higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN L3
NQF LEVEL 3

(2020023)

16 November 2022 (X-paper)
09:00–12:00

This question paper consists of 13 pages.

391Q1N2216

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TIME: 3 HOURS
MARKS: 150

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. (Use a pencil or colouring pencils for the drawings/illustrations.)
6. Marks will not be given for one-word answers unless the question specifically requires it.
5. Use the mark allocation to determine the time you spend on a question.
6. Leave at least THREE lines open after each question.
7. Write neatly and legibly.

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SECTION A

QUESTION 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 (1.1–1.13) in the ANSWER BOOK.

1.1 To test his printing process, Gutenberg printed a …

A Newspaper
B Bible
C Manual
D Pamphlet

1.2 Intaglio printing is the opposite of relief printing, in that the printing is done with ink that is below the surface of the plate. The design is cut, scratched, or etched into the printing surface or plate, which is usually engraved on …

A Wood
B Steel
C Copper
D Glass

1.3 The imaginary line that all written or printed characters sit on is the …

A Median
B Descender line
C Ascender line
D Baseline

1.4 In photography, this method of metering only uses the centre 2–3% of the scene.

A Partial metering
B Centre-weighted metering
C Spot metering
D Matrix metering

1.5 It creates one tone from two different colours when viewed from a distance.

A Sgraffito
B Burnishing
C Optical mixing
D Blending

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1.6 A good design must be anchored. The best way to do this is to make use of (a) …

A Layer
B Border
C Crop marks
D Focal point

1.7 The correct dpi and colour code to print a poster in is:

A CMYK, 150 dpi
B RGB, 180 dpi
C CMYK, 300 dpi
D RGB, 350 dpi

1.8 The Egyptians invented … to write with ink on.

A Papyrus
B Parchment
C Paper
D Newsprint

1.9 Which setting on a camera is used to take pictures with bright and contrasting colours?

A Sunset
B Vivid
C Standard and normal
D Sepia

1.10 When sound is included in a multimedia production, the correct format for a sound project is:

A BMP
B MPE
C WAV
D F4V

1.11 Which ONE of the following is not a storage or memory device for data?

A BIOS
B RAM
C HDD
D ROM

1.12 The process in which an icon or image shows the ideals and qualities that the company wants people to see.

A Viral marketing
B Branding
C Subliminal messaging
D Slogan

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1.13 Identify the incorrect size for a poster

A A1
B A2
C A3
D A5

(13 × 1) **[13]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1– 2.15) in the ANSWER BOOK.

2.1 Kerning is the adjustment of spacing between letters in a word.

2.2 Positive space is the space around the important objects in images.

2.3 A bleed is used to give a printer space for paper movement.

2.4 Two-point perspective is two lines that are at right angles to each other.

2.5 Contact information on a business card should be a minimum of 7 or 8 pts in size.

2.6 The Greek word 'photos' means 'beautiful picture'.

2.7 The aperture is the opening that controls the amount of light permitted to the sensor.

2.8 A CD (compact disc) is an external storage device.

2.9 RGB colour profile is used when creating a printing design.

2.10 Listening to music can inspire a designer.

2.11 A sound that consists of two tracks is called stereo.

2.12 Complementary colours are colours that are right next to each other on the colour wheel.

2.13 One-point perspective is visible from above and below an object.

2.14 The eyedropper tool is used to remove red eyes produced by a camera flash.

2.15 An FLA file is the main or master video file.

(15 × 1) **[15]**

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QUESTION 3

Choose a description from COLUMN B that matches an item in COLUMN A. Write only the letter (A–Q) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Tracking	A	a print created by cutting into a copper sheet with acid
3.2	Fill flash	B	the fineness of detail in an image
3.3	Mass	C	a tint of a particular colour
3.4	Ideologies	D	a tool that is used to add light to underexposed areas on a photograph
3.5	Resolution	E	a music file and video file
3.6	Baseline	F	the imaginary line that all the characters sit on
3.7	Aquatint	G	type of portrait drawing
3.8	Interface	H	a set of ideas that determines how a person behaves in a specific situation
3.9	Boot	I	the spacing in a line of text
3.10	JPG/BMP	J	a method of conceptualising and planning a design
		K	lighting used in a photography studio
		L	the size of an object can affect the visual weight that it carries in the composition
		M	internal memory devices that can store large amounts of data
		N	to start a computer by loading the operation system
		O	image file
		P	physical parts of a computer
		Q	the foundation on which a program's menus are laid out

(10 × 1) **[10]**

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QUESTION 4

Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (4.1–4.7) in the ANSWER BOOK.

subliminal messaging; PSD; gouache; JPEG; scumbling; social networking sites; viewfinder; juxtaposition; Pergamum; WAF and AIFF; split-complementary colour; parchment

4.1 … are the best file types to use in multimedia design because they are not compressed.

4.2 Adobe Photoshop uses … files.

4.3 To plan your composition, you can make use of a …

4.4 Advertisers include … in their advertisements to change what people think or feel about something, without them noticing it.

4.5 … refers to placing things side by side to create contrast

4.6 … is usually made from sheep or cow skin.

4.7 … is paint with a cream-like consistency and must be diluted with water.

(7 × 1) **[7]**

TOTAL SECTION A: 45

SECTION B

QUESTION 5

5.1 The following designer chair is a case study of product design that is produced in the contemporary designer world. Study the chair below and answer the question.



[Source: *designboom.com*]

This unique chair consists of PVC pipes melted and glued together. It is lightweight and made from waste materials. This designer chair is selling for R9 000.

Use the FACE method to evaluate the product design above. (4 × 2) (8)

5.2 It is very important to plan your presentation and its flow before creating it.

Discuss SIX guidelines for creating presentations. (6)

5.3 Understanding balance in a composition is very important for a graphic designer.

Draw TWO squares of 8 cm × 8 cm in your ANSWER BOOK. In each square, draw a quick sketch to show your understanding of symmetrical and asymmetrical balance. (2 × 2) (4)

5.4 Explain the following terminology related to elements in multimedia. Give examples where possible.

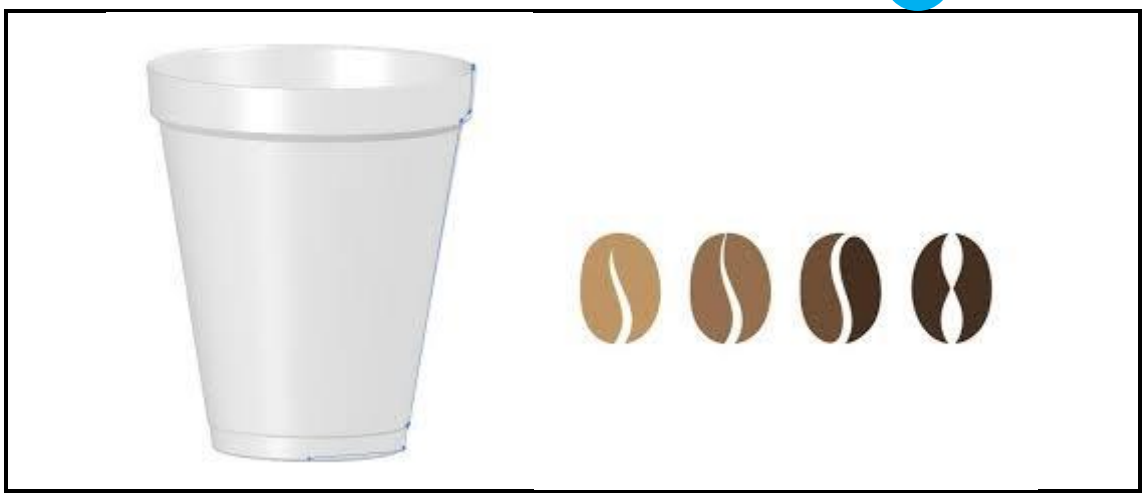
5.4.1 Different fonts and typefaces

5.4.2 Compression

5.4.3 Tweening

(3 × 3) (9)

5.5 Below is an example of a template for a foam coffee cup.



[Source: *freepic.com*]

Re-draw the above template in your ANSWER BOOK

- Design a packaging label for a new coffee shop that will be called Best Blends. The design of the label should be appropriate to be used on their foam coffee cup.
- Include some imagery.
- Provide all the necessary information that needs to be on the coffee cup label.
- You may use the image of coffee beans as inspiration.

You will be assessed on creativity and your understanding of packaging design. (9)

5.6 Give FOUR reasons why the above take-away coffee cup is sold in this type of packaging. (4)

5.7 Below is a billboard of the Coca-Cola company. By only using clever design they bring a message to the customers to recycle their bottles in the nearest recycling bins. Critics commented that Coca-Cola was doing too little to offset the massive environmental impact of its products.



[Source: *creativeblog.com*]

Design your own billboard with a similar message that creates awareness of environmental issues. Draw a block of 15 cm × 8 cm in your ANSWER BOOK. Create your billboard in this space.

The billboard that you design, may be for any of the following fast food companies.



(8)

[Source: *imgbin.com*]

5.8 Briefly explain the purpose of the following digital tools:

5.8.1 Magic wand tool

5.8.2 Shape tool

(2 × 2) (4)

5.9 List FIVE basic elements of a brochure. (5)

[57]

QUESTION 6

6.1 Explain the difference between *old-style typeface* and *modern typeface.*

Make use of an illustration to support your answer (3)

6.2 Study the image of the portrait photograph below.



[Source: *behance.net*]

Explain which tools and techniques in Photoshop you would use to touch up a portrait. Refer to at least FIVE tools. (5 × 2) (10)

6.3 Name THREE file types to use for digital illustrations and logos. (3)

6.4 Name any TWO elements of sound in a film soundtrack. Explain them briefly. (2 × 2) (4)

6.5 Demonstrate THREE drawing techniques by making the marks in your answer book. Name each of the techniques next to your demonstration. (3 × 2) (6)

6.6 Name FIVE types of animation. (5)

6.7 Briefly explain the principle of balance in terms of design. (3)

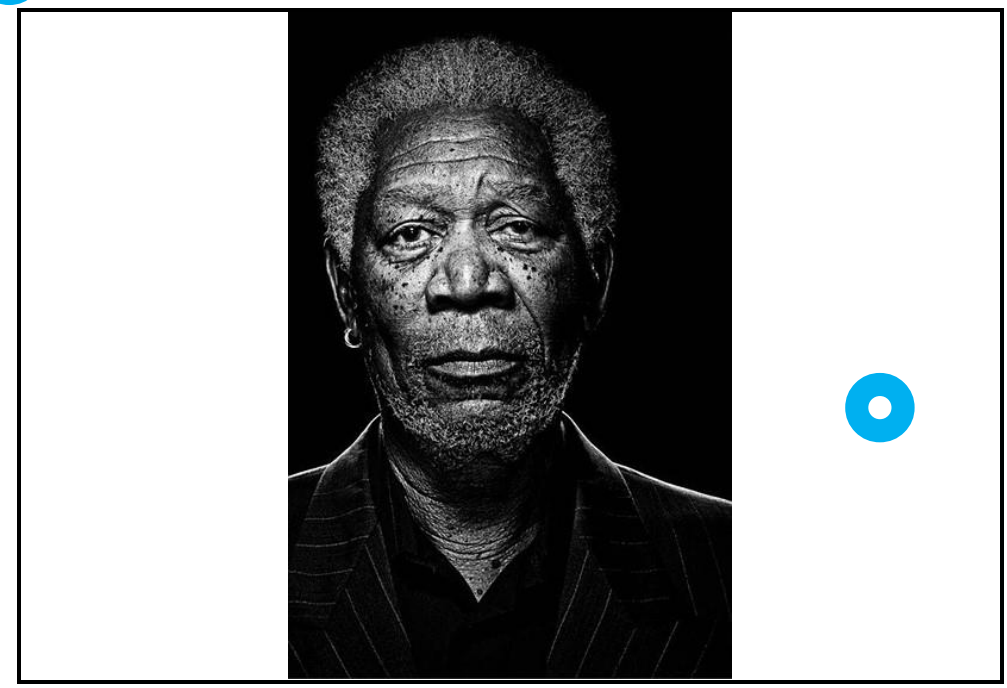
6.8 Identify the following photographic techniques and explain how they were created.

6.8.1



[Source: *pinterest.com*]

6.8.2



[Source: *dpreview.com*]

6.8.3



[Source: *all-about-photo.com*]

(3 × 2) (6)

6.9 Business cards are tools used to create good customer relations. Below is an example of a business card.



[Source: *shutterstock.com*]

Design a business card for your own graphic design company.

- Draw TWO blocks of 10 cm × 5 cm to create your design in.
- Draw the front and the back of the design in your ANSWER BOOK
- Include all the relevant information on the card.
- Do not copy the style of the card in the example above.

(8)
[48]

TOTAL SECTION B: 105
GRAND TOTAL: 150

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