higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

(2020012)

11 March 2020 (Y-paper)
13:00–16:00

This question paper consists of 14 pages.

483Q1S2011

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TIME: 3 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Read all the questions carefully.
2. Answer all the questions.
3. Number the answers according to the numbering system used in this question paper.
4. Start each question on a new page.
5. Use only black or blue pen, unless otherwise indicated for drawings.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

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 (1.1–1.5) in the ANSWER BOOK.

1.1 Productions or projects on which different people or organisations work together:

A Associations
B Collusion
C Collaborations
D Collections

1.2 A filmed sequence of events:

A Footage
B Thumbnails
C Reel
D Spool

1.3 Sound is one of the identifying elements of …

A computer hardware.
B digital media.
C print media.
D multimedia.

1.4 The technique of telling a story as it happens on film …

A overdub.
B narration.
C translation.
D subtitles.

1.5 Animation is the rapid change that happens between still frames, which gives the illusion of …

A speed.
B continuity.
C continuous time.
D movement.

(5 × 1) **[5]**

QUESTION 2

Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–N) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	The main information processing unit in the computer	A	evaluate
2.2	A series of gradual changes in colour or darkness	B	symmetrical balance
2.3	An input device for recording sound	C	bluetooth
2.4	Removable storage devices that are attached to the PC to input or output data.	D	emphasis
2.5	Refers to the most intense form of colour. When a hue is pure, it has no shadow or tint; it is at its brightest form	E	microphone
2.6	To judge; to put a value on something	F	external
2.7	Wireless technology that can exchange data between two electronic devices over short distances	G	gradations
2.8	A set of pre-packaged instructions in a specific language that the user uses to input information	H	spectrum
2.9	The even (and near matching) distribution of visual weight	I	wavelength
2.10	A way to guide ones' eye to a specific area	J	software
		K	saturation
		L	central processing unit
		M	headphones
		N	asymmetrical balance

(10 × 1) **[10]**

QUESTION 3

Give ONE word or term for each of the following descriptions by choosing a word or term from the list below. Write only the answer next to the question number (3.1–3.5) in the ANSWER BOOK.

stock photography; framing; framework; editorial photography; reflector; exposure; raw image; internet; format; system; aperture; internet; clipart; compression; file

3.1 Composing technique that is used to bring the focus to the subject

3.2 The circular opening inside the lens that can be adjusted in size to control the amount of light reaching the camera's image sensor when one takes a photograph

3.3 A collection of photos that are stored in a photo library

3.4 The data as it comes directly off the CCD, where no in-camera compression is performed

3.5 Refers to how much light an image sensor receives when one takes a photograph

(5 × 1) **[5]**

TOTAL SECTION A: 20

SECTION B

QUESTION 4

4.1 Explain each of the following concepts:

4.1.1 Digital zoom lens

4.1.2 Still life photography

4.1.3 Design brief

4.1.4 ROM (read only memory)

(4 × 2) (8)

4.2 Good layout of a document does not only use typography to create readability and legibility.

Briefly give THREE tips to keep in mind when designing basic layouts. (3)

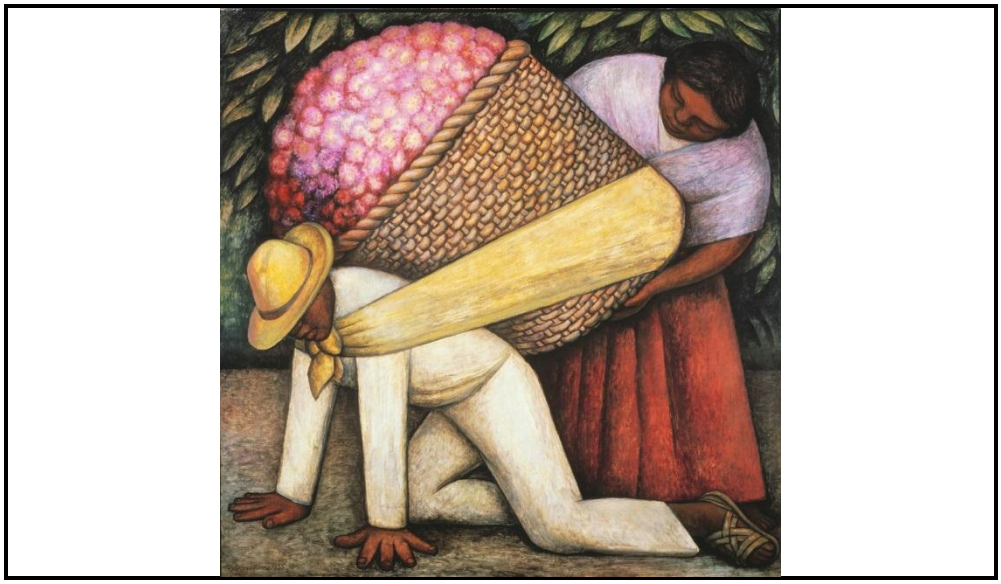
4.3 Match the historical art movements represented by the images in questions (4.3.1–4.3.2) with a name from the list below and name ONE characteristics of that art movement.

- Neo Dada
- Bauhaus
- Activism in Art
- Futurism

4.3.1



4.3.2



(2 × 2) (4)

[15]

QUESTION 5

5.1 Identify each of the following materials numbered (5.1.1–5.1.5) and list ONE possible way in which it can be used as a packaging material:

5.1.1



5.1.2



5.1.3



5.1.4



5.1.5



(5 × 2) (10)

5.2 Examine the font samples in questions 5.2.1 to 5.2.5 from *www.creativemarket.com* and identify the typography type of each. Substantiate your answer.

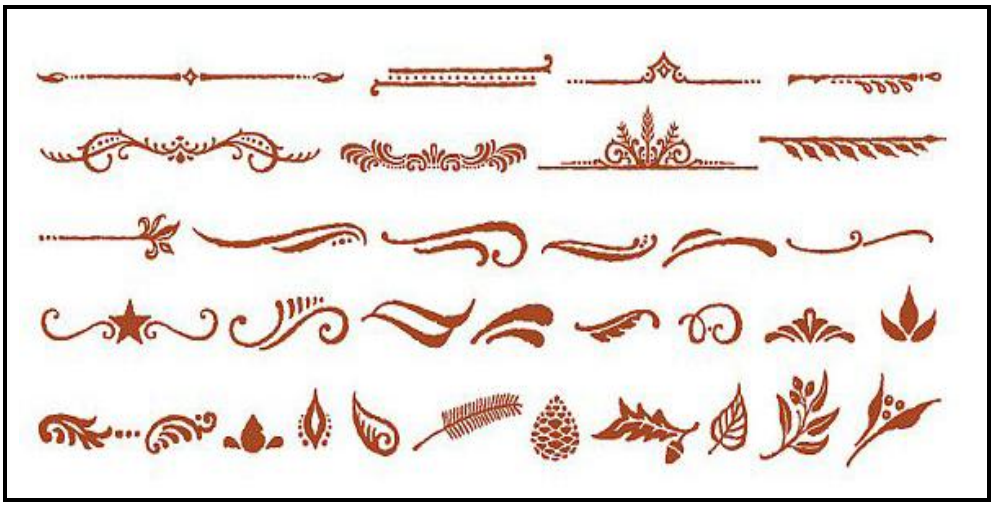
5.2.1



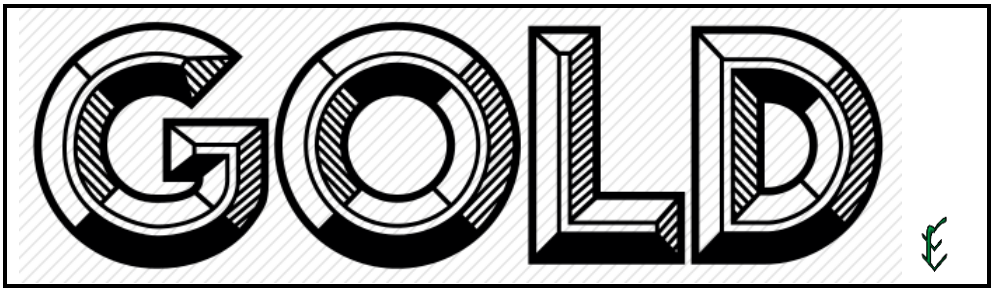
5.2.2



5.2.3



5.2.4



5.2.5



(5 × 2) (10)

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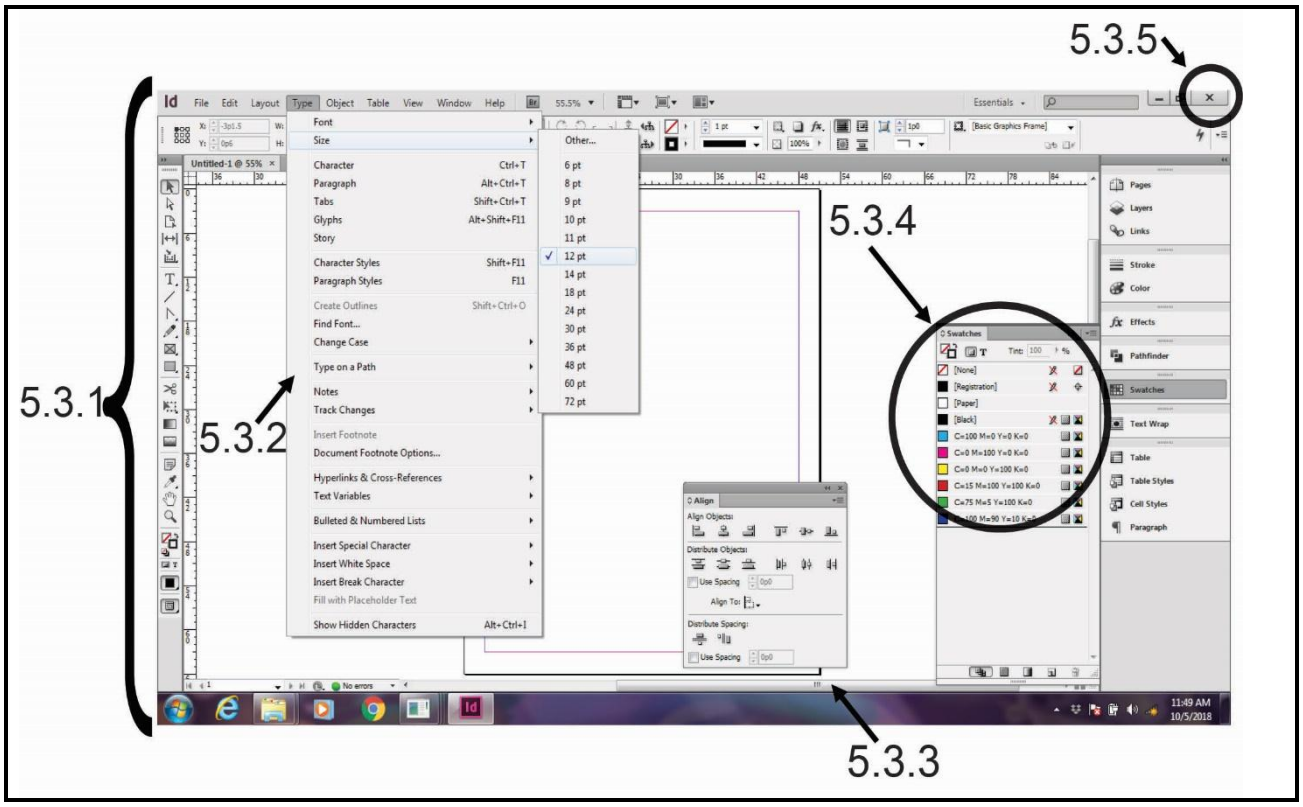
5.3 An example of the Adobe InDesign CS6 interface is presented below.

Name the desktop elements marked (5.3.1–5.3.5) in the image below and explain the use of each one.



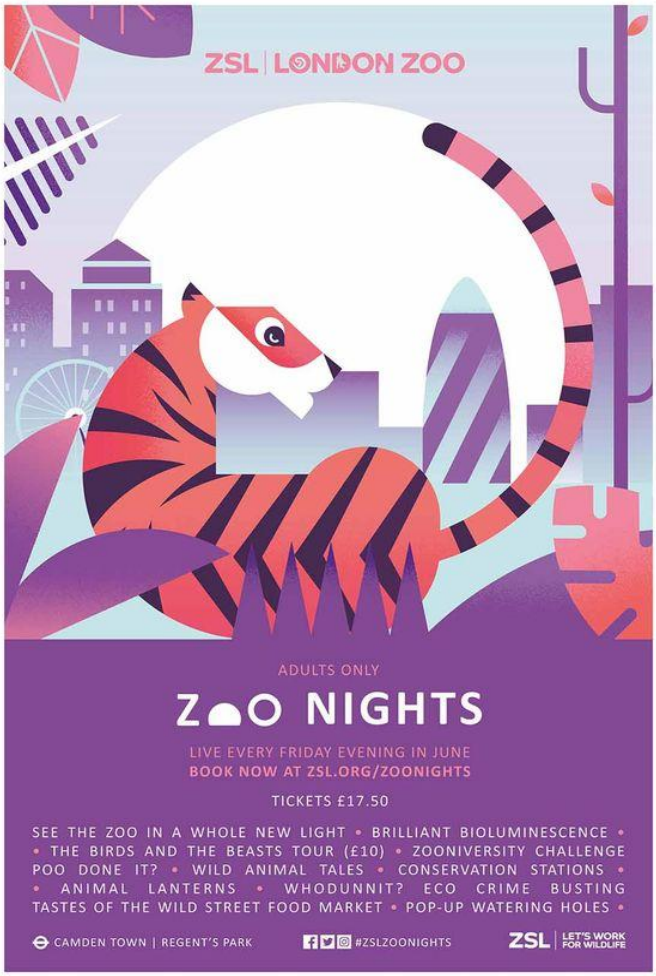
(5 × 2) (10)
[30]

TOTAL SECTION B: 45

SECTION C

QUESTION 6

6.1 Study and evaluate the poster below according to the evaluation process.



Use the FOUR steps below to evaluate the poster.

Step 1: Describe (1)
Step 2: Identify elements (4)
Step 3: Identify principles (4)
Step 4: Reflect (1)

6.2 Historically, the poster has played a major role in visual communication regarding political and social messages.

Nowadays, posters are not only printed and put up on walls, but are also used digitally to promote events and ideas online and on social media. Look at the good examples below:





You are tasked with the design of a poster for a non-profit organisation of your choice (for example animal welfare, baby haven, habitats for humanity, gender equality, environmental organisation, etc.). The organisation will host a charity concert with a headlining musician or band (your choice).

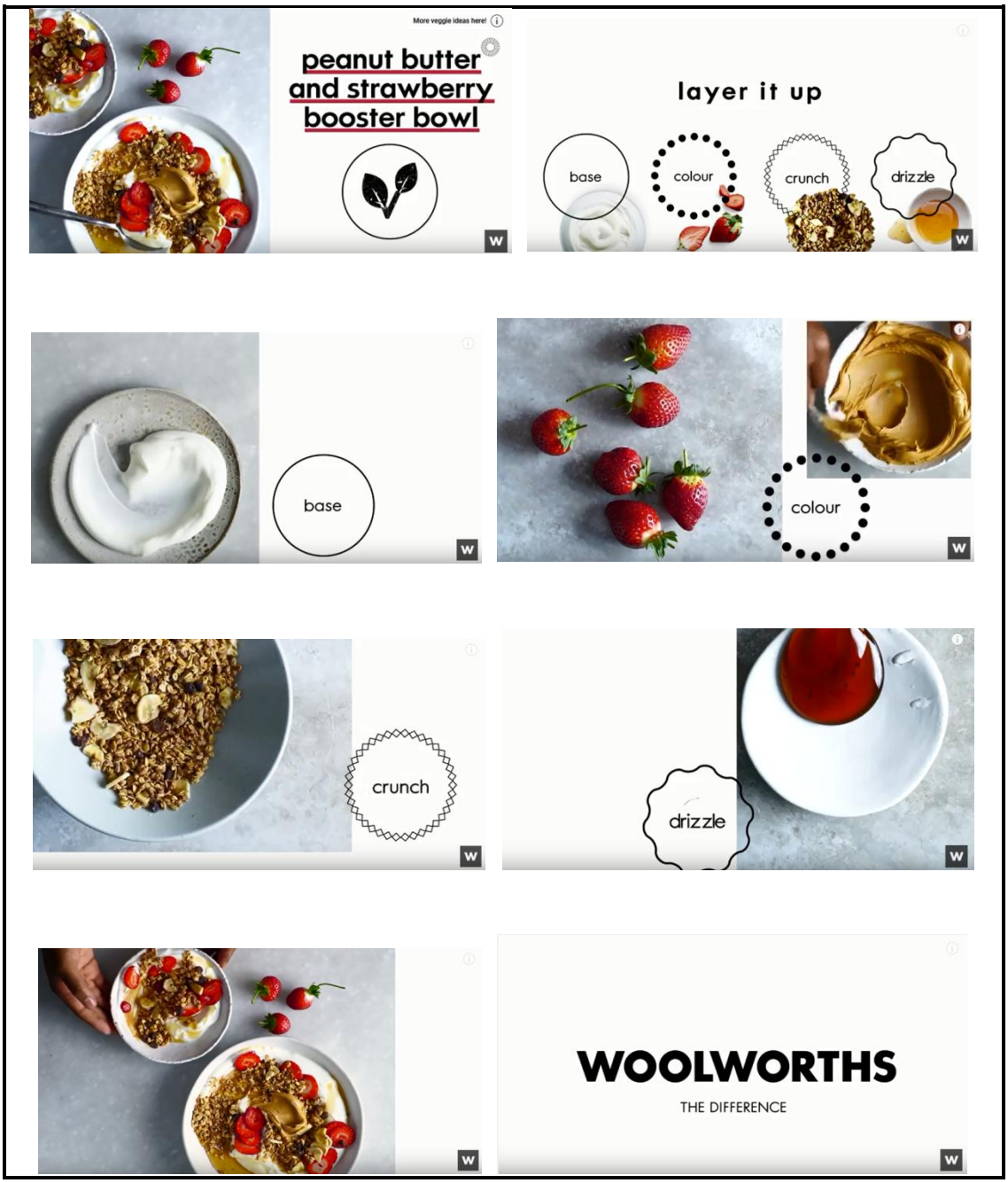
Include the following information in your design:

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

Draw a block of 20 × 20 cm in your answer book. The poster should be square, so that it can be shared easily via Instagram, Facebook and WhatsApp. Get creative! Use any pencils, felt-tip pens or other stationery that you have with you to generate an accurate and interesting design.

Include a brief explanation about the elements of art and design that you used in the poster. (10)

6.3 Look at this example of a beautiful multimedia clip for a healthy breakfast cereal with fruit from Woolworths.



[Source: *https://www.youtube.com/watch?v=I8OfnMddqJA*]

Woolworths has appointed you as their new media marketing designer. Your first project is to advertise a new kid's food range, named 'Good Stuff' on social media such as Facebook and Instagram.



Draw 6 frames of 10 × 10 cm in the ANSWER BOOK. The six frames should show a shared look and feel to help build your brand online. Be creative and innovative with your designs. Remember to include the Woolworths logo.

In a paragraph below your frames, name THREE multimedia elements that you will include in the multimedia clip and explain why you will use them. (15)

[35]

TOTAL SECTION C: 35
GRAND TOTAL: 100

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