higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

(2020012)

22 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 17 pages.

NCV

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TIME: 3 HOURS
MARKS: 120

INSTRUCTIONS AND INFORMATION

1. The question paper is divided into two sections, each consisting of questions about the following topics:

   TOPIC 1 – Elements and principles of graphic design
   TOPIC 2 – Formal drawing and observation skills
   TOPIC 3 – Desktop publishing and digital design concepts
   TOPIC 4 – Layout and typography
   TOPIC 5 – Photographic manipulation
   TOPIC 6 – 3D design
   TOPIC 7 – Multimedia
   TOPIC 8 – Presentation animation
   TOPIC 9 – Play-out and production

2. Answer ALL the questions.

3. Read ALL the questions carefully.

4. Number the answers according to the numbering system used in this question paper.

5. This question paper MUST BE PRINTED IN COLOUR so that graphics can be visible and clear enough to be properly analysed by students.

6. Use the mark allocation to determine the time to be spent on a question.

7. Do NOT repeat the same facts and examples in different questions.

8. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 Give ONE word or term for each of the definitions below by choosing a word or term from the list. Write only the correct word or term next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

visual communication; silhouette; spectrum; abstract art; typography

1.1.1 Art that involves the removal of parts of objects to reveal the essence of that object: we may recognise the object but it may have been simplified or exaggerated for visual effect

1.1.2 The use of nonverbal language: using the elements and principles of design to communicate to an audience in a way that words cannot

1.1.3 A range: the distribution of coloured light that is created when white light is directed into a prism or a crystal

1.1.4 Design and look of printed words on the page

1.1.5 Something dark on a light background: detail of the person or thing cannot be seen, and we only see the outline

(5 × 1) (5)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 Contour lines: the lines that illustrate the three-dimensional form of the object; these lines show the volume of the shape

1.2.2 Storyboards: a series of sketches that show something that will be filmed

1.2.3 Elliptical: oval-shaped; shaped like a stretched circle

1.2.4 Foreground: the part of the artwork that appears furthest away from the viewer

1.2.5 Proportional relationship: the relative size of an object as compared with itself

(5 × 1) (5)

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1.3 What is a title bar in terms of desktop elements in software used for graphic design? (2)

1.4 Match each of the images with the font classification given below. Write only the letter of the classification (a–g) next to the question number (1.4.1–1.4.7) in the ANSWER BOOK.

(a) Display
(b) Blackletter
(c) Sans Serif
(d) Script
(e) Serif
(f) Ornamental
(g) Slab Serif

1.4.1



1.4.2



1.4.3



1.4.4



1.4.5 

1.4.6 

1.4.7 

(7 × 1) (7)

1.5 State the FOUR distinct advantages of digital photography. (4)

1.6 Name FIVE types of visual elements that can be used in multimedia designs. (5)

1.7 What is a CPU? (2)

1.8 Give ONE word for each of the definitions by choosing a word from the list below. Write only the word next to the question number (1.8.1–1.8.3) in the ANSWER BOOK.

conceptualising; preproduction; narration; postproduction

1.8.1 Technique of telling a story as it happens

1.8.2 Thinking of designs or ideas

1.8.3 Phase of a project that happens in the editing studio.

(3 × 1) (3)

1.9 List THREE colour modes that a graphic designer can encounter in daily activities. (3)

[36]

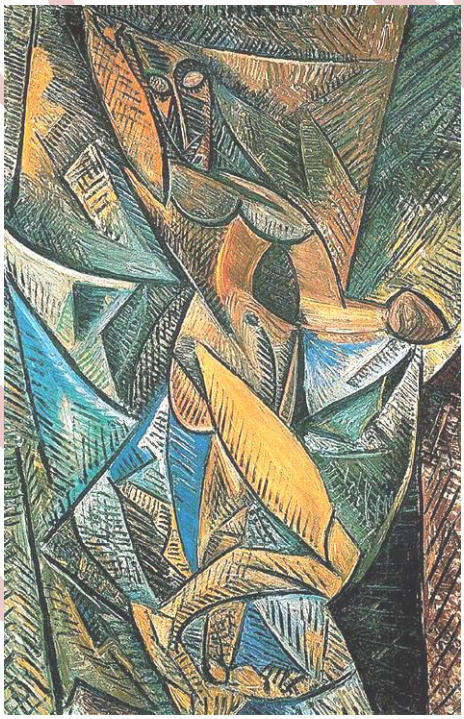
QUESTION 2

2.1 Identify the following TWO art and design movements from the modernist era and list THREE basic characteristics that define each.

2.1.1



2.1.2



(4 × 2) (8)

2.2 Identify each of the following types of photography and give a reason for each answer:

2.2.1



2.2.2



2.2.3



2.2.4



2.2.5



2.2.6



(6 × 2) (12)

2.3 Identify each of the packaging materials below and discuss whether each can be **(a)** reused and **(b)** recycled.

2.3.1



2.3.2



2.3.3



2.3.4

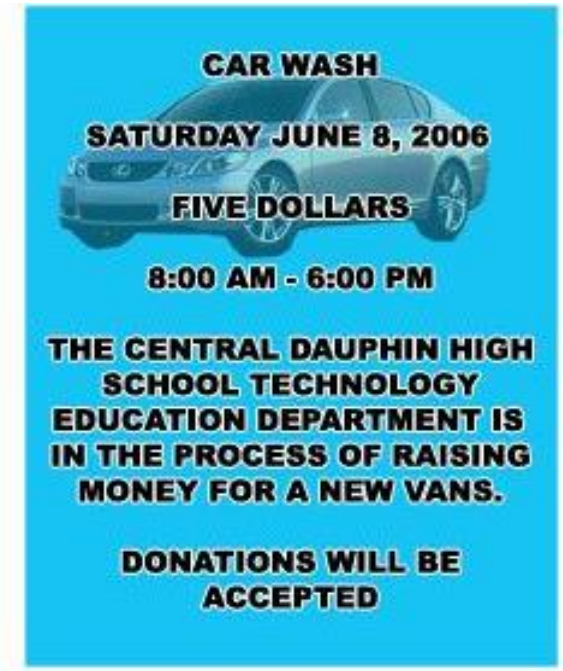


2.3.5



(5 × 3) (15)

2.4 Study the design below and give the designer FIVE basic tips to improve the layout.



(5)

2.5 Identify each computer hardware part below and state its main function in a computer.

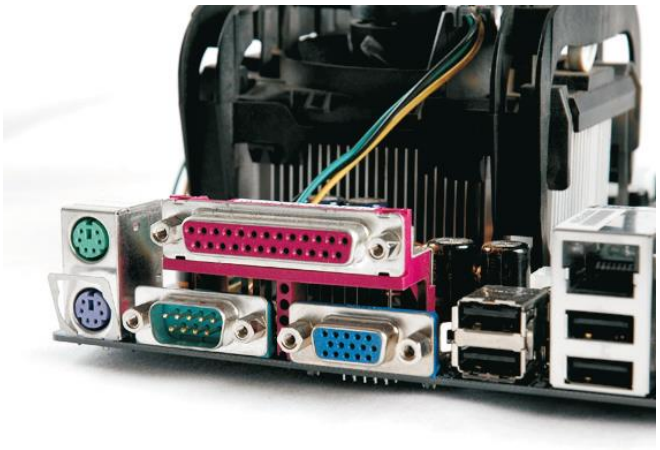
2.5.1



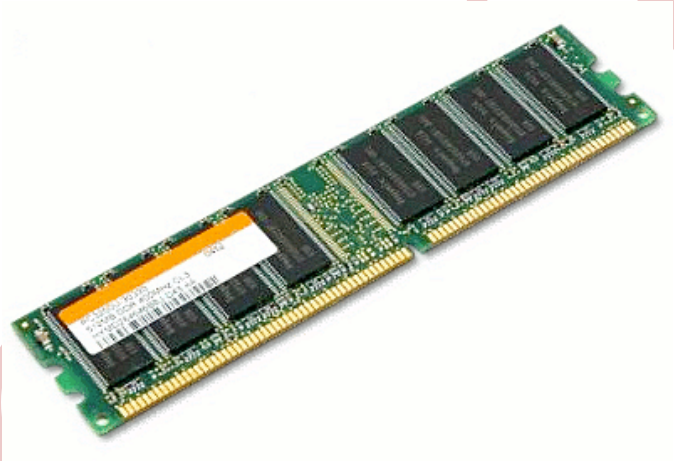
2.5.2



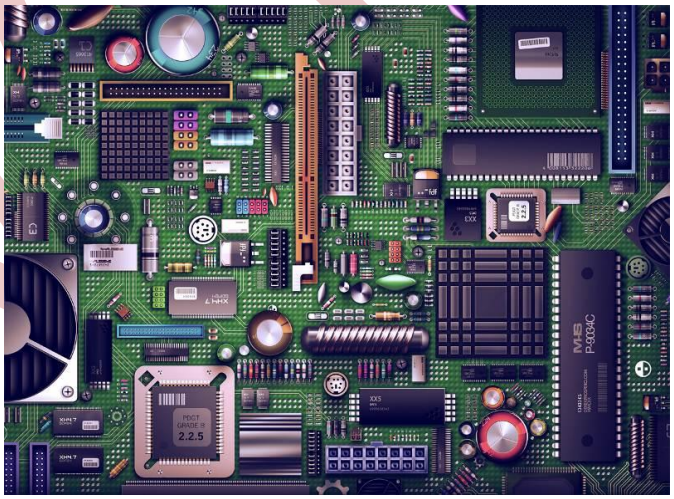
2.5.3



2.5.4



2.5.5



(5 × 2) (10)
[50]

TOTAL SECTION A: 86

SECTION B

QUESTION 3

3.1 PRESENTATION DESIGN

Below are two examples of beautifully designed and professional slideshow templates that can be purchased on *www.creativemarket.com.*





Conceptualise and hand illustrate a mock-up for a set of SIX slides that will form part of a slideshow template set to be sold on Creative Market.

Target market: For creative business owners to buy from you and customise, and then to use in presentations to their clients.

- Draw six blocks in the ANSWER BOOK.
- Each block should be 8 cm wide × 6 cm wide.
- The six slides should share a unifying design and style through the whole set.

Style: Creative and edgy, youthful

Brief: Slide template contents

Slide 1 – Title slide: graphic takes up most of the slide, include the words: • Title • Subtitle • Presentation by • Place for company logo	Slide 2 – Welcome slide • Title: Welcome message • Paragraph of place-keeper text
Slide 4 • A slide with place for FOUR images and captions	Slide 3: • Slide that will have a large picture or graphic • Title • Paragraph with place-keeper text
Slide 5 Slide with latest projects summary layout: • Space for 3 photos • Title • Paragraph with 3 bullet points in place keeper text	Slide 6 – Conclusion slide • Slide with layout divided into vertical thirds

Marks will be allocated for creativity as well as the correct execution of the brief. (16)

3.2 POSTER DESIGN

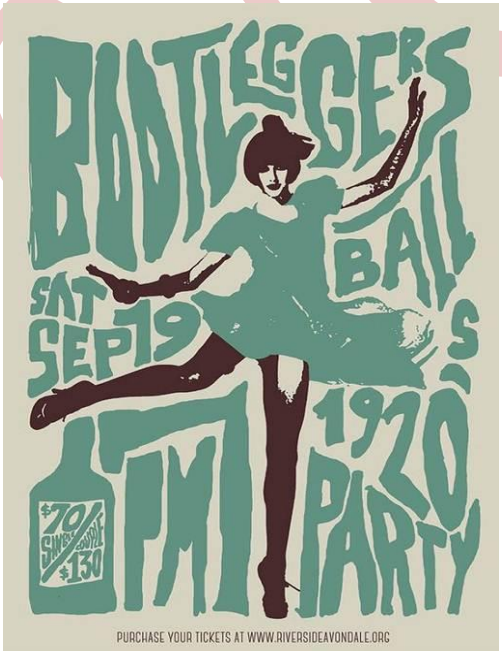
Poster design has to grab the attention by making a bold visual statement, and also by communicating critical information at a glance.

A good poster design prioritises information in a visual way so that it clearly shows the sequence of importance. The most important information will be the largest and should catch your eye first. Less important information will be smaller and towards the bottom of the design.

Examples:









Design a hand-drawn mock-up of an events poster:

1. Use an entire A4 page in the ANSWER BOOK for the design of the poster.

2. Information to show on the poster:

   Event name: Summer is gone
   Date: 25 September

   Featuring:
   DJ Viviaan
   DJ Nova
   DJ Marcus

   Organiser logo:
   Remixclub
   presents

   Ticket $20
   Doors open 22pm
   Happy Hour 24pm
   Corner of Express and Fith Avenue, 30499

3. Use creative visual and graphic elements and ideas to make the poster interesting. These could be patterns, illustrations, ideas for photos, et cetera.

4. Clearly show the information in a logical order. The most important information should be the largest, et cetera.

   Marks will be allocated for creativity as well as the correct execution of the question. (10)

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3.3 EVALUATING DESIGN

Study the photographic art piece below and apply the method you learnt in Graphic Design Level 2of evaluating a design. Remember to name the steps according to the evacuation method.



(4 × 2) (8)
[34]

TOTAL SECTION B: 34
GRAND TOTAL: 120

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