higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

11 March 2020

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 C
1.2 A
1.3 D
1.4 B
1.5 C

(5 × 1) **[5]**

QUESTION 2

2.1 L
2.2 G
2.3 E
2.4 F
2.5 K
2.6 A
2.7 C
2.8 J
2.9 B
2.10 D

(10 × 1) **[10]**

QUESTION 3

3.1 Framing
3.2 Aperture
3.3 Stock photography
3.4 Raw image format
3.5 Exposure

(5 × 1) **[5]**

TOTAL SECTION A: 20

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SECTION B

QUESTION 4

4.1 4.1.1 A digital zoom lens is a simulated zoom✓ that enlarges the central position of an image in the camera.✓

4.1.2 Still life photography displays inanimate objects,✓ strong compositions and creative lighting to illustrate a particular mood.✓

4.1.3 Design brief is a written description of what a new project or product should do,✓ what is needed to produce it, how long it will take to produce.✓

4.1.4 ROM (read only memory) is a type of non-volatile memory used in computers and other electronic devices.✓ Data stored in ROM will remain even when the computer is switched off.✓

(4 × 2) (8)

4.2
- Use the correct type style
- Use different type sizes
- Avoid writing everything in uppercase
- Use colour
- Use negative space (Any 3 × 1) (3)

4.3 4.3.1 Bauhaus✓
- It emphasised typography as a tool of communication, focusing on clarity and legibility.✓
- It experimented with typography and considered that it was to be treated as an image and not only to be expressed horizontally.
- The essence of art and design was the concept (idea), not the execution (the way the idea was carried out). The two should not be separated.
- The combination of type and photography (typhoto) evolved into the poster as we see it today.

4.3.2 Activism in Art✓
- Activists believed that art serves society by inspiring moral and ethical behaviour.✓
- They focused on exposing social faults or the development of cultural pride.
- Painters represented subjects that had affected their communities most deeply.
- Photographers used photo-documentaries to reveal what was taking place in their communities.

NOTE: ONE mark for movement
ONE mark for characteristics

(2 × 2) (4)

[15]

QUESTION 5

5.1 5.1.1 Kenaf/Sisal and/hemp plants or hessian✓
- They can be woven into bags or sacks to transport heavy, hard fruit or bulk foods such as grain, sugar, flour and salt.✓

5.1.2 Earthenware/pottery✓
- Pottery is used domestically (in the home) to contain liquid foods such as oils, honey and yoghurt✓

5.1.3 Metals✓
- Metals are used to can foods.✓
- With the addition of a push-on lid or plastic cap for sealing, it can contain liquid and dry products such as cool drinks and instant coffee.
- In larger (200 litre) retail containers it can be used for transporting paints, oils and juices.

5.1.4 Glass✓
- Glass is used to contain foods.✓
- With the addition of a plastic or metal lid or cork for sealing, it can contain liquid products such as cool drink, alcohol, spirits, jams, canned food and oils.

5.1.5 Plastic✓
- There is a wide variety of plastic containers varying in strength from rigid to semi-rigid.✓
- It is used to contain processed foods such as cool drinks, sauces and butter as well as take-away foods.

NOTE: ONE mark for identifying the packaging material
ONE mark for the use of the material

(5 × 2) (10)

5.2 5.2.1 Blackletter✓
The font looks calligraphic or antique.✓
It can be referred to as Gothic or Old English or an early ornate, bold style of type.

5.2.2 Serif✓
This font has small terminals or tails at the end of the letterform.✓

5.2.3 Ornamental✓
These typefaces are not made up of the usual letters of the alphabet. Instead, they are made up of decorative ornaments and symbols.✓

5.2.4 Display font✓
The letters have a decorative, constructive style and would be used in very specific and limited ways.✓

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5.2.5 Script✓
The font looks like handwriting.✓

(5 × 2) (10)

5.3 5.3.1 Window✓
The window is a (usually) rectangular portion of the display on a computer monitor that presents its contents.✓

5.3.2 Drop-down menu✓
This menu does not appear consistently in the main menu bar, but 'pulls down' onto the screen to provide a list of menu options from the menu bar.✓

5.3.3 Scroll button✓
This button appears on the inside of the scroll bar. It can be moved up and down or left or right to bring the content of a window into view.✓

5.3.4 Palette/Floating menu✓
This floating menu contains tools for specific software. It is an on-screen window that can be dragged to any position within the application or even outside the main application window. Floating windows are common in graphics applications and allow tools to be moved closer to the image workspaces.✓

5.3.5 Close/Exit button✓
When clicking or tapping the X, the current window is removed/closed.✓

(5 × 2) (10)
[30]

TOTAL SECTION B: 45

SECTION C

QUESTION 6

6.1 Step 1: Describe
Describe the piece of art. Answer the question, 'What do you see?'

- A tiger in a city at night.✓
- With some city buildings in the background and a big moon behind the buildings.
- The city can be London.
- It is a tiger from the zoo.

Step 2: Identify elements
(The elements below are just guidelines for marking. The student must identify TWO elements and explain where in the poster he/she sees it.)

Line✓
- The tiger has black lines on its body.✓

Shape✓
- The buildings have different shapes like, triangles, squares and rectangles.✓
- The moon also has the shape of a circle.
- The tiger's tail also creates the shape of a circle.

Colour
- The tiger is in a warm orange colour that stands out against the blue/purple colour of the buildings.

Time and motion
- The time of day is at night. The moon gives an indication of the time.
- Light is also showing from the building windows.

Step 3: Identify principles
(The principles below are just guidelines for marking. The student must identify TWO principles and explain where in the poster he/she sees it.)

Unity and variety✓
- Tigers are nocturnal animals, and the city can also be very busy/entertaining at night.✓

Directional forces✓
- The lines on the tiger act like direction forces, guiding the viewer's eyes to the focal point.✓

Balance
- Symmetrical balance is used in the composition, even weight distribution of the elements.

Step 4: Reflect
- It is a poster about the London Zoo, that one can visit at night to see the nocturnal animals. The animal (tiger) is the main focus point on the poster and throughout the event.

The answer will be subjective and in the student's own words.

(10)

6.2 Award TWO marks for the correct execution of the question.
Award ONE mark for the correct size of the poster.
Award TWO marks for creativity.
Award TWO marks for including some of the following information in the student's design:

- The name of the event
- The event info: date, time, venue
- Contact details
- How to buy tickets, ticket price
- Web address
- Name of headlining act
- Information about the non-profit organisation hosting the event

Award ONE marks for legibility and readability of the information on the poster.
Award TWO marks for the explanation of the art and design elements that the student used in the poster. (10)

6.3
- Award TWO marks for creating SIX frames.
- Award TWO marks for the correct implementation of the question.
- Award ONE mark for the correct size of the frames.
- Award FOUR marks for creativity and originality of the designs of the frames.
- Award ONE mark for using the Woolworths logo.
- Award FIVE marks for explaining the THREE multimedia elements that will be included in the multimedia clip and the reason why they will be used. (15)

[35]

TOTAL SECTION C: 35
GRAND TOTAL: 100

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