higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 3

16 November 2022

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 B
1.2 C
1.3 D
1.4 C
1.5 C
1.6 B
1.7 C
1.8 A
1.9 B
1.10 C
1.11 A
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 True
2.11 False
2.12 False
2.13 False
2.14 False
2.15 True

(15 × 1) **[15]**

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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]**

QUESTION 4

4.1 WAF and AIFF
4.2 PSD
4.3 viewfinder
4.4 subliminal messaging
4.5 juxtaposition
4.6 parchment
4.7 Gouache

(7 × 1) **[7]**

TOTAL SECTION A: 45

SECTION B

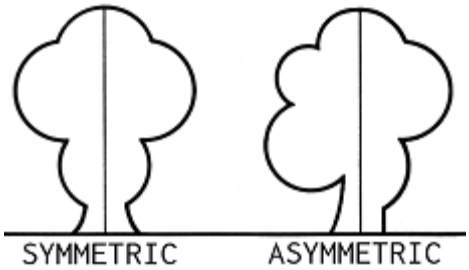
QUESTION 5

5.1 **NOTE: Any relevant answer that shows that the student understands the question. Mark with the student as the answers are just guidelines.**

- Function:✓ A chair for an office space. It does not look very comfortable. Acts as a decorative and usable object.✓
- Aesthetics:✓ The chair has an interesting and creative design and looks very modern, even though it is made of pipe off-cuts.✓
- Construction:✓ The chair is made or plastic pipes, randomly glued together.✓
- Economics:✓ The chair costs R9 000 and is very expensive, considering that the materials are very affordable.✓ (4 × 2) (8)

5.2
- A presentation needs a title slide with good design and layout.
- Decide on different sections.
- Choose an appropriate theme that supports the project.
- Carefully consider the colour used in you presentation.
- Divide the text into key points – not more than six points (no paragraphs).
- Include good-quality photos and visuals.
- Text size not smaller than 24 points
- Text must be legible – use colour block if necessary.
- Ensure the text and visuals have enough space. (Any SIX points) (6)

5.3



Mark with student ✓✓✓✓ (4)

5.4 5.4.1 Different fonts and typefaces: Design software allows designers to use different text in a wide variety of typefaces.✓ Fonts must be clear and legible.✓ Spacing of characters is important and must be easy to read. Each style has a specific characteristic and communicates something different. Allow students to give an example, e.g.: Italic/Roman.✓ (3)

5.4.2 Compression: This is when a file is made smaller in order to take less space on the computer hard drive.✓ Can influence the quality of the image when zoomed or printed. Images on internet are usually compressed.✓ In Flash, images and sound files are compressed into a video file that is small and easy to transfer.✓ (3)

5.4.3 Tweening: Term used to describe the process used when a smooth motion between the different positions of an object is created in order to move the object around on the screen from point A to point B.✓ Classic tweens, motion tweens – used to create a smooth transition between different positions of a moving object.✓ Shape tweens – transition between shapes.✓ (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, images on the packaging. Note: This is just a guideline.)✓✓ (9)

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5.6
- Packaging is simple, lightweight, and easy to handle and stock.
- Keeps coffee warm.
- Easy to use 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 billboard in the student's answer book.)
- 4 marks for creativity, originality and practicality of the design of the billboard.✓✓✓✓
- 2 marks for the creative use of image.✓✓
- 1 mark for using one of the products provided✓ (8)

5.8 5.8.1 Magic wand tool: Used to select everything that is the same colour or has the same attributes. Used to change the colour in all objects where it is used.

5.8.2 Shape tool: Used to draw different shapes. You can change the attributes of the shapes by holding down the arrow keys and mouse button.

(2 × 2) (4)

5.9
- Appropriate font
- Headline
- Large, relevant pictures
- Columns
- Photographs and illustrations
- Text blocks
- Pull-quotes
- FAQ’s
- Contact information (Any FIVE relevant answers) (5)

[57]

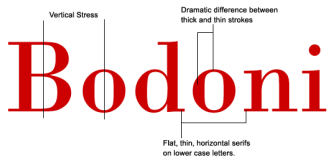
QUESTION 6

6.1 Old style, like Roman typefaces that were created in the 15th and 16th centuries in Italy. These typefaces have a very slight stroke contrast and a diagonal stress.✓

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.✓

Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

Roman typeface✓ (3)



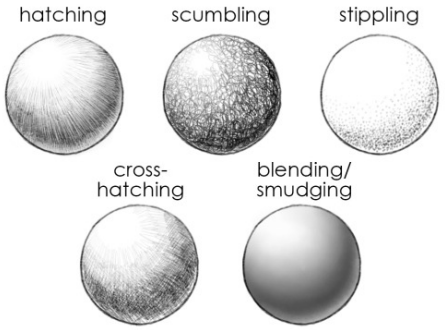
Modern typeface

- Blemish fixer: Removes freckles, scars and other unwanted marks from the skin. Tool has two circles.
- Toothbrush: Used to make teeth automatically whiter. It adjusts the pixels around the selected area within a similar colour value.
- Eye drop: Makes bloodshot eyes whiter. Set strength of the tool.
- Red eye reduction: Used to remove red eyes produced by camera flash.
- Suntan: Used to make pale skin look tanned.
- Thinify: Makes subjects in photograph look thinner.
- Skin smoothing tool: Smoothens all skin tones. (Any 5 × 2) (10)

6.3
- PNG
- TIFF
- JPEG (3)

6.4
- Dialogue✓ – this is the speech between two or more characters.✓
- Music✓ – using specific music in the correct places can help the viewers to understand the specific scene in the film. Helps also to keep it interesting.✓
- Sound effects✓ – it can add reality to the scene and make it more believable. It can also intensify the mood of the film.✓ (3 × 2) (6)

6.5



ONE mark for name✓ and ONE mark for drawing/technique✓.
(Any THREE drawing techniques) (6)

6.6
- Traditional animation
- Stop motion
- Cut-out animation
- Clay motion animation
- Computer-generated imagery (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 High-key lighting.✓
Normally done in a studio because it needs a large amount of controlled light sources. Scene consists of whites and light colours. Image is very bright.

6.8.2 Low-key lighting✓
Opposite of high-key lighting. The scene is composed so that most of it is black. Has dramatic and theatrical feel.

6.8.3 Burst mode.✓
Series of photographs shot in rapid succession. Used to take pictures of moving subjects/objects, e.g. sporting events.✓
(2 × 2) (6)

6.9
- 2 marks for creativity, originality and practicality of the design.✓✓
- 6 marks for the correct information included on the card. This should include any of the following:✓✓✓✓✓✓
- Company name and slogan
- Name and surname
- Title/position
- E-mail/website/address
- Telephone number
- Cellphone number

(8)
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TOTAL SECTION B: 105
GRAND TOTAL: 150

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