higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 3

27 November 2023

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

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

(13 × 1) **[13]**

QUESTION 2

2.1 True
2.2 False
2.3 True
2.4 False
2.5 True
2.6 False
2.7 True
2.8 False
2.9 False
2.10 True
2.11 False
2.12 True
2.13 False
2.14 False
2.15 True

(15 × 1) **[15]**

QUESTION 3

3.1 I
3.2 D
3.3 L
3.4 H
3.5 B
3.6 F
3.7 A
3.8 Q
3.9 N
3.10 O

(10 × 1) **[10]**

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QUESTION 4

4.1 Ascender
4.2 8 or 9 pts
4.3 Sgraffito
4.4 Henry Cole
4.5 Audacity
4.6 Spot metering
4.7 form follows function

(7 × 1) **[7]**

TOTAL SECTION A: 45

SECTION B

QUESTION 5

5.1
- Function:✓ A lamp for a living room or bedroom. It does not look very expensive. Acts as a decorative and usable object.✓
- Aesthetics:✓ The lamp has an interesting and creative design and attempts to bring nature indoors, as it is made of a branch.✓
- Construction:✓ The lamp is made of a wood branch with round wood foot piece, with white lampshade made from synthetic material.✓
- Economics:✓ The lamp costs R3 400, which is very expensive taking in consideration that some of the materials are found materials.✓ (4 × 2) (8)

5.2
- Make eye contact with the audience.
- Do not read off your slides - this will make you appear unprepared.
- Be yourself. Do not try to be formal or distant.
- Try to talk to your audience and not at them. Ask them questions to create interaction.
- Use movement, such as pointing out things on your slides.
- Pay attention to what you say, to not intimidate or offend someone.
- Be different and use your creativity.
- Do not use too many technical terms and statistics; use a language your audience will understand.
- Be on time otherwise your audience will get agitated and you will be nervous.

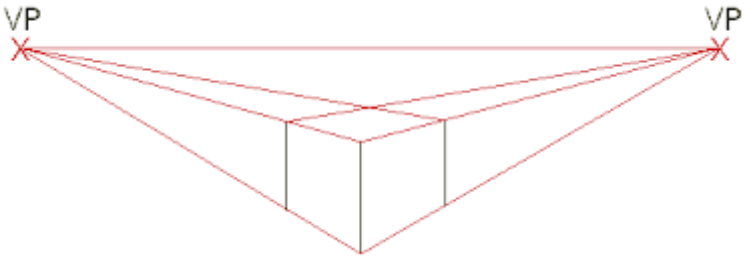
(Any 6 × 1) (6)

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5.3



✓✓



Mark with student ✓✓ (4)

5.4 5.4.1 Framing is the technique that surrounds the focal point of an image with other scenery.✓ It is used the emphasise the subject of the photograph and add depth to the subject.✓ It draws the observer's attention to the subject.✓ E.g., frame around a flower.

5.4.2 Negative space places emphasis on the subject.✓ It is in strong contrast to the subject and can be seen as the space that surrounds the subject.✓ Often used in macro-photography and landscapes.✓ E.g., small boat on a lake to give a sense of isolation.

5.4.3 Rhythm is created through repetition or motion.✓ Motion blurs, water trails and other patterns are composition styles based on rhythm.✓ Can be used to give a photograph the illusion of movement.✓ E.g., repetitive flower patterns on a dress.

(3 × 3) (9)

5.5
- TWO marks for the correct execution of the question.
  (The design must be based on the template provided in the question paper but can be simplified.)
- FOUR marks for creativity, originality and practicality of the design.
- ONE mark for the correct name of the product.
- TWO marks for correct information on the packaging. (Example: contact information, slogan, image on the packaging. **NOTE:** This is just a guideline) (9)

5.6
- Be original and creative; stand out from the rest.
- Use colours and fonts that complement each other.
- Labels must be large enough and easy to read. Include all necessary information.
- Use images, photographs and illustrations to attract attention.
- Must be inexpensive to reproduce. (Any 4 × 1) (4)

5.7
- ONE mark for the correct execution of the question.✓
  (The correct size of the poster in the student's answer book.)
- FOUR marks for creativity, originality and practicality of the design of the poster.✓✓✓✓
- ONE mark for the poster size = A3 or A2✓
- ONE mark for title text size = 48 pts or more✓
- ONE mark for body text size = 24 pts or more.✓ (8)

5.8 5.8.1 Freehand tool creates an irregular-shaped selection. The shape is dragged over the line that the editor wishes to modify and then the program selects an area as close as possible to the traced line.

5.8.2 The burn tool lets you darken areas of a photograph by left-clicking or lighten areas by right-clicking.

(2 × 2) (4)

5.9
- Obtain or draw up a project brief.
- Analyse the brief.
- Do thorough research on the project.
- Set up a work strategy.
- Set up specifications and requirements.
- Come up with concepts and ideas.
- Present your concept and ideas.
- Test and prototype your ideas.
- Choose the final concept, refine, and implement it.
- Evaluate your design.
- Prepare the design for printing. (Any 5 × 1) (5)

[57]

QUESTION 6

6.1 Script typefaces mimic the look of handwriting by joining the letters with connecting lines. It is used in applications that want to communicate a personal message, such as wedding invitations.✓

Italic typefaces are based on Italian handwriting from the Renaissance period. These typefaces had more condensed characters and where later not developed as a separate class anymore but accompanied Roman typefaces as a different style.✓



Script typeface✓



Italic Typeface

[Source: Vectorstock.com] (3)

6.2
- Standard and normal:✓ Used for most types of scenery. The colouring effects of the camera are balanced.✓
- Vivid:✓ For taking pictures with bright and contrasting colours.✓
- Landscape:✓ The setting allows for deeper colours for landscapes and makes colours vibrant and sharp.✓
- Portrait:✓ Allows the camera to capture skin tones more accurately.✓
- Night:✓ The setting keeps the high contrast between the black of the night and the other features in the scene.✓
- Sunset: This setting allows the deep red colours of sunsets and sunrises to be captured correctly.
- Black and white: Capture the image in black and white.
- Sepia: Allows the image to be captured in the colours of older style photographs (shades of brown). (Any 5 × 2) (10)

6.3
- Primary colour
- Secondary colour
- Tertiary colour (3)

6.4 6.4.1 RAM: Random-access memory. Stores data temporarily while computer is on.

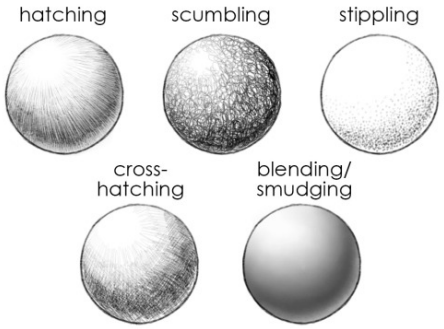
6.4.2 ROM: Read-only memory. Stores data when computer is turned off.

6.4.3 USB: External flash drive or flash memory. Can be stored on a chip and removed form computer.

6.4.4 External HDD: Most popular large-capacity external storage device. Used for storing and transferring documents and project data from one computer to another.

(4 × 1) (4)

6.5



(One mark for name and one mark for drawing/technique)
(Any THREE drawing techniques)(3 × 2) (6)

6.6
- Traditional animation
- Stop motion
- Cut-out animation
- Clay motion animation
- Computer-generated imagery (5)

6.7 Balance is the equal distribution of visual weight in a design.✓
There are two kinds of balance, namely:
- Symmetrical balance: refers to balance that is created by arranging elements on either side of a composition in an equally weighted distribution.✓
- Asymmetrical balance: the two sides are not identical, but the elements are arranged so that there is a sense of balance.✓ (3)

6.8 6.8.1 High-key lighting✓
Normally done in a studio because it needs a large amount of controlled light sources. Scene consists of whites and light colours. Image is very bright.✓

6.8.2 Low-key lighting✓
Opposite of high-key. The scene is composed so that most of it is black. Has dramatic and theatrical feel.✓

6.8.3 Burst mode✓
Series of photographs shot in rapid succession. Used to take pictures of moving subjects / objects e.g. sporting events.✓

(3 × 2) (6)

6.9
- TWO marks for creativity, originality and practicality of the design.
- SIX marks for the correct information included on the card. This should include any of the following:
  - Company name and slogan
  - Name and surname
  - Title/position
  - Email/website/address
  - Telephone number
  - Cellphone number

(8)
[48]

TOTAL SECTION B: 105
GRAND TOTAL: 150

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