higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## MULTIMEDIA CONTENT
### NQF LEVEL 3

(10040173)

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

**This question paper consists of 9 pages.**

281Q1N2214

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**TIME: 3 HOURS**
**MARKS: 150**

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**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 blue or black pen.
6. 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 (1.1–1.10) in the ANSWER BOOK.

1.1 … is the file extension used to identify an Apple QuickTime movie.

A .mp4
B .wma
C .mov
D .avi

1.2 An image file saved in … format is the smallest file size.

A .png
B .jpg
C .tiff
D .img

1.3 … is the vertical space between lines of type.

A Leading
B Kerning
C Tracking
D Spacing

1.4 Photoshop files are saved in … format.

A .eps
B .pdf
C .pict
D .psd

1.5 Images on webpages display at … dpi.

A 72
B 54
C 300
D 160

1.6 The first sample or model of a product from which others are copied:

A Proof
B Prototype
C Design
D Product

1.7 In a flowchart, the beginning or start of a process is indicated by a/an …

A arrow
B diamond
C elongated circle
D rectangle

1.8 To save a completed project as a movie file:

A Save
B Transfer
C Compress
D Export

1.9 … writing is the art of writing the 'story' for multimedia products.

A Text
B Story
C Copy
D Script

1.10 … is an example of an image file.

A .bmp
B .avi
C .mp3
D .mp4

(10 × 1) **[10]**

## QUESTION 2

Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 Designers who are creating projects for print, should use the (RGB/CMYK) colour profile.

2.2 (AVCHD/MPEG-4) is a high-end, high-definition video format.

2.3 Video compression is (lossy/lossless).

2.4 The more (colours/pixels) are used, the higher the quality of an image.

2.5 Digital video designed for streaming over the internet is usually of a (lower/higher) quality.

2.6 .pdf is a/an (compressed/uncompressed) format.

2.7 (.txt/.rtf) is a format used for files created on word processors which include text and images.

2.8 The design of magazine covers is usually done with a (grid/freeform) layout.

2.9 Raw image files are photographs with (high/low) resolution.

2.10 The function used to move text further from a margin is called (outdent/indent).

2.11 Paragraph (setting/style) is a useful method to save time when formatting large amounts of text.

2.12 The space between two columns is called the (gutter/bleed).

2.13 The (scriptwriter/text editor) is responsible for checking all text for spelling errors.

2.14 When creating multimedia content, the user interface should be (the same/different) on every page.

2.15 Programming is part of the (pre-/post-) production phase.

(15 × 1) **[15]**

## QUESTION 3

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

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 3.1 | A colour effect that represents the four printing components, namely cyan, magenta, yellow and black | A | cool colours such as blue, green, violet |
| 3.2 | A colour used to create a focal point | B | dominant colour |
| 3.3 | A colour fill that displays a rainbow effect | C | vivid, warm colours |
| 3.4 | The colour that is most visible within a composition | D | pulsating effect |
| 3.5 | Colour patterns with brilliant complementary colours | E | base colour |
| 3.6 | Perception of closeness | F | different colour tone layers |
| 3.7 | Association with freshness | G | primary colour |
| 3.8 | Creating 3D forms | H | separation effect |
| 3.9 | A colour change that creates the impression of animation | I | cycling effect |
| 3.10 | The colour that appears under a colour mask | J | gradation effect |
| | | K | accent colour |
| | | L | tertiary colours |

(10 × 1) **[10]**

## 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 (4.1–4.15) in the ANSWER BOOK.

| |
|---|
| looping; static; lossy; UI (user interface); demand analysis/brief; production manager; mask; table of contents; morphing; spread; portable document format; back; serif; raw video/source video; symbol |

4.1 Animators make use of a … layer to hide or show elements on the underlying layers.

4.2 The process of changing one shape into another in animation is called …

4.3 A … is an element in animation that can be reused.

4.4 The kind of video that you can take with your camera is referred to as … format.

4.5 TOC stands for …

4.6 A typeface with small lines at the end of letter strokes is called ...

4.7 A set of pages viewed together in InDesign is called a …

4.8 An index usually appears at the … of a book.

4.9 PDF stands for …

4.10 The connection between the user and an electronic device, e.g., a tablet, is called the …

4.11 A … is a method used to determine exactly what the client wants.

4.12 The … is the person who manages a project and will schedule all work in order to meet deadlines.

4.13 Data compression where unnecessary information is thrown away is called …

4.14 … refers to a sound or video that plays continuously.

4.15 … websites have NO interactivity.

(15 × 1) **[15]**

**TOTAL SECTION A: 50**

## SECTION B

## QUESTION 5

5.1 Briefly describe where you would use the following in multimedia design:

5.1.1 Typographic logos

5.1.2 Symbolic logos

(2 × 2) (4)

5.2 Define the term *frame animation*. (3)

5.3 Differentiate between the following elements of frame animation:

5.3.1 in-between drawings (4)

5.3.2 spacing (3)

5.4 Discuss motion guide in animation software. (3)

5.5 List FOUR examples of transitions between video clips. (4 × 1) (4)

5.6 State any FOUR tips or ideas of how to be creative in your designs. (4)
**[25]**

## QUESTION 6

6.1 You are required to add audio track to a video for your college. Give examples of any THREE audio track types you can add to your video editing software. (3 × 2) (6)

6.2 Name FIVE advantages of digital video over analogue. (5)

6.3 Define the term *video codec*. (3)

6.4 Explain the difference between the interlaced and non-interlaced method of scanning lines of a TV screen. (2 × 2) (4)

6.5 Discuss the purpose of having a master page in Adobe InDesign. (5)

6.6 Give the language code for the following languages:

6.6.1 Sesotho

6.6.2 English

(2 × 1) (2)
**[25]**

## QUESTION 7

7.1 Differentiate between the *development system* used by multimedia content creators and the *playback systems* of users. (2 × 2) (4)

7.2 Explain the difference between *kerning* and *tracking* in text formatting. (2 × 2) (4)

7.3 Give THREE examples of multimedia content that can be found on web pages that makes the web page more interesting for its users. (3)

7.4 A producer makes use of a storyboard to produce an episode in a TV soap. Answer the following questions referring to the scenario above:

7.4.1 Briefly explain *storyboarding*. (2)

7.4.2 Discuss the purpose of the storyboard in the above scenario. (2)

7.4.3 List THREE elements that could form part of the storyboard. (3)

7.4.4 During which production phase will the producer develop the storyboard? (1)

7.4.5 List TWO advantages of storyboarding for the producer. (2)

7.5 List FOUR ground rules that should be followed in a brainstorming session. (4)
**[25]**

**QUESTION 8**

8.1 Describe the function of the following in the production of a web page:

8.1.1 Media content specialist (4)

8.1.2 Multimedia scriptwriter (4)

8.2 A graphic artist is part of a team developing a new computer game.

Give THREE examples of elements that the graphic artist will be responsible for. (3)

8.3 Explain the purpose of an *information list* in a multimedia project. (2)

8.4 Name TWO examples of software that can be used for editing of:

8.4.1 Image files

8.4.2 Sound files

(2 × 2) (4)

8.5 Discuss the post-production phase of an e-book. (5)

8.6 Name THREE tasks of a production manager. (3)
**[25]**

**TOTAL SECTION B: 100**
**GRAND TOTAL: 150**

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