higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## GRAPHIC DESIGN
### NQF LEVEL 3

(2020023)

**7 December 2020 (X-paper)**
**09:00–12:00**

**This question paper consists of 17 pages.**

353Q1N2007

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**TIME: 3 HOURS**
**MARKS: 200**

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**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. Marks will not be given for one-word answers unless the question specifically requires it.
5. Use the mark allocation to determine the time you spend on a question.
6. Use only a black or blue pen.
   (Use a pencil or colouring pencils for the drawings/illustrations)
7. Start each section on a new page.
8. Leave at least THREE lines open after each question.
9. Write neatly and legibly.

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## SECTION A

### QUESTION 1

Choose a description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–N) next to the question number (1.1–1.10) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 1.1 | Diamond Sutra | A | copying computer data that are already in secondary storage into an archive file |
| 1.2 | Tweening | B | vertical orientation of a page or artwork |
| 1.3 | Portrait | C | colours that are evenly spaced around the colour wheel |
| 1.4 | Constructivism | D | websites and applications that enable users to create and share content or to participate in social networking |
| 1.5 | Back-up | E | additional piece of information printed at the bottom of a page |
| 1.6 | Masthead | F | smooth motion between the different positions of an object, achieved by using the programme Adobe Flash |
| 1.7 | Photoshop | G | title of a newspaper or magazine at the head of the first or editorial page |
| 1.8 | Dropbox | H | artistic and architectural philosophy that originated in Russia in 1913 by Vladimir Tatlin |
| 1.9 | Viral Marketing | I | style of painting, music, or drama in which the artist or writer seeks to express the inner world of emotion rather than external reality |
| 1.10 | Analogue colour scheme | J | software that allows users to manipulate, crop, resize and correct colour on digital photos |
| | | K | first printed book in China |
| | | L | method of mass marketing whereby consumers are encouraged to share information about a company's goods or services via the Internet |
| | | M | three colours that are next to each other on the colour wheel |
| | | N | personal online cloud storage service that is frequently used for file sharing and collaboration |

(10 × 1) **[10]**

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## QUESTION 2

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (2.1–2.13) in the ANSWER BOOK.

2.1 Text that is used in the design industry or by web designers to occupy the space which will later be filled with real content.

A Slab serif
B Type classification
C Lorem ipsum
D Movable type

2.2 The size of a letterhead.

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

2.3 The most important element of design is …

A Text
B Balance
C Composition
D Line

2.4 The size of white space between characters is influenced by …

A Cap height
B Kerning
C Ascender line
D X-height

2.5 A technique which consists of putting down a preliminary surface, covering it with another, and then scratching the superficial layer in such a way that the pattern or shape that emerges is that of the lower.

A Optical mixing
B Blending
C Burnishing
D Sgraffito

2.6 The correct dpi and colour code for designing a poster to print is …

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

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2.7 The perspective when the viewer is directly facing the object that she/he is drawing.

A One-point
B Two-point
C Three-point
D Vanishing point

2.8 … is a multi-track audio recording program that allows you to create and record your own music.

A Adobe Flash
B Microsoft PowerPoint
C GarageBand
D Microsoft Word

2.9 An example of an external storage device.

A USB
B Monitor
C CPU
D ROM

2.10 George Eastman invented the first … in 1888.

A television set
B movable type printing press
C video camera
D Kodak film camera

2.11 The processes of creating either raised or recessed relief images and designs in paper and other materials.

A Bleed
B Embossing
C Entrenching
D Embedding

2.12 The … file format is compatible with raster and vector formats and is one of the most useful file formats to use for designs.

A JPEG
B GIF
C TIFF
D PDF

2.13 An example of an internal storage device.

A USB
B monitor
C CD
D RAM

(13 × 1) **[13]**

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## QUESTION 3

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.1–3.15) in the ANSWER BOOK.

3.1 Complementary colours are colours that are right next to each other on the colour wheel.

3.2 If you use more than one colour for printing your packaging, you can reduce the printing cost.

3.3 Direct marketing is a method used to advertise products, service and events by using newspapers.

3.4 The purpose of the design will influence the style of the design.

3.5 The purpose of a poster is for descriptive display only.

3.6 Text, sound, images and video are the elements of multimedia.

3.7 A designer doesn't need drawing skills to create a realistic image on the computer.

3.8 If the audience cannot read from your slides, it will make you appear unprepared.

3.9 A presentation needs a conclusion or end slide.

3.10 Computer software skills are important for designers.

3.11 It is better to use typefaces from the same classification together.

3.12 Composition plays an important role in photography.

3.13 Designers often use black on packaging design to attract attention.

3.14 Clay motion animation makes use of clay or similar materials, rather than people or computer animation figures.

3.15 Sound in a movie can affect people's emotions and create interest in the movie.

(15 × 1) **[15]**

## QUESTION 4

Complete the following sentences by using the words provided in the list below. Write only the word(s) next to the question number (4.1–4.12) in the ANSWER BOOK.

| annual report; geographic; a non-impact printer; sphere; primary colours; triangular prism; zoom burst; rivers; counters; movable type; tint; brochure; dadaism; demographic; secondary colours; a laser printer; an impact printer; art Nouveau; motion blur; Gantt chart; shade |
|---|

4.1 … is a photographic technique used to give an image a sense of speed.

4.2 … are the white gaps that can appear in columns of type, resulting in too much space between words in the text.

4.3 .. was an anti-war cultural movement that began in Zürich during World War I.

4.4 … segmentation is based on the location of the market.

4.5 A dot matrix printer is …

4.6 A … shows the task completed in certain periods of time in relation to the amount planned for those periods.

4.7 One of the most common folds for a … is the three-fold-shaped design which has six panels.

4.8 …was invented in 1041 in China.

4.9 A … applies dry ink or toner to paper by using heat.

4.10 … is the mixture of a colour with white, which reduces the intensity of the colour.

4.11 A three-dimensional round shape like a ball is called a …

4.12 Colours like blue, red and yellow are …

(12 × 1) **[12]**

**[50]**

**TOTAL SECTION A: 50**

## SECTION B

## QUESTION 5

5.1 Identify the following photographic techniques illustrated in the photographs below and explain how they were created.

5.1.1



5.1.2



5.1.3




5.1.4



(4 × 2) (8)

5.2 Explain the difference between *ascenders* and *descenders*.

Make use of examples and illustrations to clarify your answer. (2 × 2) (4)

5.3 Identify and explain the following abbreviations:
(ONE mark is allocated for the definition and ONE for the description)

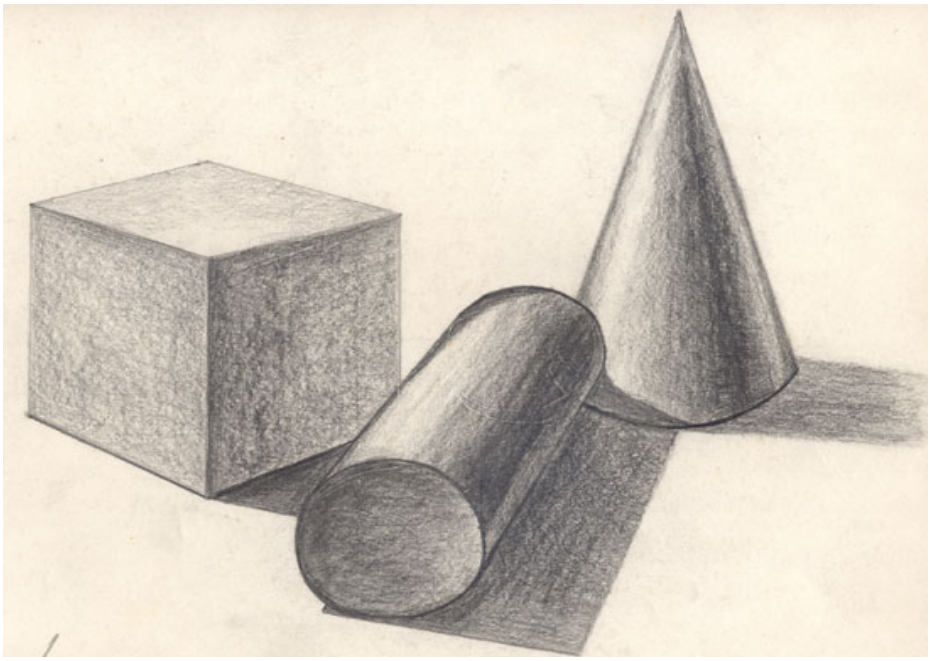
5.3.1 RGB

5.3.2 CCD

5.3.3 GB

(3 × 2) (6)

5.4 Study the images below and answer the questions.



5.4.1 Identify all the 3D geometric shapes in the image above. (3)

5.4.2 Draw 2 blocks of 5 × 5 cm in your ANSWERBOOK to complete the following assignment.

(a) Draw in the first block organic shapes.

(b) Draw in the second block abstract shapes.

(2 × 2) (4)

5.5 Give a description of the term *Point of focus* used in photography. (2)

5.6 Define the following terms related to sound in multimedia:

5.6.1 Stereo

5.6.2 Sound effects

(2 × 2) (4)

5.7 Name and explain TREE different processes that can be used to generate ideas. (3 × 2) (6)

5.8 Study the following case study below and answer the questions that follows:





Your client, Mrs Sally Pillay, runs a mobile food take-a-way shop from her food truck. She wants you to design a new logo for her business. The creative name of her company is *Vetkoek Queen*. She has a budget of R2 000 and needs the logo in one week's time. She likes warm colours like yellow. The logo must be printed as a promotional sign on the food truck, as well as on flag banners.

5.8.1 Create a design brief for the project above by making use of the information given. (5)

5.8.2 Design a logo for Mrs Pillay's takeaway company by making use of the hand-created design process. You can use any drawing medium of your choice. Use only typography in your design. (12)

5.8.3 Design a takeaway packaging for Sally Pillay's, *Vetkoek Queen* Company. Keep environmentally friendly design ideas and packaging material in mind.

Write a paragraph underneath your design explaining the packaging materials and your idea about the design. (10)

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5.9 Your college has a local radio station for the students on campus. The radio station asked you to record a radio advertisement to advertise the college for new intakes. The advertisement must not be longer than 30 seconds.

Indicate where you would use sound effects in the composition.



Write TWO paragraphs in which you explain:

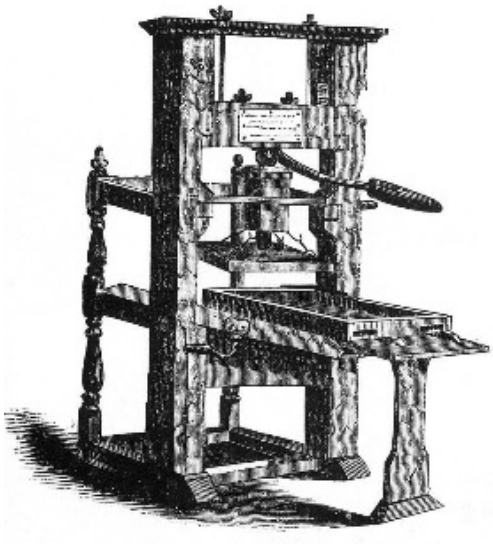
5.9.1 The creative concept behind the advertisement. (4)

5.9.2 Name THREE pieces of equipment you will use to record the advertisement and why you have chosen them. (4)

**[72]**

**QUESTION 6**

6.1 Study the image below and answer the questions.



6.1.1 Identify the invention in the image above and state by whom it was invented. (2)

6.1.2 Name THREE ways in which the invention above had an impact on the world. (3)

6.2 The following table ***Love Me Love Me Not,*** designed by **John Vogel and Justin Plunkett, from Vogel Designs, Cape Town, South Africa.**





Use the C.A.F.E.Q.U.E. method to evaluate the following product design.
Description:

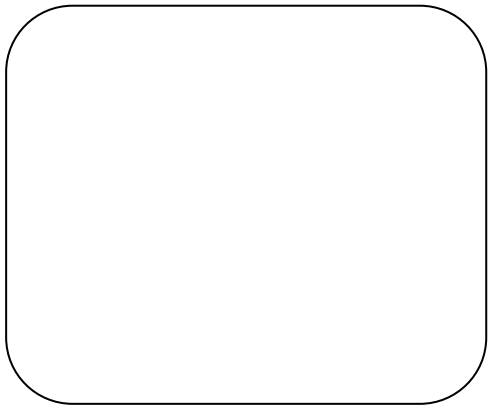
- This table is called the *Love Me Love Me Not Table* and designed for a small space.
- The table consists of 8 individual side tables, when assembled it makes up the shape of a flower (daisy).
- **T**he side tables look like petals or floating leaves and are available individually or as a set of eight to make up the full flower.
- The table is made from African mahogany wood.
- The retail price for the full set is R10 999.
- The price per side table is R 1 599. (7 × 2) (14)

6.3 Use a pen or pencil to illustrate and name FOUR drawing techniques that you have learned during the year.

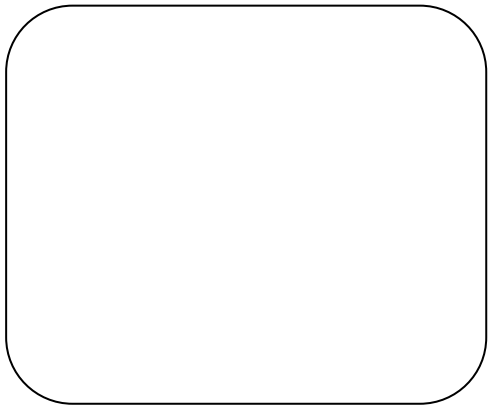
- Copy these blocks onto your ANSWER BOOK and draw the different drawing techniques in them. Use only ONE technique per block.
- Write the name of the drawing technique you have used, underneath the block.

6.3.1

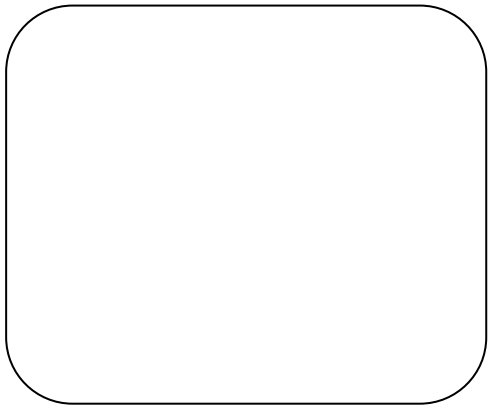
6.3.2



6.3.3



6.3.4



(4 × 2) (8)

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6.4
- Identify the packaging material used in the following three photographs.
- Name ONE advantage of each of the packaging materials illustrated.
- Name ONE disadvantage, of each of the packaging materials illustrated.

6.4.1



6.4.2



6.4.3



(3 × 3) (9)

6.5 Identify the following devices and explain their use in TWO short paragraphs.

6.5.1



(3)

6.5.2



(3)

6.6 Study the advertisement below to answer the questions underneath:




6.6.1 Name the THREE characteristics of a successful advertisement. (3 × 1) (3)

6.6.2 Determine if the advertisement above complies with the characteristics you named in QUESTION 6.6.1.

Substantiate your answer. (3)

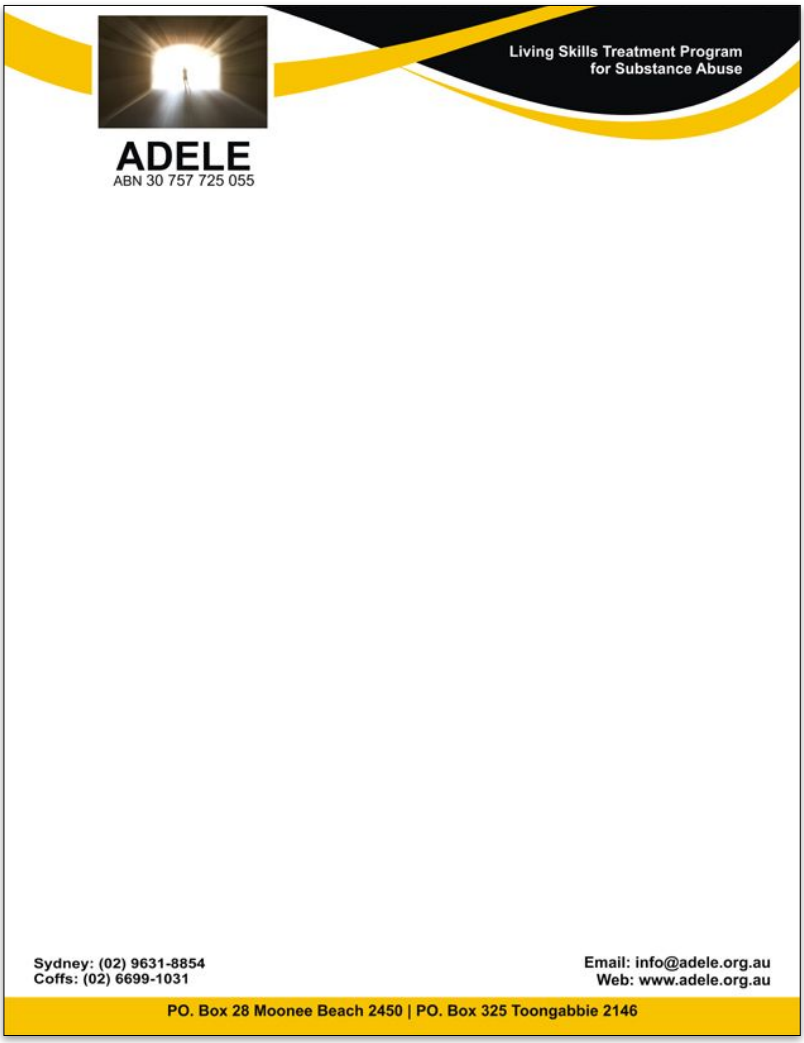
6.7




6.7.1 Identify the device above and explain its use. (3)

6.7.2 Write down TEN steps you should follow to transfer files from the internal memory of a computer to the device in 6.7.1. (10)

6.6 Study the letterhead below and name FIVE guidelines to keep in mind when a graphic designer has to design a letterhead for a company.




(5 × 1) (5)

6.9 Explain what *narration* is and where you will use it. (2)

6.10 Study the photographs below:



**FIGURE A**



**FIGURE B**

6.10.1 Which one of the above photos (FIGURE A or B) was taken with a small aperture and which with a big aperture?

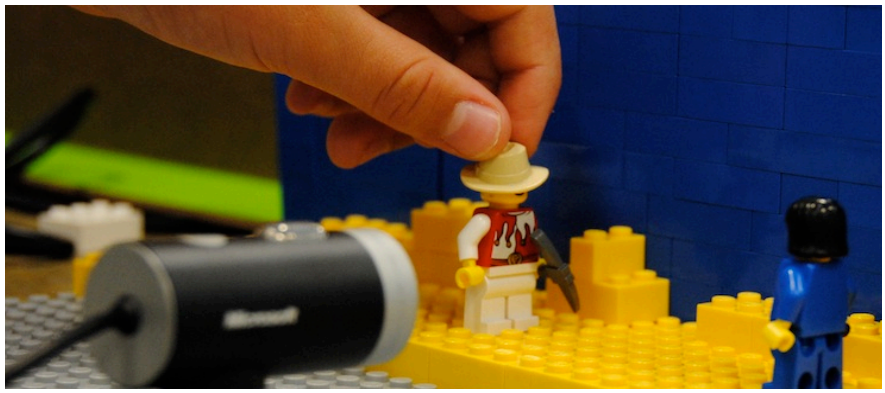
6.10.2 Substantiate your answer.

(2 × 2) (4)

6.11 Identify the following types of animation that are illustrated in the photographs below.

Explain how each of these techniques is created.

6.11.1



(3)

6.11.2



(3)
**[78]**

**TOTAL SECTION B: 150**
**GRAND TOTAL: 200**

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