higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MULTIMEDIA CONTENT
NQF LEVEL 3

14 NOVEMBER 2022

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

2.1 CMYK
2.2 AVCHD
2.3 Lossy
2.4 Pixels
2.5 Lower
2.6 Compressed
2.7 .rtf
2.8 Grid
2.9 High
2.10 Indent
2.11 Styles
2.12 Gutter
2.13 Text editor
2.14 The same
2.15 post

(15 × 1) **[15]**

QUESTION 3

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

(10 × 1) **[10]**

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QUESTION 4

4.1 Mask
4.2 Morphing
4.3 Symbol
4.4 Raw video/source video
4.5 Table of contents
4.6 Serif
4.7 Spread
4.8 Back
4.9 Portable document format
4.10 UI/user interface
4.11 Demand analysis/brief
4.12 Production manager
4.13 lossy
4.14 looping
4.15 static

(15 × 1) **[15]**
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 5

5.1
- Typographic logos consist only of words✓ (company name, initials, abbreviations) that are usually in a special typeface✓ that relates to the company.
- Symbolic logos include the name of the company,✓ with a small symbol✓ below, above or next to it. (2 × 2) (4)

5.2 Frame animation is a series or sequence of drawings/pictures/frames/figures✓ over a number of frames that are altered slightly in each frame✓ to create the illusion of movement when played back.✓ (3)

5.3 5.3.1 In-between drawings are mid-way drawings that fill the gaps between key drawings.✓ They smooth out the action✓ and define the length of the animation.✓ The more in-between drawings, the slower the movement will be.✓ (4)

5.3.2 Spacing is the distance between the in-betweens.✓ If the spacing increases between frames, there is more movement between the frames and the speed increases.✓ If the spacing decreases, the change from one key frame to the next is smaller and the movement occurs more slowly.✓ (3)

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5.4 A motion guide is a special layer✓ where an animator can create a path✓ for the symbol to follow✓ by making use of classic tween. By editing the path on the motion guide layer, the motion path is changed. (3)

5.5 Cut,✓ dissolve,✓ fade,✓ wipe,✓ mix, fade out, fade in, cross-fade, cross-dissolve, or any other applicable answer. (4)

5.6
- Draw inspiration from other designers' work.
- Try new things.
- Rather fail a lot than never.
- Change your perspective.
- Don't wait too long to get started.
- Have fun with your designs.
- Make the design you would like to see.
- Less is often more.
- Read and practise.
- Focus on the work. (Any 4 × 1) (4)

[25]

QUESTION 6

6.1
- Mono✓ – contains one audio channel✓
- Stereo✓ – contains two audio channels✓ (left and right)
- 5.1✓ – five speakers (three front, two rear) plus a subwoofer✓ (3 × 2) (6)

6.2 Digital video is easy to share,✓ it is easy to store,✓ no degradation of quality takes place when copied,✓ it is easy to copy,✓ it is inexpensive to copy,✓ delivery is consistent, it can be broadcast to multiple users at the same time. (5)

6.3 A video codec is a device or software✓ that enables video compression✓ and decompression✓ for digital video. (3)

6.4
- Non-interlaced/progressive scanning scans every line✓ from top to bottom of the screen and shows the whole picture in one showing.✓
- Interlaced/non-progressive scanning means that every second line✓ from top to bottom is scanned on the first scan and then the remaining lines are scanned on the next scan, showing the picture in two stages of scanning.✓

(2 × 2) (4)

6.5 A master page will save time✓ because it is used to automatically✓ insert layout elements✓ such as graphics,✓ grids, guides, page numbers and other graphic elements onto any selected pages. These elements are not selectable and therefore cannot be accidentally modified while pages are developed further. (5)

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6.6 6.6.1 st *or* sot
6.6.2 en *or* eng

(2 × 1) (2)
[25]

QUESTION 7

7.1
- The development system needs to have high capacity/processing power✓ in order to allow for the development of sound, graphics and video which can take up a lot of memory.✓
- Playback systems do not have to be very high in memory capacity✓ (mobile phones, portable sound devices or tablets)✓ or processing power as no development takes place, only viewing.

(Accept answers of physical differences in system details.) (2 × 2) (4)

7.2
- Kerning refers to increasing or decreasing spacing✓ between two characters✓ of text.✓
- Tracking refers to increasing or decreasing spacing between characters✓ in order to loosen or tighten a block of text.✓ (2 × 2) (4)

7.3 Watch a video,✓ listen to a song/sound clip,✓ browse through image✓ gallery, watch a presentation. (3)

7.4 7.4.1 A series✓ of illustrations.✓ It can also be a written storyboard. (2)

7.4.2 To help with visualisation✓ and understanding the scene,✓ get a clear overview and show the chronological order of the scene. To map out and organise project ideas. (2)

7.4.3 Which characters/actors are in the scene,✓ their positions,✓ what they say✓ and do, indoor or outdoor scene, narration, music, transitions and camera shots. (3)

7.4.4 Pre-production (1)

7.4.5 It saves time,✓ helps with visualisation of the scene from start to finish,✓ makes is easier to deal with sequencing problems, helps the producer to think about the logistics of the scene, helps to bring ideas to reality, helps with preparation of special effects, helps with continuity. (2)

7.5 The team leader must write down the title/problem on a board for everyone to see. Everybody thinks about the problem and tries to be creative and generate solutions/ideas.✓ Team members say out loud any idea that comes to mind. The team leader must write down all ideas.✓ There are no boundaries.✓ Generate as many ideas as possible.✓ There are no 'wrong' ideas. Do not discriminate/criticise against any ideas.✓ Members are encouraged to think outside the box and be free in their thinking. The main purpose of brainstorming is to generate ideas and build on others' ideas. No cell phones, no interruptions. Set a time limit. Team leader should restate the problem to keep everyone on track. Everybody must contribute, one member should not dominate. (4)

[25]

QUESTION 8

8.1
- The media content specialist is responsible for acquiring background information,✓ doing research,✓ and ordering✓ and selecting✓ all information that is needed for the website. He/she is also responsible for acquiring information on current and relevant trends to make sure that what is being produced is original.
- The multimedia scriptwriter is responsible for writing✓ the script✓ of the web page. He/she should write all the text✓ that is required for the web page, e.g. the titles of all the buttons,✓ and all the text (content) of the web page as well as the text for any promotional products for the website.

(2 × 4) (8)

8.2 Logo,✓ 3D elements,✓ buttons,✓ graphics, pictures, layout. (3)

8.3 It is a list of all the information that you already have✓ and the information that you still need for the project.✓ (2)

8.4 8.4.1 Adobe Photoshop,✓ Adobe Illustrator,✓ Gimp, Corel Paint, Google Picasa or any other applicable software.

8.4.2 Adobe Audition,✓ Audacity, ✓ Sound Editor or any other applicable software.

(2 × 2) (4)

8.5 A proof is printed✓ and proofread✓ by the author to address any remaining problems and to check for spelling mistakes.✓ The e-book is compressed✓ into the required format✓ for instance .pdf and saved in the required database. Links to the file are placed on the catalogue to provide access to clients. (5)

8.6 He/she runs✓ and manages✓ the projects, makes sure that everybody works towards the same goal,✓ creates work schedules, makes sure that everybody meets their deadlines, makes sure that all work is completed on time. (3)

[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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