higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

(3021042)

2 December 2020 (X-paper)
09:00–12:00

This question paper consists of 12 pages.

203Q1N2002

Copyright reserved

TIME: 3 HOURS
MARKS: 100

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 question on a new page.
5. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.5–1.5) in the ANSWER BOOK.

1.1 Set designers and prop buyers use storyboards to guide them to complete their designs and work on film sets.

1.2 Low camera angles make the subject look weak and small.

1.3 Close-up framing is used to add drama to a scene.

1.4 Typography and specific fonts can be used to create a particular emotion.

1.5 In typography, the stem is the extra stroke at the end of the vertical and horizontal strokes of the letterform.

(5 × 2) **[10]**

QUESTION 2

Various options are given as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (2.1–2.5) in the ANSWER BOOK.

2.1 This file icon is used to identify a container for unwanted files and folders:

A My documents
B Recycle bin
C Folder icon
D Hyperlink

2.2 The process of transferring digital images from one location to another:

A Place
B Convert
C Opacity
D Export

2.3 Which of the following items, in terms of DTP (Desktop Publishing), is not an element?

A Serial port
B View button
C Palette
D Drop-down menu

2.4 The size of a A4 page:

A 90 mm × 50 mm
B 148 mm × 210 mm
C 210 mm × 99 mm
D 210 mm × 297 mm §

2.5 The correct dpi and colour code for designing for digital design is:

A CMYK , 150 dpi
B RGB , 72 dpi
C CMYK, 72 dpi
D CMYK , 300 dpi

(5 × 1) **[5]**

QUESTION 3

Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question number (3.1–3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	CPU	A	used to transfer data very quickly
3.2	USB §	B	largest storage device in the computer
3.3	ROM	C	memory incapable of retaining data when the computer is switched off
3.4	HDD	D	main information processing unit in the computer
3.5	DVD	E	data will remain stored when computer is switched off
		F	removable storage device §

(5 × 1) **[5]**

TOTAL SECTION A: 20

Copyright reserved

SECTION B

QUESTION 4

4.1 Identify the type of commercial photography represented in (4.1.1–4.1.5). Explain your answer by identifying two characteristics of each type of photography.

4.1.1

§

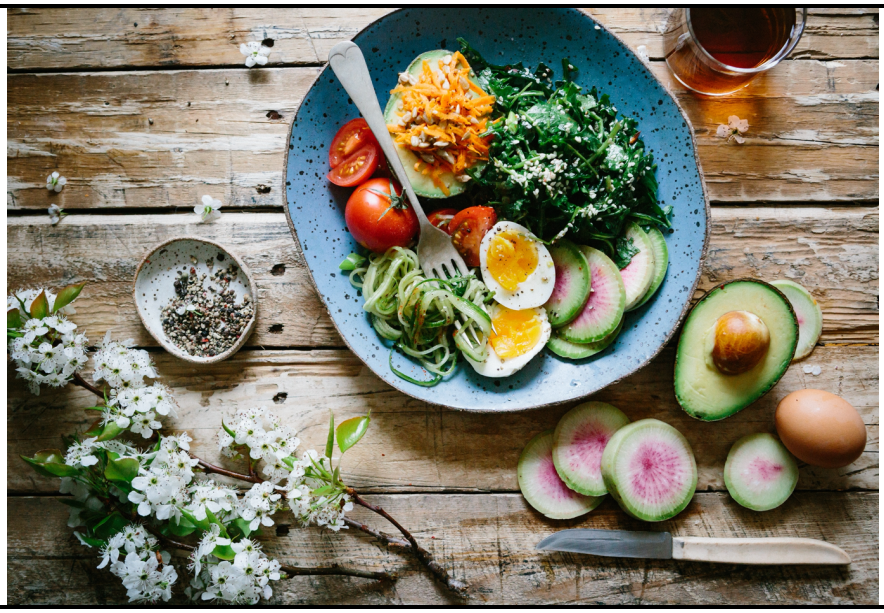


4.1.2



§

4.1.3



§

4.1.4



§

4.1.5



§ (3 × 5) (15)

Copyright reserved

4.2 Match the following Modernist Era art and design movement with the art works shown in (4.2.1–4.2.5).

Briefly explain TWO basic characteristics of the movement:

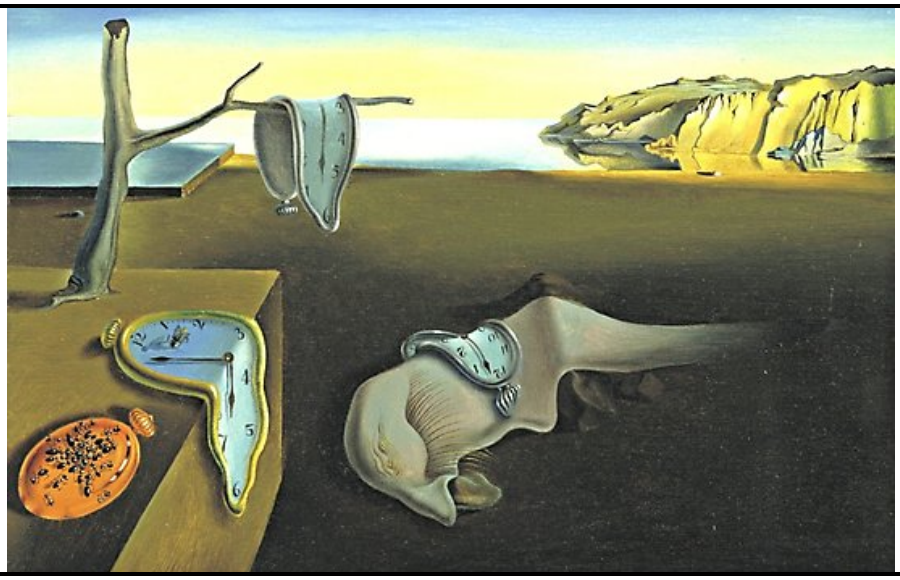
A Cubism
B Art Nouveau
C Surrealism
D The Bauhaus
E De Stijl

§

4.2.1



4.2. 2



§

4.2. 3

§



4.2.4



§

4.2.5

§



(5 × 3) (15)

Copyright reserved

4.3 Identify the target market for the products below (4.3.1–4.3.5) and substantiate your answer on the product and exterior (packaging) of the product.

4.3. 1.



§

4.3.2



§

4.3.3



§

4.3.4



§

4.3.5



§

(5 × 3) (15)

4.4 List and explain FIVE types of elements of multimedia that can be used in multimedia projects.



§

(5 × 2) (10)
[55]

TOTAL SECTION B: 55

SECTION C

QUESTION 5

5.1 PRESENTING YOURSELF TO OTHERS §

Personal brands should be important to every designer. It is the secret that can make you stand out.



You are a recently qualified graphic designer looking for a fulltime job and have been invited to do a presentation for potential employers during a scheduled job interview. You need to plan and design a short FIVE slide portfolio presentation to introduce yourself and your work.

- Draw FIVE blocks in the ANSWER BOOK.
- Each block should be 8 cm × 6 cm. §
- The FIVE slides should share a unifying design and style that runs through the whole set. (15)

5.2 Pointillism is a graphic drawing style that uses dots to create shape, form and contrast. Use half a page in your ANSWER BOOK to create a pointillistic drawing (no lines, only dots) of the still life below. Use a pencil or pen to do this:

§



§

(10)
[25]

TOTAL SECTION C: 25
GRAND TOTAL: 100

Copyright reserved