higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 4

(2020034)

28 November 2023 (X-paper)
09:00–12:00

This question paper consists of 20 pages and 4 addenda.

463Q1N2328

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
GRAPHIC DESIGN
NQF LEVEL
TIME: 3 HOURS
MARKS: 200

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 a blue pen.
6. Write neatly and legibly.
7. Remove ALL ADDENDA from the question paper and place them in the ANSWER BOOK.
8. EXAMINATION NUMBER must be written on ALL ADDENDA.

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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 Which ONE of these is NOT a design programme?

A Adobe Photoshop
B CorelDraw
C Microsoft Word
D Microsoft PowerPoint

1.2 Which type of text alignment adds a formal appearance to documents like menus, invitations and certificates

A Left-aligned
B Centred
C Fully justified
D Right-aligned

1.3 Which ONE of the following is the shortest type of dash?

A Hyphen
B Em dash
C En dash
D None of the above

1.4 One can add white space to a document by:

A Increasing paragraph spacing
B Increasing the space between columns of text
C Adding space at the end of a line of text, i.e. ragged right alignment
D All of the above

1.5 Special pages in document design that will not print. This is where one sets certain layout parameters such as page number styling and apply to other parts of the larger document.

A Main pages
B Master pages
C Template pages
D Framework pages

1.6 It is text that reserves a specific place on a design – to be replaced at a later stage with the correct wording

A Lorem ipsum
B Dummy text
C Placeholder text
D All of the above

1.7 What does the following shortcuts do in design software?
Ctrl+C followed by Ctrl+V

A Copy and Paste
B Cut and Paste
C Open and Close
D Print and Close

1.8 Which ONE of the following is a video format?

A .txt
B .png
C .wav
D .mov

1.9 The latest time by which something should be completed:

A Close of business
B Deadline
C Dyeline
D All of the above

1.10 A good design brief must include information such as …

A the design problem that needs to be solved.
B the media that is to be used.
C the format or size of the final product.
D All of the above

(10 × 1) (10)
[10]

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.5) in the ANSWER BOOK.

2.1 In terms of photography, contrast is the difference in brightness between the light and dark areas of a picture.

2.2 Tilt-shift photography is an effect achieved by creating a broad/wide depth of field in portrait photos.

2.3 Silhouettes are achieved by taking an image of a bright background and allowing the foreground to be underexposed.

2.4 Opacity is the ability to allow light to be transferred through a solid object.

2.5 High-key lighting is done by including dark, sombre, near black colours in the picture.

(5 × 1) (5)
[5]

QUESTION 3

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

COLUMN A		COLUMN B	
3.1	A cloud storage website	A	CMYK
3.2	The fastest way to send a small file	B	RAM
3.3	Ideal for transporting files between computers if there is no internet	C	Dropbox
3.4	Holds 4.7 to 30GB, depending on the type	D	DL
3.5	Faster than HDD because it does not spin	E	Email
3.6	The correct format for print designs	F	RGB
3.7	The correct format for screen designs	G	USB Drive
3.8	Standard paper size in South Africa	H	DVD
3.9	Standard envelope size in South Africa	I	solid state drive
3.10	Volatile memory	J	A4

(10 × 1) (10)
[10]

QUESTION 4

Complete the following sentences by writing the missing word or words. Write only the answer next to the question number (4.1–4.5) in the ANSWER BOOK.

Impact; Innovation; Consumerism; Portfolio; Consciousness; Platform; Consumer; Environmentalist; Repetition; Minority; Conceptualisation; Plastic; Software; Decompose

4.1 … is the process of inventing an idea by using a thought process.

4.2 Designers have become more aware of their … on society.

4.3 … is the theory that the amount of happiness a person receives or feels is directly dependent on the material things they buy.

4.4 Capitalism is a system where the means for producing and distributing goods are owned by a small … of people.

4.5 Subliminal – existing or functioning below the threshold of … .

(5 × 1) (5)
[5]

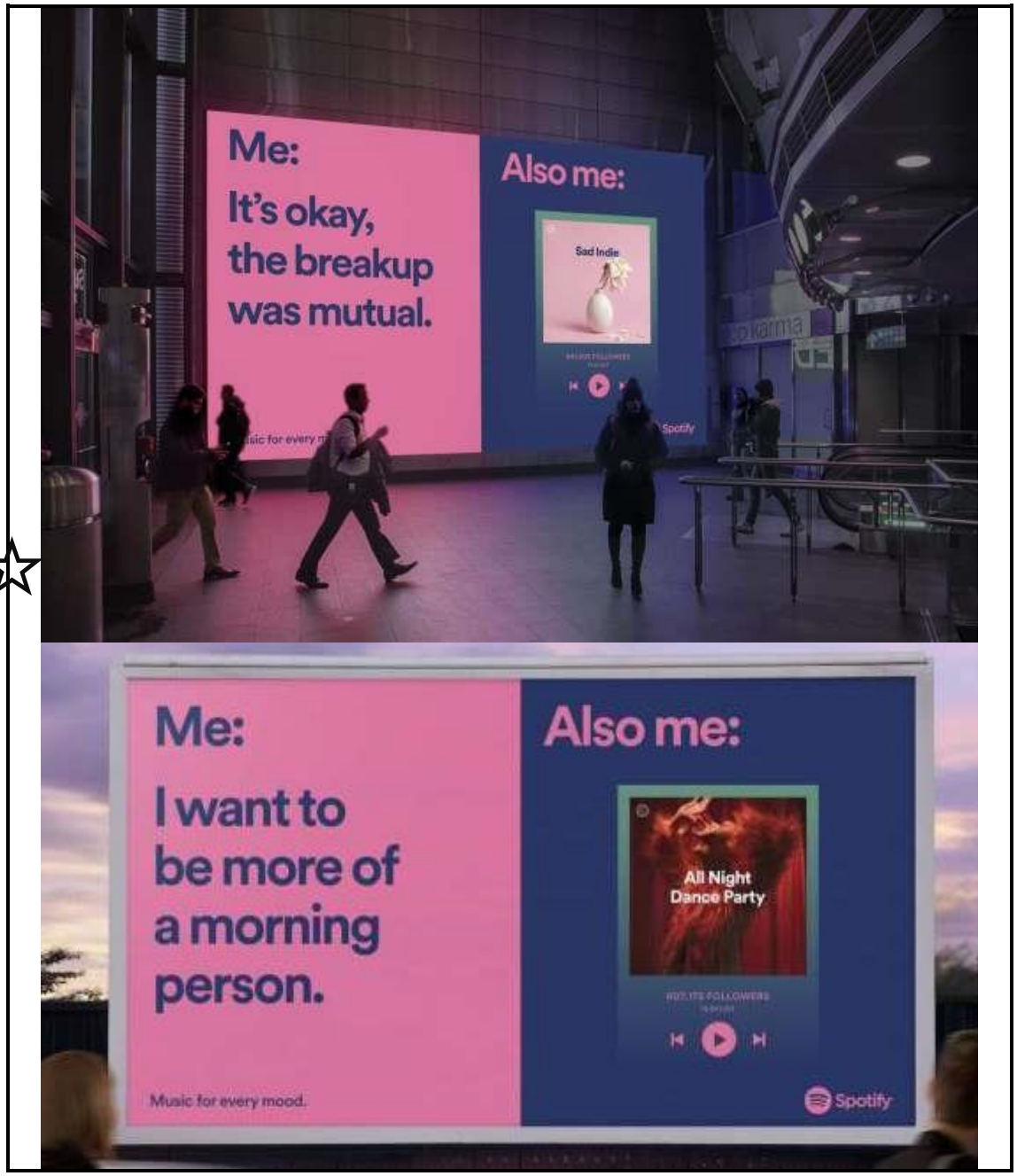
TOTAL SECTION A: 30

SECTION B

QUESTION 5

Study the following examples of top multimedia design marketing campaigns and give **FOUR** reasons why you think each is so effective:

5.1 A global brand campaign for the music streaming service, *Spotify*:



[Source: *https://www.designrush.com/agency/digital-marketing/trends/campaign-design*] (4)

5.2 The outdoor ad campaign, *Opposites Attract*, from the Israeli bakery chain, *Roladin*, was designed to promote a premium donut collection for *Hanukkah*.



[Source: *https://www.designrush.com/agency/digital-marketing/trends/campaign-design*] (4)

5.3 A car magazine advertisement for the *Seat Ibiza Cupra*:



[Source: *https://www.designrush.com/agency/digital-marketing/trends/campaign-design*] (4)

5.4 Guided by the art direction of Éric Esculier, *Publicis Paris* created a set of magazine ads for *Opel's* new lighting system.



[Source: *https://www.designrush.com/agency/digital-marketing/trends/campaign-design*] (4)

5.5 One of the greatest print ad campaigns of all time – the 1960's *Think Small* campaign for the *Volkswagen Beetle*.



[Source: *https://designshack.net/articles/graphics/the-greatest-print-campaigns-of-all-time-volkswagen-think-small/*] (4)

[20]

QUESTION 6

Match a digital memory saving task from the list below to a device shown in 6.1–6.5 and motivate your answer.

Digital memory tasks:

a) Preparing digital photo files for a print shop.
b) A photographer keeping a backup of years' worth of photographic work.
c) Internal temporary computer memory
d) Preparing to hand in a digital assignment.
e) Preparing music files to listen to on an old-school car radio

6.1



[Source: *www.google/images.co.za*] (2)

6.2



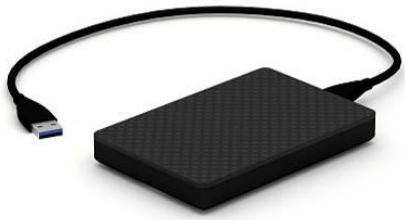
[Source: *www.google/images.co.za*] (2)

6.3



[Source: *www.google/images.co.za*] (2)

6.4



[Source: *www.google/images.co.za*] (2)

6.5



[Source: *www.google/images.co.za*] (2)

[10]

QUESTION 7

Match each of the photographic techniques in the list below to an image shown in 7.1–7.10 and substantiate your answer. ☆

Photographic techniques:
a) High dynamic range (HDR)
b) Perspective photography
c) High-key lighting
d) Low-key lighting
e) Tilt-shift photography
f) Silhouette
g) Motion blur
h) Subject isolation
i) Monochrome photography
j) Macro photography

7.1 ☆



[Source: *https://www.lightstalking.com/*] (2)

7.2



☆

[Source: *https://unsplash.com/*] (2)

7.3



[Source: *https://unsplash.com/*] (2)

7.4 Before and after this technique was used:



[Source: *https://ai.googleblog.com*] (2)

7.5

[Source: *https://unsplash.com/*] (2)

7.6



[Source: *https://unsplash.com/*] (2)

7.7



[Source: *https://unsplash.com/*] (2)

7.8



[Source: *https://unsplash.com/*] (2)

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7.9



[Source: *https://unsplash.com/*] (2)

7.10



[Source: *https://unsplash.com/*] (2)

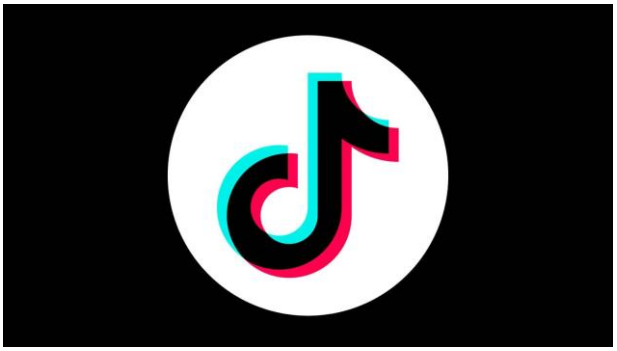
[20]

QUESTION 8

Study the following logo designs.

Identify **ONE** element of graphic design that was used to create the logos below and motivate your answer.

8.1



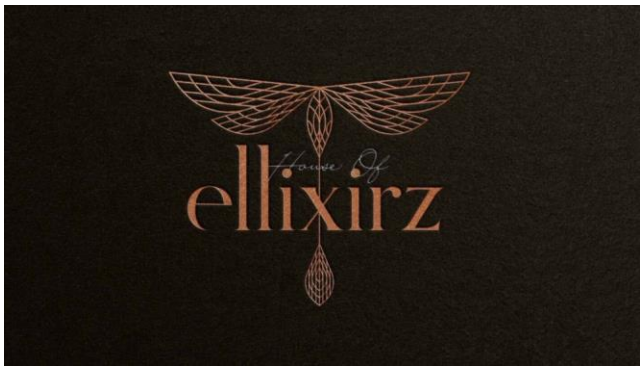
[Source: *https://www.designrush.com/*] (3)

8.2



[Source: *https://www.designrush.com/*] (3)

8.3



[Source: *https://www.designrush.com/*] (3)

8.4



[Source: *https://www.designrush.com/*] (3)

8.5



[Source: *https://dribbble.com/shots/14846038-Dribbble-Best-Shots-of-2020/*] (3)

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8.6



☆ [Source: *https://dribbble.com/shots/14846038-Dribbble-Best-Shots-of-2020/*] (3)

8.7



[Source: *https://www.designrush.com/*] (3)

8.8





☆

[Source: *https://dribbble.com/shots/16152992-web-institute-logo/*] (3)

8.9



[Source: *https://alignedlifedesign.com/mindfullbelly-portfolio* (3)

8.10



[Source: *https://www.freelancer.com/u/Monoranjon24]* (3)

☆

[30]

TOTAL SECTION B: 80

SECTION C

QUESTION 9

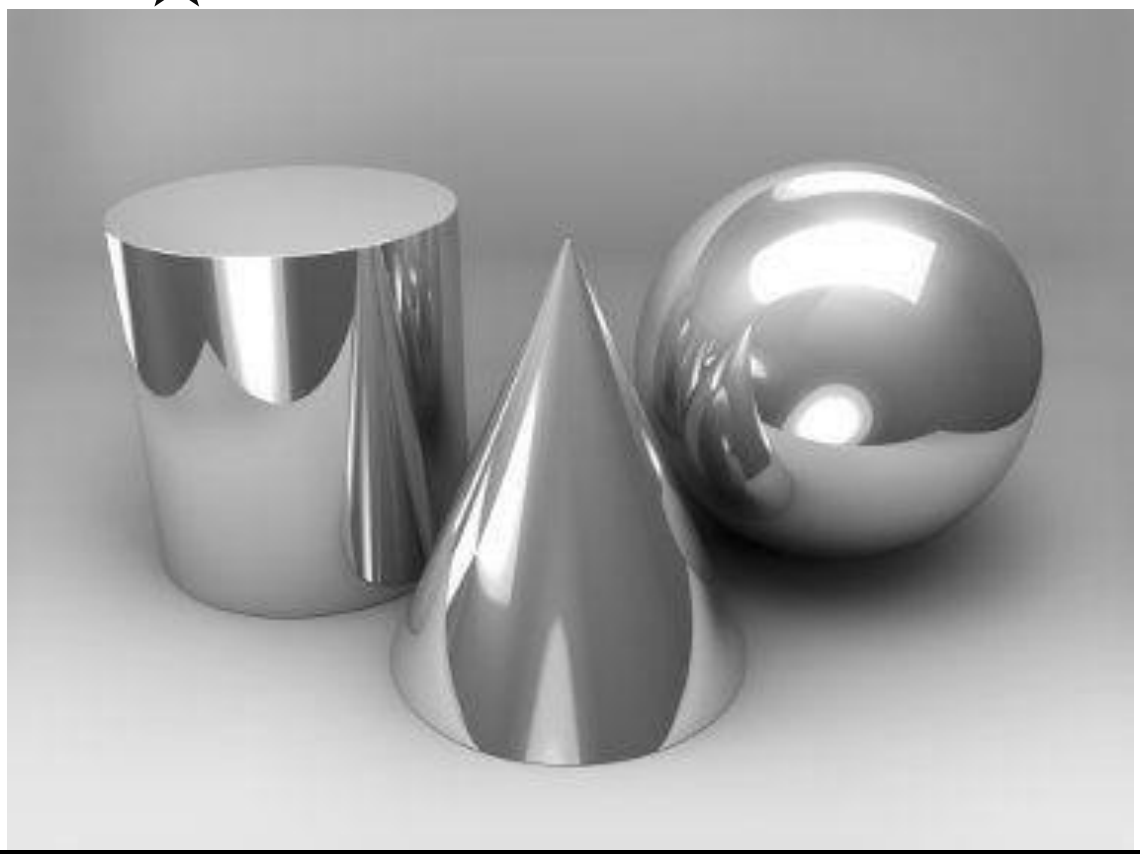
Study the information below and answer the questions that follow.

Drawing shiny objects is a fun and technical way to improve one's drawing skills.
A few tips to keep in mind:

1. Things around a reflective object are also seen in the shining objects
2. Reflective objects cast light into their surroundings
3. Reflections on an object will always be distorted

[*Source: https://emptyeasel.com/2013/12/16/4-rules-to-drawing-reflective-objects/*]

The image below shows a geometric still life with three solid geometric figures – a cylinder, a cone, and a sphere with chromium-plated surfaces.



[Source: *shutterstock.com/image-illustration/geometric-still-life-three-solid-figures-62165419*]

9.1 Use **ADDENDUM A to answer the question**:
- Redraw the geometric still life shown above.
- Pay special attention to the shiny highlights and shadows to help you create the three-dimensional effect.
- Take proportion and relationship between the objects into account (20)

Study the following examples of chrome-style three-dimensional letters:



[Source: *pinterest.com*]

9.2 Use **ADDENDUM B** to answer the question:

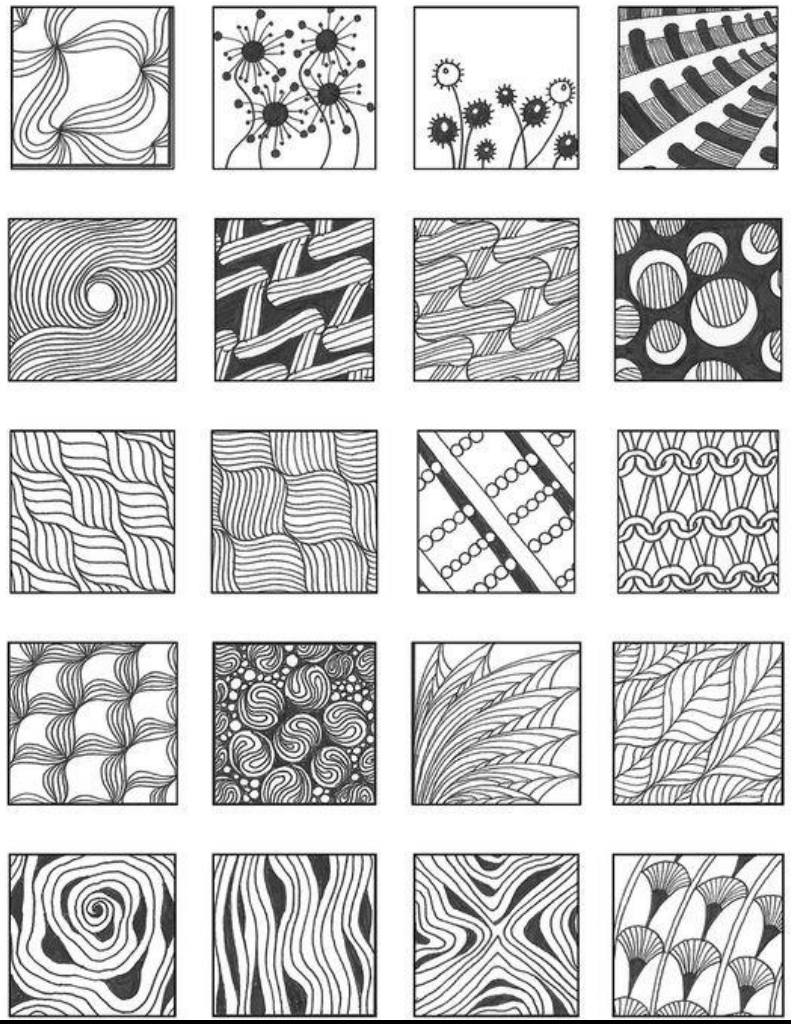
- Select any **FOUR** letters from the alphabet to illustrate in your own style as a three-dimensional chrome-plated object.
- Pay special attention to the shiny highlights and shadows to help you create the three-dimensional effect. (4 × 5) (20)

[40]

QUESTION 10

Study the scenario below and answer the questions.

Texture-based patterns can be useful when designing for textiles and other product applications.



[Source: *https://www.flickr.com/photos/91904954@N02/10219354295/*]

10.1 Use **ADDENDUM C** to answer the question:
Study the photographs on **ADDENDUM C** and design a textural pattern inspired by each object from nature shown. (6 × 5) (30)

10.2 Use **ADDENDUM D** to answer the question:

Use any **FOUR** of your texture patterns from QUESTION 10.1 to decorate the plates on **ADDENDUM D**. (4 × 5) (20)
[50]

TOTAL SECTION C: 90
GRAND TOTAL: 200

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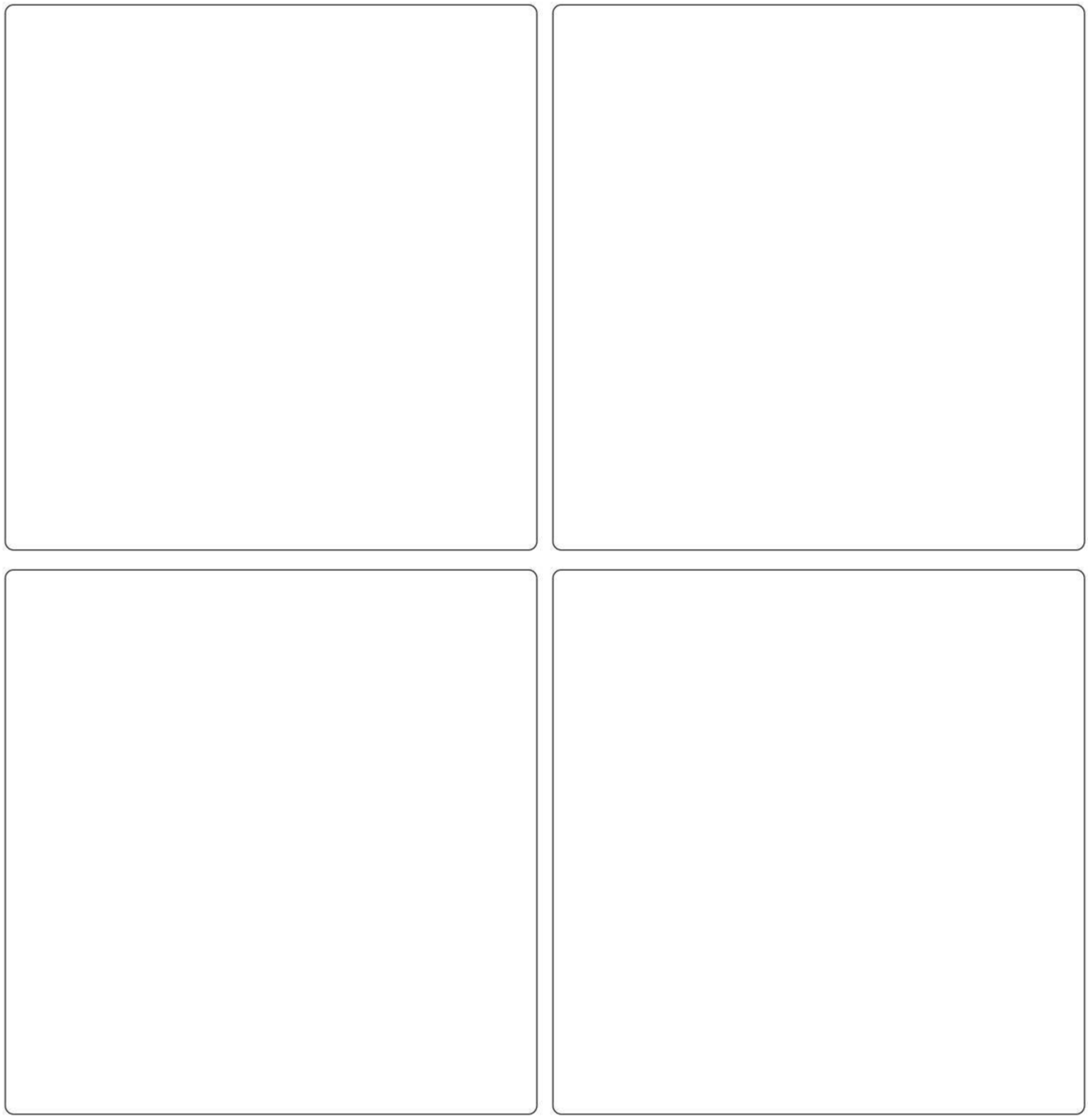
ADDENDUM A for question 9.1

EXAMINATION NUMBER:

(20)

ADDENDUM B for question 9.2

EXAMINATION NUMBER:



(4 × 5) (20)

ADDENDUM C for question 10.1

EXAMINATION NUMBER:

Shell



Flower



Sand



Feather



Leaf



Berry branch



[Source: *www.unsplash.com*]

(6 × 5) (30)

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ADDENDUM D for question 10.2

EXAMINATION NUMBER:



(4 × 5) (20)

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