higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

28 November 2023

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	D		
	1.1.2	A		
	1.1.3	B		
	1.1.4	C		
	1.1.5	D		
	1.1.6	B		
	1.1.7	A		
	1.1.8	A		
	1.1.9	D		
	1.1.10	C		
			(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	A		
	1.3.3	J		
	1.3.4	C		
	1.3.5	E		
	1.3.6	K		
	1.3.7	F		
	1.3.8	B		
	1.3.9	I		
	1.3.10	G		
			(10 × 1)	(10)
				[25]

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QUESTION 2

2.1 2.1.1 Surrealism✓

- Surrealist artists explored the mind, fantasy and the unconscious.✓
- They had an interest in the nature of dreams.✓
- The artworks are a visual representation of unconscious imagery.
- The artworks often represent two states of reality at once: the dream state and reality.

(Any similar observations in the student's own words acceptable) (Any TWO of the above)

2.1.2 De Stijl✓

- Characterised by red, blue, yellow and white blocks broken by thick black lines
- This movement used nonrepresentational, geometric elements in artworks.
- Their goal was the creation of a world of universal harmony.
- The artists worked to free painting from recognisable objects and the expression of personal feelings.
- They reduced painting to four elements: line, shape, colour and space.

(Any similar observations in the student's own words acceptable) (Any TWO of the above)

2.1.3 Art Nouveau/Art Deco ✓

- It was inspired by the curvy forms and lines found in plants.
- Artists adapted twining plant forms to architecture, painting, sculpture and the decorative arts.
- Artists used elements of design (such as lines and shapes) that were meant to be expressive in themselves.
- In other words, they created patterns within the artwork.

(Any similar observations in the student's own words acceptable) (Any TWO of the above.)

2.1.4 Pop Art ✓

- Artists in this movement used popular, mass-produced material.
- They created short-lived art that was impermanent, and only existed for the moment.
- Art was created with disposable, easily forgotten material. It was low cost and aimed at a young audience.
- Messages are witty, sexy and gimmicky.

(Any similar observations in the student's own words are acceptable) (Any TWO of the above.)

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2.1.5 Bauhaus ✓

- It emphasised typography as a tool of communication, focusing on clarity and legibility.
- It experimented with typography, and considered that it was to be treated as an image and not only expressed horizontally.
- The essence of art and design were the concept (idea), not the execution (the way the idea was carried out). The two should not be separated.
- The combination of type and photography evolved into the poster as we see it today.

(Any similar observations in the student's own words are acceptable) (Any TWO of the above.)

(5 × 3) (15)

2.2 The following answers will be in a different order. Any FIVE in student's own words are acceptable.

2.2.1− Before: The main image was stretched.✓
2.2.5 After: The main image was fixed and is no longer stretched out of proportion.✓

Before: The image of the cow was pixelated and blurry.✓
After: The image is no longer pixelated and blurry.✓

Before: Various typos and spelling errors in the text✓
After: The errors in the text were fixed. ✓

Before: The space/margin around the main paragraph was not correct.✓
After: The errors in the spacing around the paragraph were fixed.✓

Before: The margins around the three small photos were uneven.✓
After: The errors in the spacing around the three small photos was fixed.✓

Before: The colours of the icons in the brown section were not consistent with the rest of the design.✓
After: The icons were all changed to white and now matched the rest of the design better.✓

(5 × 2) (10)
[25]

TOTAL SECTION A: 50

SECTION B

QUESTION 3

3.1 3.1.1 Slab serif✓ − Slab serif typefaces are typefaces with thick or block-like✓ serifs at the end of the strokes.✓

3.1.2 Sans serif✓ − These are typefaces without serifs✓ at the end of the strokes.✓

3.1.3 Script✓ − This type style looks very similar to handwriting.✓ Script typefaces do not work well when used in uppercase as they become very difficult to read.✓

3.1.4 Display✓ − This refers to decorative typefaces✓ that are often designed around a theme and includes decorative elements like curly lines and even pictographs.✓

3.1.5 Serif✓ − Serif typefaces have small extra strokes at the end of the main vertical and horizontal strokes.✓
These little strokes are called serifs.✓

(5 × 3) (15)

3.2 3.2.1 (a) The strong colour combination✓ of orange, black and white helps to unify the design across slides.✓ The fonts✓ are bold and impactful, and the interesting treatment (white + orange outline combination) is repeated with effective results.✓

(b) This design seems to be ideal for people who need a masculine, bold template with a sports theme.✓

3.2.2 (a) The soft colour palette✓ of pinks, yellows and greys helps to unify the design across slides.✓ The fonts✓ are feminine and pretty, helping to create a unified overall look.✓

(b) This design seems to be ideal for people who need to a calming, feminine, soft or playful template.✓

(2 × 5) (10)
[25]

TOTAL SECTION B: 25

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SECTION C

QUESTION 4

4.1 Mark allocation as follows:
A mark out of THREE for each of the FIVE logo options:

- THREE marks if the design is original, a cat, and different from the other four options.✓✓✓
- TWO marks if any ONE of the above prerequisites was not met.✓✓
- ONE mark if the design does not meet TWO or more prerequisites.✓
- 0 Marks if the brief was not followed or completed at all.

(5 × 3) (15)

4.2 Mark allocation as follows:
A mark out of 10 for the final logo concept:

- 10 marks if the design is the best from the five options created in QUESTION 4.1, is a cat, neater and tidier than the brainstorm version, includes colour, fills the circle provided in ADDENDUM B. ✓✓✓✓✓✓✓✓✓✓
- EIGHT marks if any ONE the above prerequisites was not met.✓✓✓✓✓✓✓✓
- SIX marks if the design does not meet TWO or more prerequisites.✓✓✓✓✓✓
- FOUR marks if the design does not meet THREE or more prerequisites.✓✓✓✓✓✓
- TWO marks if the design does not meet FOUR or more prerequisites.✓✓✓✓✓✓
- 0 marks if the brief was not followed correctly or completed at all. (10)

[25]

TOTAL SECTION C: 25
GRAND TOTAL: 100

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