. This should include any of the following:✓✓✓✓✓✓
- Company name and logo
- Company registration number
- Tax number
- Company email/website/address.
- Contact number (8)

[48]

TOTAL SECTION B: 105
GRAND TOTAL: 150

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