higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

(2020012)

28 November 2023 (Y-paper)
13:00–16:00

This question paper consists of 14 pages and 2 addenda.

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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. Start each section on a new page.
5. Use only a black or blue pen.
6 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 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 Which ONE of the following options is a possible solution for getting files to a print shop to print?

A Save the file to Dropbox and send a transfer link via email.
B Save the files on a flash drive and take to the print shop in person.
C If he/she offers this option, send files to print shop owner via WhatsApp.
D All of the above-mentioned

1.1.2 Which ONE of the following will help a laptop to operate faster?

A Solid-state hard drive
B Flash drive
C ROM
D External hard drive

1.1.3 Which ONE of these file formats will most likely be very large?

A PNG
B PSD
C PDF
D GIF

1.1.4 The standard paper size that fits in most printers in South Africa is …

A letter
B A3
C A4
D None of the above-mentioned

1.1.5 Which colour model is best to use when designing for an on-screen presentation?

A Grayscale
B CMYK
C Pantone
D RGB

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1.1.6 The following list of items, namely, mouse, trackball, laser pointer and touch screen, can collectively be called:

A Elements of desktop publishing
B Pointing devices
C Output devices
D All of the above-mentioned

1.1.7 The following list of items, namely, headphones, printers and data projectors, can collectively be called:

A Output devices
B Display devices
C Input devices
D None of the above-mentioned

1.1.8 The following list of items, namely, scanners, keyboards and microphones, can collectively be called:

A Input devices
B Recording devices
C Output devices
D All of the above-mentioned

1.1.9 A computer …

A is an electronic device that processes data.
B needs a set of instructions that tell it what to do.
C processes information through hardware and software.
D All of the above-mentioned

1.1.10 The correct type of computer port for a standard flash drive is:

A Serial ports
B Parallel ports
C Universal serial bus
D HDMI port

(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 A target market is a particular group of consumers at which a product or service is aimed.

1.2.2 A 3D shape is defined in horizontal and vertical axes (x-axis and y-axis). These shapes do not have thickness or height.

1.2.3 Form follows function is a principle of design which states that the shape of an object should relate to its intended function or purpose.

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1.2.4 Biodegradable packaging materials are harmful for the environment because it can be broken down by bacteria into harmful chemicals.

1.2.5 Demographics: The relevant behaviour of a target market.

(5 × 1) (5)

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

COLUMN A		COLUMN B	
1.3.1	Editorial photography	A	aim is to sell a product or service
1.3.2	Advertising photography	B	the digital information before it is compressed to save digital memory
1.3.3	Still-life photography		
1.3.4	Framing	C	composing technique that is used to bring the focus to the subject
1.3.5	Fashion photography	D	groomed; made to look attractive
1.3.6	Stock photography	E	displays clothing, makeup, and accessories
1.3.7	Digital memory		
1.3.8	Raw data	F	a memory card or flash memory card capable of storing digital contents
1.3.9	Contrast		
1.3.10	Pack-shot	G	an image of a product that shows the product's packaging or labelling clearly
		H	photographs to illustrate a story or idea
		I	the difference between the lightest and darkest areas in a photo
		J	images of inanimate objects
		K	designers purchase images from this type of photo library and use them in designs

(10 × 1) (10)

[25]

QUESTION 2

2.1 Study the following examples of contemporary artworks inspired by traditional art movements. Identify which art movement each artwork is inspired by and discuss two characteristics of this art movement that you see in the contemporary piece. Write your answers next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

2.1.1 Example 1: "Digital collage 1" by Eduardo Argoud.
https://www.behance.net/eduardoargoud



2.1.2 Example 2: A magazine design by Phoebe Gilna.
https://www.behance.net/phoebegilna



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2.1.3 Example 3: Hotel design by interior designer Kamilia Ghazy.
https://www.behance.net/kamiliaghazy



2.1.4 Example 4: Marketing posters by Liubov Volkova
https://www.behance.net/liubovvikv0a06



2.1.5 Example 5: Interior design: The New Modern Color Palette by Farrow & Ball.
https://www.farrow-ball.com/de/the-new-modern-colour-palette



(5 × 3) (15)

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2.2 Desktop publishing pre-print error check:

A thorough pre-press check includes the following:

- Check all images (not blurry, pixelated, stretched, squashed, the right orientation, etc).
- Check fonts – not too many, all should be readable.
- Check colours – consistency in use and correct colour mode for printing – CMYK.
- Check spacing and margins, bleed and crop marks where relevant.
- No spelling and language errors or typos.

Write the answer next to the question number (2.2.1−2.2.5) in the ANSWER BOOK, noting the error next to the word 'before' and the solution next to the word 'after' in the following pre-press design proof for a flyer (before and after) and identify any FIVE errors that were fixed after the pre-press check. The proofs show the document bleed lines and internal page margins.

Image 1: BEFORE errors were fixed:

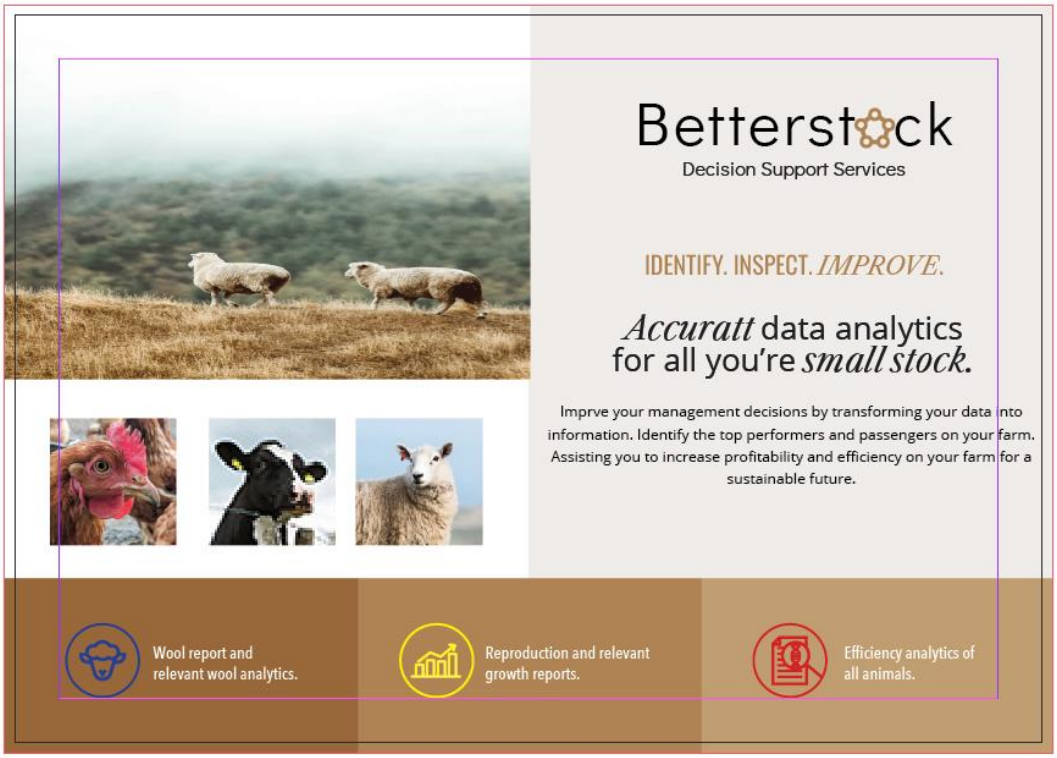
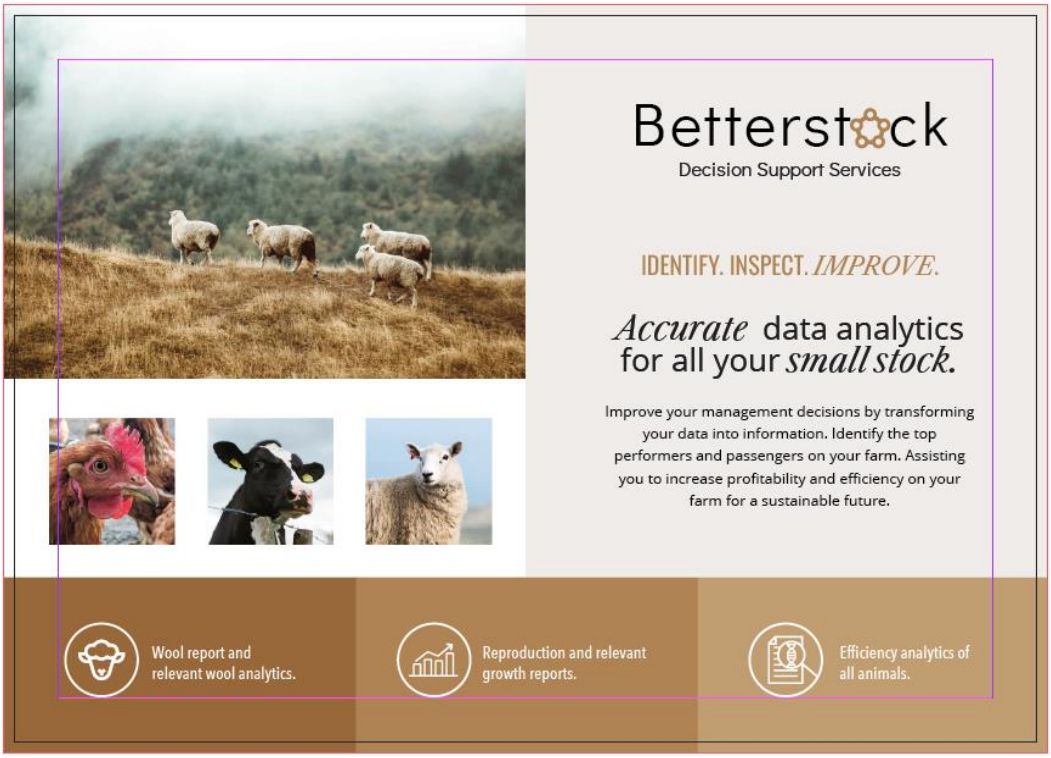


Image 2: AFTER errors were fixed:



(5 × 2) (10)
[25]

TOTAL SECTION A: 50

SECTION B

QUESTION 3

3.1 Google Fonts (fonts.google.com) is a library of 1 429 open-source (free to use) font families. Identify the typography type in the examples shown in (3.1.1–3.1.5) and substantiate your answer by pointing out TWO specific font characteristics for each.

3.1.1



3.1.2



3.1.3



3.1.4



3.1.5



(5 × 3) (15)

3.2 Canva.com is a web-based design platform that makes it easy to design, collaborate, and share presentations without the need for specialised presentation software like PowerPoint. It is possible to design and present live or record ahead of time, from any device using Canva. Canva also offers a large selection of pre-made templates to help speed up processes.

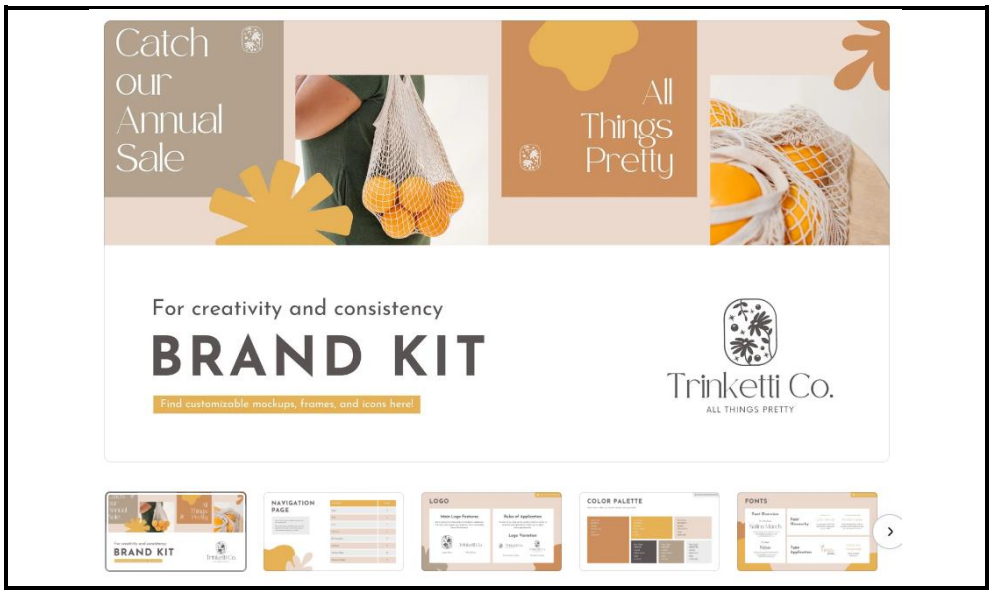
Study the Canva presentation templates shown in QUESTION 3.2.1 and 3.2.2. and answer the following for each:

a) Identify and briefly discuss any TWO characteristics of each design that unifies and strengthens the look of each template. (2 × 2 = 4)
b) Who do you think is the target market for each presentation? (1)

3.2.1



3.2.2



(2 × 5) (10)
[25]

TOTAL SECTION B: 25

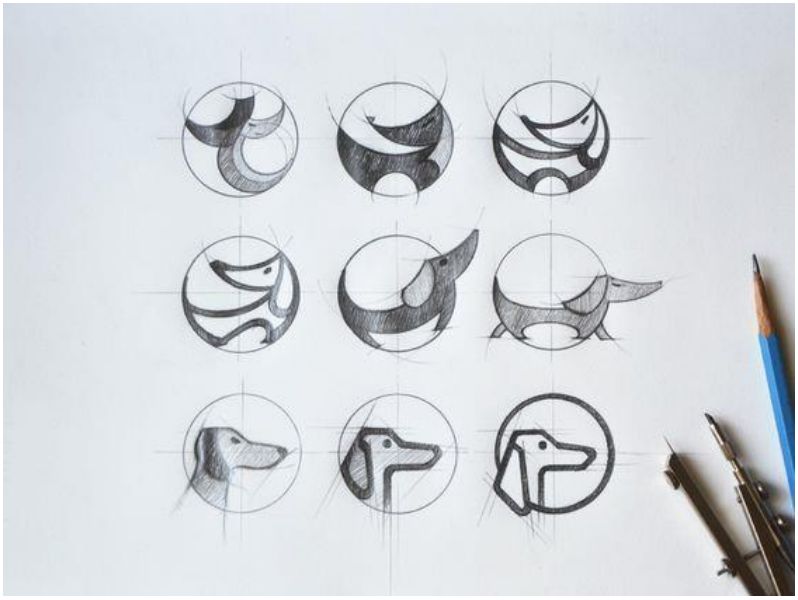
SECTION C

QUESTION 4

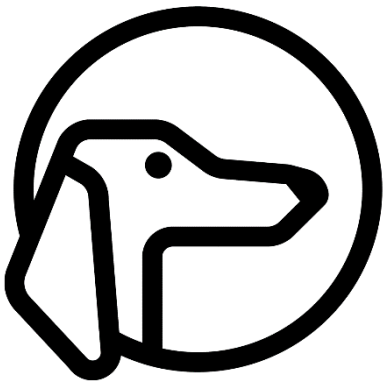
Study the scenario below and answer the questions.

Graphic designers often use drawing to generate ideas quickly, and to refine and develop ideas for further exploration and later implementation in design software.

Example 1 - Brainstorming ideas: The process of working out the concept of the logo.



Example 2 – Selecting the best idea and refining it further.



TASK: Design a logo for a new petfood company.
The logo needs to be ROUND and include an image of a CAT.

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4.1 Use ADDENDUM A (attached).
With a pencil or pen, generate FIVE quick brainstorm ideas for the petfood logo.
Explore different possible layouts, looks and styles. Try thick lines, thin lines, dark backgrounds or light backgrounds, textures and no textures. (5 × 3) (15)

4.2 Use ADDENDUM B (attached).
With a pencil or pen, select ONE of your brainstorm ideas. Redraw it neatly in the circle provided, using more detail, include colour and get it ready for digitising in design software on the computer. (10)
[25]

TOTAL SECTION C: 25
GRAND TOTAL: 100

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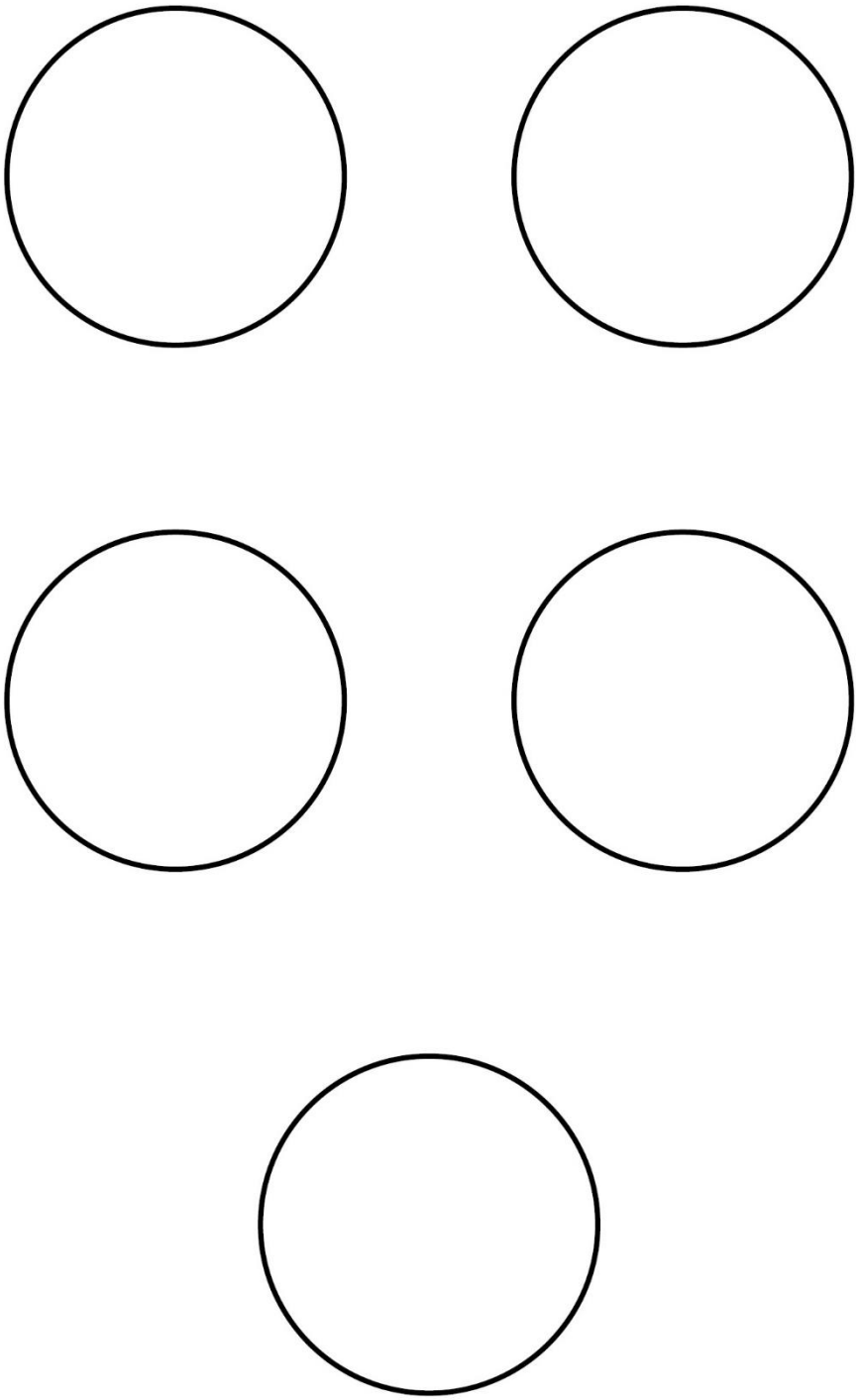
ADDENDUM A **EXAMINATION NUMBER:**

QUESTION 4

4.1 Use a pencil or pen and generate FIVE quick brainstorm ideas for the petfood logo. Explore different possible layouts, looks and styles. Try thick lines, thin lines, dark backgrounds or light backgrounds, textures and no textures.



(5 × 3) (15)

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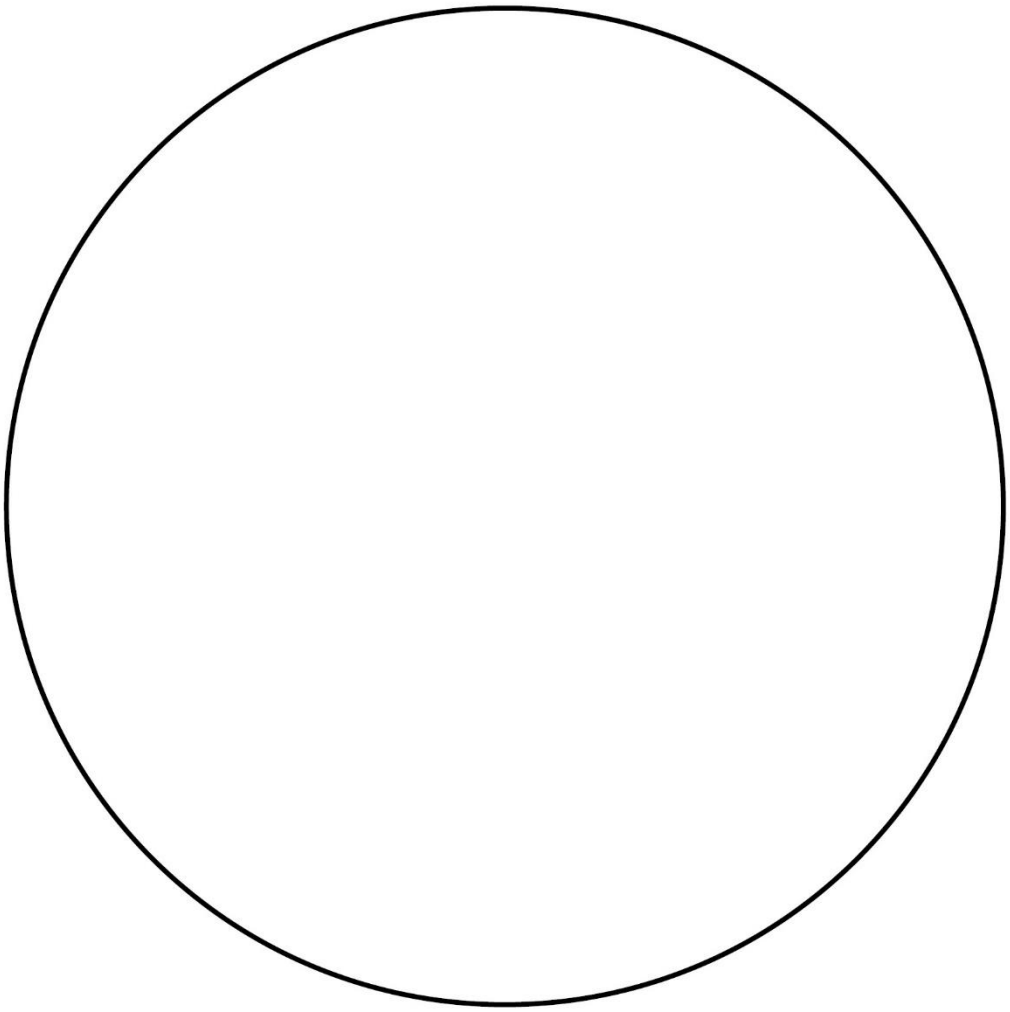
ADDENDUM B **EXAMINATION NUMBER:**

QUESTION 4

4.2 With a pencil or pen, select ONE of your brainstorm ideas from QUESTION 4.1. Redraw it neatly in the circle provided, using more detail. Get it ready for digitising in design software on the computer. Use ADDENDUM B (attached).



(10)
[25]

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