higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 4

22 November 2024

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 A ✓
1.2 C ✓
1.3 A ✓
1.4 C ✓
1.5 C ✓
1.6 A ✓
1.7 D ✓
1.8 C ✓
1.9 A ✓
1.10 B ✓

(10 × 1) **[10]**

QUESTION 2

2.1 False ✓
2.2 True ✓
2.3 True ✓
2.4 False ✓
2.5 True ✓

(5 × 1) **[5]**

QUESTION 3

3.1 J ✓
3.2 I ✓
3.3 A ✓
3.4 G ✓
3.5 C ✓
3.6 H ✓
3.7 D ✓
3.8 E ✓
3.9 F ✓
3.10 B ✓

(10 × 1) **[10]**

QUESTION 4

4.1 Pose-to-pose ✓
4.2 Advertising ✓
4.3 Storyboard ✓
4.4 Soundtrack ✓
4.5 Target market ✓

(5 × 1) **[5]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 5

5.1
- The letters are die-cut out of the outside cover of the album. When one removes the album booklet, you first see parts of the booklet showing through the letters.✓
- But as it moves out, the letters are filled with the red background of the inside of the cover. ✓
- This creates a dramatic cinematic effect – appropriate since this is a movie soundtrack. ✓

[Any THREE similar logical observations in the student's own words are acceptable]

5.2
- The design is strong visually with bold and contrasting colours and patterns. ✓
- The artwork on the vinyl disk interplays with the design of the booklet and cover – the concentric lines and see-through parts of the album cover create a visual motion effect when one removes the disk. ✓
- The title of the album is hard to read, but is a play on the meaning: DAZE. ✓

[Any THREE similar logical observations in the student's own words are acceptable]

5.3
- The album is adorned with a bold South American design. ✓
- The front cover displays no text, making one wonder what is contained inside – drawing you in. ✓
- The circles on the cover design hint at the look of the inside round vinyl disk, effectively creating a symbolic radiating halo effect around the woman's head. ✓

[Any THREE similar logical observations in the student's own words are acceptable]

5.4
- The editing of the artist's photo on the cover feels moody and interesting, like a smoky, dimly lit stage setting with red and blue stage lights. ✓
- The image was rendered in shades of red and navy, not black and white. This creates a nostalgic, cosy effect. ✓
- In contrast, the text is clean, clear, and modern, giving the overall design a fresh look. ✓

[Any THREE similar logical observations in the student's own words are acceptable]

5.5
- This album design looks like it was done in mixed-media – combining inks, line drawing, torn paper, and hand lettering. ✓
- The style, typography, and bright colours feel a little rebellious, like a punk album, or resistance music. ✓
- The album was a collaborative project between German and Columbian artists, and the formal lines of the building contrasts with the vibrant colours and botanic motifs, creating an interesting fusion of the two cultural aesthetics. ✓

[Any THREE similar logical observations in the student's own words are acceptable]

(5 × 3) **[15]**

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QUESTION 6

Multiple possible answers could be correct. The correct photographic technique + any TWO similar explanations in the student's own words are acceptable.

6.1
- High dynamic range ✓
- Combining the two extreme exposures of the image is possible in photoshop. ✓
- The result will be more balanced with a clearly visible sky and foreground. ✓

6.2
- Motion blur ✓
- By setting the camera's focal point on the moving vehicle and using a slow shutter speed. ✓
- The vehicle will be in focus, with the surroundings blurred – achieving a motion blur effect. ✓

6.3
- Forced perspective ✓
- This is a photography technique that uses optical illusion to make objects in an image appear larger, smaller, further away from, or closer to the camera than their actual size or relative position. ✓
- By choosing the foreground and background composition and the camera's focal points in such a way to achieve an optical illusion. ✓

6.4
- Cylindrical perspective ✓
- A form of distortion caused by fisheye and panoramic lenses. ✓
- These types of lenses reproduce straight horizontal lines above and below the lens axis level as curved while reproducing straight horizontal lines on lens axis level as straight. ✓
- This effect can also be achieved in Photoshop. (Any 3 × 1)

6.5
- Low-key lighting ✓
- A type of lighting style used in photography, film, and television that accentuates shadows, high contrast, and dark tones. ✓
- With a camera: Keep your ISO levels low to avoid noise and open the aperture wide. ✓
- This effect can also be achieved in Photoshop. (Any 3 × 1)

(5 × 3) **[15]**

QUESTION 7

The student is asked to imagine what was contained in the briefs, so answers will vary wildly. Multiple possible answers could be correct, answers must just be logical and substantiated well in the student's own words.

7.1

- An overview of the business:
  A South African clothing designer or brand would like to market their products to the rest of Africa. ✓
- The objectives of the project:
  Nigerian Model Tobi Oloko was chosen for her distinctive look, and the setting is in Cape Town's world-famous colourful Bo-Kaap area, to help showcase the colourful clothing range. ✓
- The target audience and market
  The clothing brand wants to reach younger, affluent/aspirational /successful women all over the African continent with their modern, bold, and colourful designs. ✓
- The problem facing the company or client
  They do not want boring, standard product photos taken that won't showcase their items well or make them look cheap or unappealing. They need their products to evoke a sense of passion and energy. ✓
- Project-specific information (materials, formats, etc.)
  The model will be styled in bold colours and unconventional looks and should be modelling against contrasting colours and textures to create a bright, optimistic result. The shoot will be outdoors and involve various colourful fruits as props as well as outfit changes – plan accordingly. ✓

(5 × 1)

7.2

- An overview of the business:
  The business is an international fast food franchise with a strong South African presence. ✓
- The objectives of the project:
  To promote South African artists as well as run a special promotion around one of their best selling products. ✓
- The target audience and market:
  Families, young adults and students. ✓
- The problem facing the company or client:
  KFC is an international company with a Southern American Identity. Their products are popular with South African consumers. They would like to create a South African identity unique to their SA branch. ✓
- Project-specific information (materials, formats, etc.)
  The designer should create a colourful set of designs to be used on packaging and advertising materials. ✓ (5 × 1)

7.3
- An overview of the business:
  A high-end South African design agency is opening their own coffee shop called Kwa Mailos. ✓
- The objectives of the project:
  The coffee shop is to serve as a gathering place for employees and a place to take clients, that will showcase the vibe of the agency and inspire designers and their clients. ✓
- The target audience and market
  Agency employees, clients, suppliers and the public. ✓
- The problem facing the company or client
  Since this coffee shop is within a design agency, there is a high expectation for creativity and innovation. They will also need help to a wider audience to make the business viable. ✓
- Project-specific information (materials, formats, etc.)
  Design an edgy, creative, South African look and feel that can be implemented in spatial design, on materials and in marketing materials. ✓

(5 × 1)

7.4
- An overview of the business:
  Cavendish Square is an award-winning upmarket shopping destination in Cape Town offering exclusive fashion, cinemas and premium restaurants and coffee shops. ✓
- The objectives of the project:
  Design a look and theme for Cavendish Square shopping centre's annual in-mall campaign, centred around the concept of “Cosiness”. ✓
- The target audience and market
  Upper middle class and customers who prefer a high-end shopping experience. ✓
- The problem facing the company or client
  Differentiation from other shopping malls, showing class and sophistication. ✓
- Project specific information (materials, formats, etc.)
  Create a look and feel that incorporates products from the most important stores in the mall. ✓

(5 × 1)

7.5
- An overview of the business:
  City of Cape Town municipality. ✓
- The objectives of the project:
  Rebrand the municipality with a bold colourful look that will help to market the city to tourists, investors and local inhabitants. ✓
- The target audience and market
  This rebrand is aimed at tourists, investors and locals. ✓
- The problem facing the company or client
  Municipalities are seen as bland, bureaucratic and disconnected from people. Rebrand to show a modern approach and a user-focused city design. ✓
- Project-specific information (materials, formats, etc.)
  Design a colour-coded look and feel and brand elements that can be used on many different applications, ranging from digital marketing to outdoor branding. ✓

(5 × 1)
(5 × 5) **[25]**

QUESTION 8

8.1
8.1.1 Influencer marketing ✓
8.1.2 Display ads ✓
8.1.3 Organic search (SEO) ✓
8.1.4 Content marketing ✓
8.1.5 Social media ✓

(5 × 1) (5)

8.2
- Love or romance:✓ This appeal is often used in selling chocolates or perfume such as the P.S, chocolate or Justin Bieber's perfume, Girlfriend.✓
- Health:✓ This appeals to those that are conscious about their health. An example of consumers that would respond to such advertisements would be Vitamin water Glaceau advertisement that claims to have healthy nutrients.✓
- Fear:✓ This emotion is evoked when the advertiser would like to discourage certain behaviour and actions such as SAB Miller with their anti-drinking campaigns.✓
- Admiration:✓ This appeal is used to induce consumer desire to be just like the subject of the advertisement such as advertisements in which celebrities are portrayed. An example of this would be Halle Berry in a Revlon advertisement.✓
- Convenience:✓ This type of advertisement would highlight the ease of use of products, for example purchasing 2-minute noodles.✓
- Fun and pleasure: Advertisements such as holiday destinations or alcoholic beverages use the element of enjoyment to entice the audience into buying the product.
- Vanity and egotism: This appeal is used mostly for expensive products such as cars, jewellery and cosmetics. An example of this would be a BMW advertisement.

(Any five in the student's own words) (Any 5 × 2) (10)
[15]

TOTAL SECTION B: 70

SECTION C

QUESTION 9

9.1 9.1.1 Brief to the student: In your answer book, write the wording that should appear on the flyer. Include the date and time, the venue and address, a description of the event, contact information and the dress code for the event. Write in a way that promotes the event as a fun and a positive get-together for the whole campus community.

Information to be included:
- Date and time ✓
- Description of the event ✓
- Venue and address ✓
- What to wear ✓
- Contact information ✓ (5 × 1) (5)

9.1.2 A mark out of TWO for correctly following the brief.✓✓
A mark out of FIVE for correctly representing the content developed in 9.1.1 in the design.✓✓✓✓✓
A mark out of THREE for the design description.✓✓✓
A mark out of TEN for the design.✓✓✓✓✓✓✓✓✓✓ (20)

9.2 A mark out of FIVE for correctly following the brief.✓✓✓✓✓
A mark out of FIVE for creativity.✓✓✓✓✓
A mark out of FIVE for the story.✓✓✓✓✓
A mark out of FIVE for the drawings.✓✓✓✓✓
A mark out of FIVE for the descriptions.✓✓✓✓✓ (25)
[50]

QUESTION 10

A mark out of FIVE for correctly following the brief.✓✓✓✓✓
A mark out of FIVE for the brainstorming.✓✓✓✓✓
A mark out of TEN for the character.✓✓✓✓✓✓✓✓✓✓
A mark out of TWENTY-FIVE for the positions.
✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
A mark out of FIVE for the descriptions.✓✓✓✓✓ (50)
[50]

TOTAL SECTION C: 100
GRAND TOTAL: 200

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