higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 4

17 November 2022

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

2.1 True
2.2 True
2.3 False
2.4 False
2.5 True

(5 × 1) **[5]**

QUESTION 3

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

(10 × 1) **[10]**

QUESTION 4

4.1 Legible
4.2 Kerning
4.3 Vanishing
4.4 Caricature
4.5 Negative

(5 × 1) **[5]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 5

5.1 The logo creates an E ✓ with the negative space and then a D ✓ with the black object (the company initials).
The logo also resembles a power plug ✓ – which is clever because it is the logo for an electrical appliances company.

5.2 The space between the uppercase E and lowercase x creates an arrow.✓
This is significant because it indicates speed and forward motion/direction,✓ perfectly in line with the company's business model – courier services.✓

5.3 The yellow curve ending in an arrow shows direction ✓ – and it cleverly starts at a and ends with z – a play on their catchphrase 'Amazon offers everything, from A to Z.'✓
The curve also implies a smile and happy customers, so it represents the value of good customer service.✓

5.4 The space between the F and the red lines creates a hidden '1'.✓
The red lines show movement and speed – in line with a racing company. ✓
The whole logo looks like a waving flag – flags are used in many ways during motor races.✓

5.5 The 'O' of tour and the yellow sun form bicycle wheels.✓
The 'R' of tour + the black dot form a figure hunched over the two wheel circles in the posture of a cyclist.✓
The yellow + informal font style create a fun and modern atmosphere – in line with the style of the Tour de France cycling race. ✓

(5 × 3) **[15]**

QUESTION 6

6.1
a. The font looks like a modified sans-serif.✓
b. The design is in three dimensions with a blue outline background.✓
c. The company is youth and science focused, innovative and modern.✓
d. The target market or visitors to the expo was probably school going students.✓

(Any reasonable explanations in student's own words acceptable)

6.2
a. The fonts look vintage, from another era – various styles represented.✓
b. The colour palette is very limited, bright, bold and eye-catching. ✓
c. The company values the past but is a modern, innovative company. ✓
d. The space looks like an office – very modern and minimalist. The people who work there are smart, young and educated. ✓

(Any reasonable explanations in student's own words acceptable)

6.3
a) Clean, upright sans-serif ✓
b) The colours are quite bright and youthful for location boards in a building – they look fresh and optimistic. ✓
c) The university is modern and aims to be welcoming and accommodating for their students. ✓
d) They are full of energy and optimism, youthful and perhaps a little non-conformist. ✓

(Any reasonable explanations in student's own words acceptable)

6.4
a) Clean, modern, bold sans-serif. ✓
b) The design is very bold, matching the interior design – bold black, white and bright orange. ✓
c) The company is high-end, high-energy and masculine. ✓
d) The space looks like a gym – the style is masculine, so I assume that it would attract mostly young, health-conscious people. ✓

(Any reasonable explanations in student's own words acceptable)

6.5
a) Bold sans-serif – likely a version of Helvetica. ✓
b) The oversized number and bright but controlled colours and gradient draws attention. ✓
c) The company is corporate, yet modern. ✓
d) The design is bold, formal, modern and colourful – it seems to aimed at younger people. ✓

(Any reasonable explanations in student's own words acceptable)

(5 × 4) **[20]**

QUESTION 7

7.1
- The designer used a very limited, strong colour palette with only white/grey, black and a bright blue. This unifies the design. ✓
- All the images are in greyscale. The same two fonts are used on each slide. ✓
- Some graphic devices are repeated on the slide. ✓

(Any reasonable explanations in student's own words acceptable)

7.2
- The alternating blue and white blocks create an interesting effect. ✓
- The images are within the narrow brand colours. ✓
- The use of the same set of strong, clean fonts and clean 'negative' space brings unity. ✓

(Any reasonable explanations in student's own words acceptable)

7.3
- The limited colour palette (black, white and green) is unifying.✓
- The black and white photos with slight green accents are consistent.✓
- The repeated use of the leaf motif and the specific font combinations bring design consistency. ✓

(Any reasonable explanations in student's own words acceptable)

7.4
- The images are different but also within a specific brand colour set. ✓
- Unifying elements are the use of negative space around the product – it creates a sense of calm and luxury. ✓
- The calm colours, small consistent font and logo bring branded unity. ✓

(Any reasonable explanations in student's own words acceptable)

7.5
- The designs are clean and fresh.
  The colour palette is bright and girly. ✓
- The use of square shapes combined with organic 'bubble' shapes and colour blocking is unifying. ✓
- The designs are spacious, bold and minimalist although colourful. ✓

(Any reasonable explanations in student's own words acceptable)

(5 × 3) **[15]**

QUESTION 8

8.1
- Effect #1: Leading Lines ✓ The contrasted areas in the image are divided by a light line in the middle, creating an interesting space balance. ✓
- Effect #2: Uniqueness ✓ – the image shows the product in an impossible position, so that creates a sense of tension and interest. ✓

(Any reasonable explanations in student's own words acceptable)

8.2
- Effect #1: Macro Photography ✓ – the photos of the veggies are quite close-up and show a lot of details – this makes them look delicious and fresh. ✓
- Effect #2: Rhythm ✓ – the repetitive nature of the subject adds a texture-like feeling to the image. ✓

(Any reasonable explanations in student's own words acceptable)

8.3
- Effect #1: Forced Perspective ✓ – places focus on the main subject. ✓
- Effect #2: High-key Lighting ✓ – This make the whole image look unusual and clean – also helps to focus on the main subject. ✓

(Any reasonable explanations in student's own words acceptable)

8.4
- Effect #1: Bokeh ✓ – The background seems blurred and out of focus – this adds depth and brings focus to the main object.✓
- Effect #2: The composition of the image makes use of the rule of thirds✓– this creates empty space in the left bottom corner and helps to keep focus on the main object.✓

(Any reasonable explanations in student's own words acceptable)

8.5
- Effect #1: Motion Blur ✓ – the focus is sharp, but the drops of juice flying through the air are blurry, creating a sense of movement.✓
- Effect #2: Low-key Lighting ✓ – the image is still quite bright, but the background objects are less in focus and appear darker than the object in the foreground – this adds depth to the photo. ✓

(Any reasonable explanations in student's own words acceptable)

(5 × 4) **[20]**

TOTAL SECTION B: 60

SECTION C

QUESTION 9

9.1 Award up to FIVE marks for each of the FIVE card designs.

Breakdown:
- Can you identify the saying in the illustration? (1 mark)
- Does the design/illustration match the style of the rest of the set? (1 mark)
- A mark out of 3 for creativity and drawing style. (3 marks) ✓✓✓ (25)

9.2 Award a mark out of FIVE for each of the following:
- Correct execution of the brief ✓✓✓✓✓
- The quality of the design ✓✓✓✓✓
- The correct technique to create the ribbon look (shadows etc.) ✓✓✓✓✓
- The legibility of the word ✓✓✓✓✓
- The overall result as a creative artwork ✓✓✓✓✓ (25)

[50]

QUESTION 10

10.1 Award up to FIVE marks for each of following:

- Correct execution of the brief – all information pieces included and illustration covers the rest of the space ✓✓✓✓✓
- Creativity of the design ✓✓✓✓✓
- How clear/logical is the information in the layout? ✓✓✓✓✓
- Drawing skill ✓✓✓✓✓
- Consideration for how design will be applied/viewed/seen/read over a 3D object. ✓✓✓✓✓
- Attention paid toward the style of lettering within context of the broader design. ✓✓✓✓✓

(6 × 5) (30)

10.2 Award up to FIVE marks for each of following:

- Correct execution of the brief – the design from 10.1 was applied/redrawn correctly over a 3D object. ✓✓✓✓✓
- Drawing skill ✓✓✓✓✓
- Consideration for how design will be applied/viewed/seen/read over a 3D object. ✓✓✓✓✓
- Attention paid toward the style of lettering within context of the broader design. ✓✓✓✓✓

(4 × 5) (20)
[50]

TOTAL SECTION C: 100
GRAND TOTAL: 200

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