higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 2

(2020012)

22 November 2019 (Y-Paper)
13:00–16:00

This question paper consists of 15 pages.

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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 a black/blue pen for drawings, unless otherwise indicated.
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 This is the largest microchip in the PC and its main function is to process data:

A RAM chip
B Microprocessor
C USB chips
D Motherboard

1.2 Which ONE of the following does NOT represent stable memory in a computer?

A ROM
B Hard disk
C RAM
D CD-ROM

1.3 Which ONE of the following programs could be used to edit videos?

A Adobe InDesign
B Pinnacle Studio
C CorelDraw
D Audacity

1.4 What is the name of the group of computer equipment that includes: trackball, optical mouse, touch screen and laser pointer?

A Pointing devices
B Monitors
C Output devices
D Periphery devices

1.5 Which ONE of the following qualifies as computer hardware?

A Sound card drivers
B Skype
C Windows operating system
D Keyboard

(5 × 1) **[5]**

QUESTION 2

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

COLUMN A		COLUMN B	
2.1	Vanishing points	A	something that stands in place of something else
2.2	Memory card	B	software program used to edit photographs
2.3	Tone	C	the positioning of objects in relation to one another
2.4	Tripod	D	shades of the same colour
2.5	Commercial photographs	E	a device inside a digital camera that photographs can be saved on
2.6	Photoshop	F	flat; parallel to the skyline
2.7	Documentary photography	G	photographs that appear in magazines, newspapers, books and advertisements
2.8	Horizontal	H	a three-legged support for a camera
2.9	Storyboard	I	a series of sketches that show a/an movie/advertisement that will be filmed
2.10	Symbol	J	photographs that provide a record of social and political situations
		K	where parallel lines seem to meet when they are shown in a drawing of perspective
		L	a series of gradual steps

(10 × 1) **[10]**

QUESTION 3

Give ONE word or a term for each of the following descriptions by choosing a word or term from the list below. Write only the word or term next to the question number (3.1–3.10) in the ANSWER BOOK.

baseline; PDF; menu; page margins; low camera angle; file icon; A4; rotating; template; pictograph; A2; import; resolution; storyboard; decision tree

3.1 A pattern that can be used to create similar layouts

3.2 The blank areas around the edges of a page

3.3 The page size of a poster

3.4 A file format for capturing and sending electronic documents

3.5 How detailed the reproduction of the image is

3.6 An icon that is used to represent a computer document containing text, images or program information

3.7 A list of commands in a program, usually listed according to a topic

3.8 A graphical representation of a decision-making process

3.9 To move an image or text from another application into a program

3.10 Turning around a fixed point

(10 × 1) **[10]**

TOTAL SECTION A: 25

SECTION B

QUESTION 4

4.1 Explain each of the following concepts:

4.1.1 Freelance

4.1.2 Reflector boards

4.1.3 Pixel

(3 × 2) (6)

4.2 Explain what is understood under each of the FIVE stages in the production process.

- Concept development
- Pre-production
- Production
- Post-production
- Sales and distribution (5)

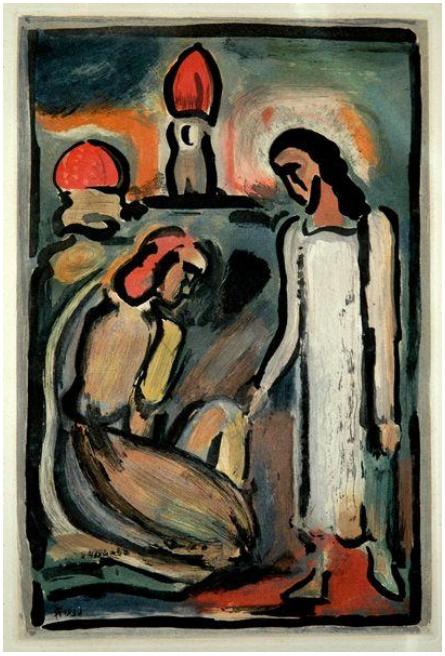
4.3 Identify the historical art movements represented by the images in question 4.3.1–4.3.5, from the list below and name ONE characteristics of that art movement.

- Art Nouveau
- Expressionism
- Futurism
- The Arts and Crafts Movement
- Pop Art
- La Belle Époque(The Beautiful Era)
- Cubism

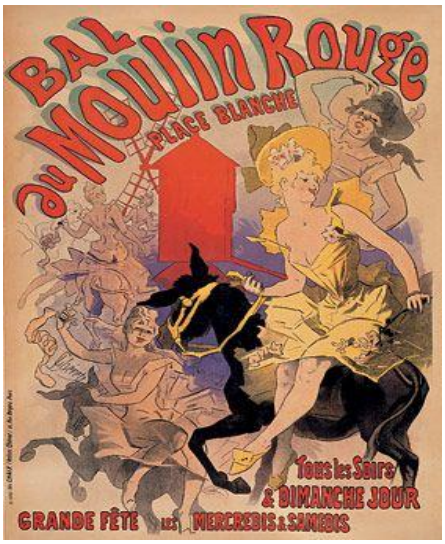
4.3.1



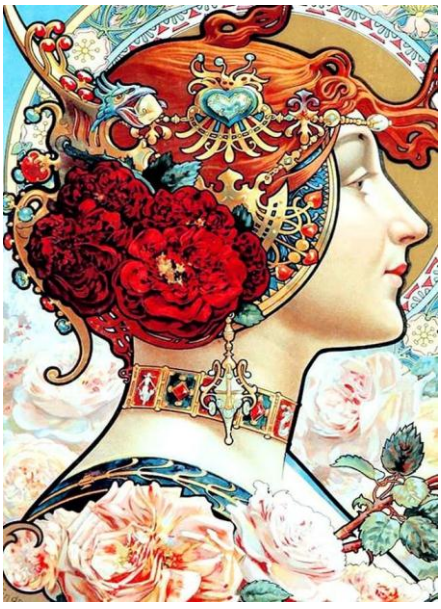
4.3.2



4.3.3



4.3.4



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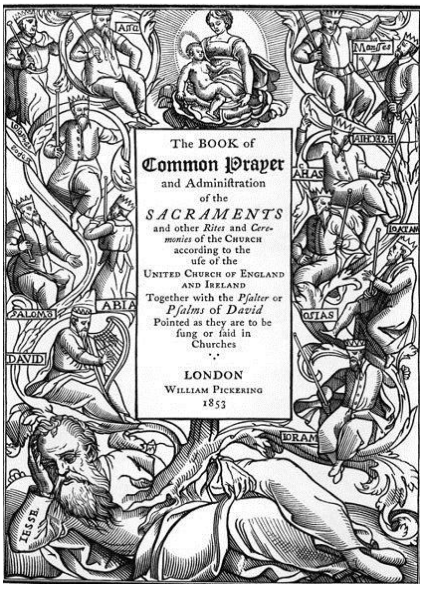
4.3.5



(5 × 2) (10)

4.4 Identify each of the following devices and explain what they are used for:

4.4.1



4.4.2



(2 × 2) (4)

[25]

QUESTION 5

5.1 Study the following examples of photographic images that illustrate some of the visual elements of design from the free stock photography site www.unsplash.com. Identify the element of design used in each photo and give ONE motivation for your answer.

5.1.1



5.1.2



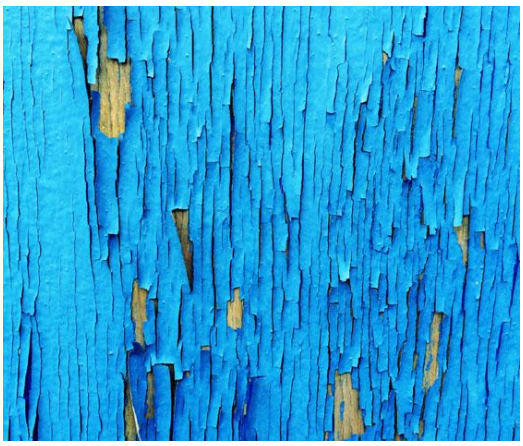
5.1.3



5.1.4



5.1.5



(5 × 2) (10)

5.2 Explain each of the following typography terminologies:

5.2.1 X-height

5.2.2 Serif

5.2.3 Leading

(3 × 2) (6)

5.3 List FIVE minimum legal requirements of what must be on the label of a food product. (5)

[21]

TOTAL SECTION B: 46

SECTION C

QUESTION 6

6.1 STORYBOARD

Create a 6-frame storyboard for an advertisement for the product below. Your aim is to reach children 6–12 years old.



Redraw the template provided on the next page in your ANSWER BOOK.

The storyboard must include the following:

- Identify what type of action will happen in each scene.
- Identify the dialogue taking place between characters. (Make sure ALL the dialogue or the descriptions underneath each frame are included in the frames.)
- Include information about camera angles.
- Illustrate action creatively and use action arrows to indicate the direction of movement.

Write a paragraph to outline your idea for the advertisement at the bottom of the storyboard. (8)

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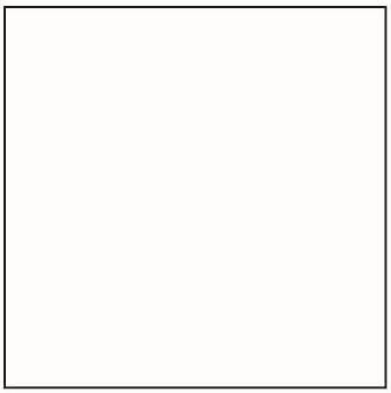
Storyboard Design

Advertisement concept for First Choice MILKI

Frame 1



DIALOGUE:

.....

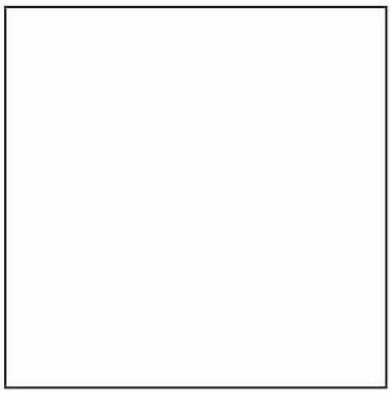
ACTIONS:

.....

CAMERA & EFFECTS:

.....

Frame 2



DIALOGUE:

.....

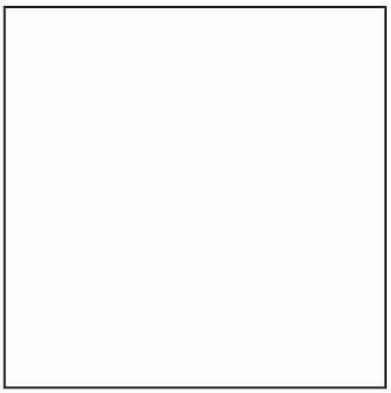
ACTIONS:

.....

CAMERA & EFFECTS:

.....

Frame 3



DIALOGUE:

.....

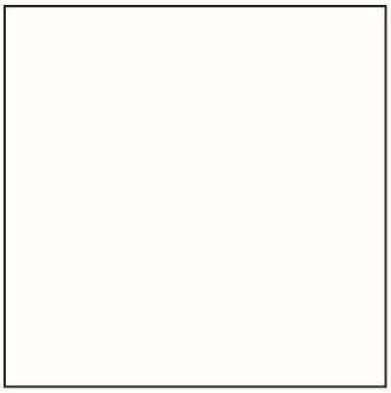
ACTIONS:

.....

CAMERA & EFFECTS:

.....

Frame 4



DIALOGUE:

.....

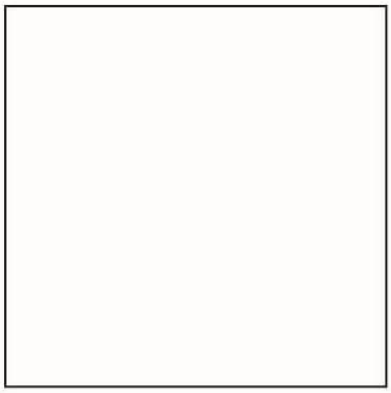
ACTIONS:

.....

CAMERA & EFFECTS:

.....

Frame 5



DIALOGUE:

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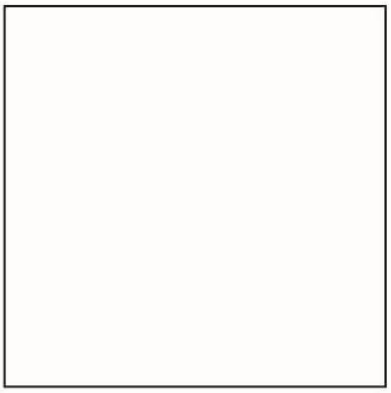
ACTIONS:

.....

CAMERA & EFFECTS:

.....

Frame 6



DIALOGUE:

.....

ACTIONS:

.....

CAMERA & EFFECTS:

.....

CONCEPT: .....

.....

.....

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6.2 Look at the following set of PowerPoint slides.









6.2.1 Identify the possible target market for this PowerPoint presentation. (2)

6.2.2 Identify THREE principles of design used in the PowerPoint slides above.

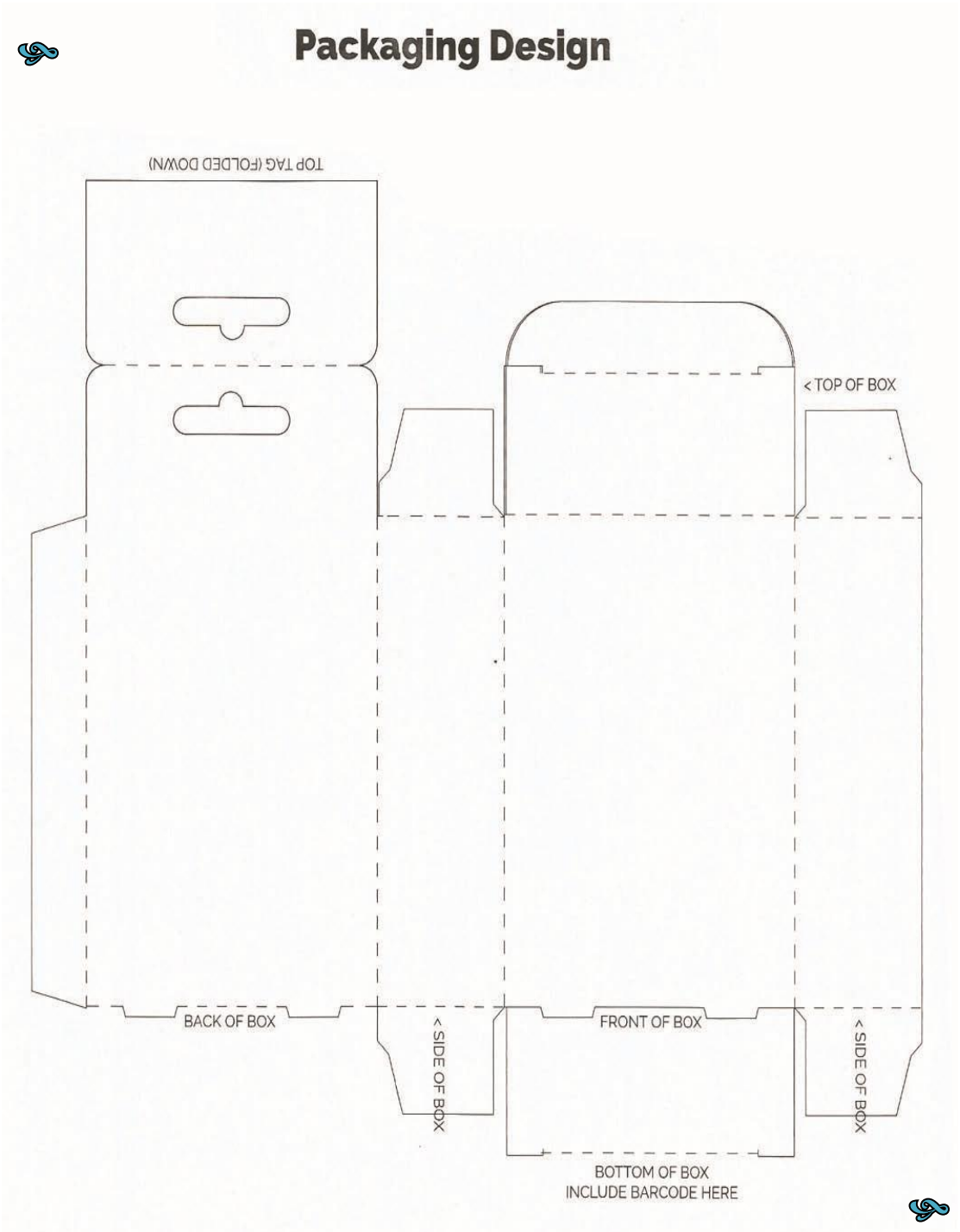
Describe how each of these influences the presentation. (6)

6.3 Design a packaging for children's plasters for a medical brand called Accu Medical.

Accu
MEDICAL

Marks will be allocated for the correct execution of the brief and the quality of your design.

Redraw the template provided on the next page in your ANSWER BOOK and use it to complete the question.

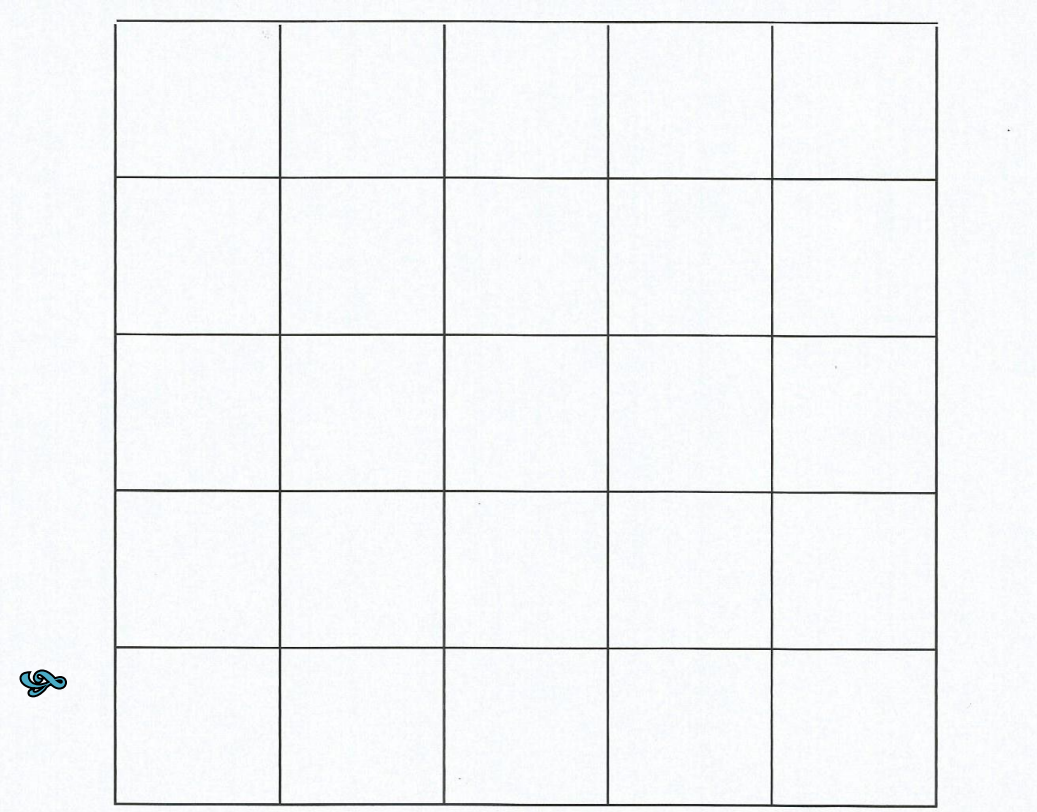


Some of the following information can be included on the packaging:

- www.accumed.co.za
- info@accumed.co.za
- Kids Assorted Plasters 30s
- SURFACE Lightweight plastic, waterproof and breathable
- CENTRAL PAD Absorbent and non-stick fabric
- ADHESIVE Hypo-allergenic
- DIRECTIONS Apply onto dry skin. Press edges firmly.
- Change daily.
- DO NOT REUSE.
- WARNING Do not use if individual wrapper is damaged (7)

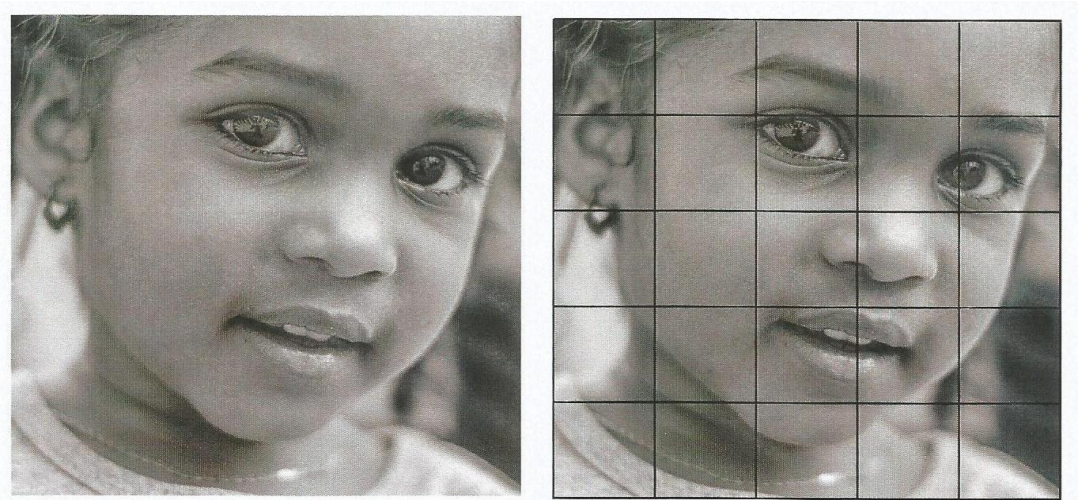
6.4 A drawing grid divides an image into small blocks that can be reproduced at a larger or smaller proportion.

Copy the grid template below to your ANSWER BOOK.



Enlarge the photo of the little girl by using the grid you copied to your ANSWER BOOK.

You will be marked on the quality and neatness of your drawing and redrawing the contents of each block accurately. Don't draw too lightly and focus on the shadows and highlights.



(6)
[29]

TOTAL SECTION C: 29
GRAND TOTAL: 100

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