higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 3

10 March 2020

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1 True
1.2 True
1.3 False
1.4 True
1.5 True
1.6 True
1.7 False
1.8 False
1.9 True
1.10 False
1.11 True
1.12 True
1.13 False
1.14 True
1.15 True

(15 × 1) **[15]**

QUESTION 2

2.1 C
2.2 A
2.3 A
2.4 A
2.5 D
2.6 D
2.7 B
2.8 C
2.9 C
2.10 C

(10 × 1) **[10]**

QUESTION 3

3.1 K
3.2 N
3.3 Q
3.4 H
3.5 D
3.6 P
3.7 A
3.8 G
3.9 M
3.10 F

(10 × 1) **[10]**

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QUESTION 4

4.1 'New Art'
4.2 omission
4.3 A4
4.4 CCD
4.5 movable
4.6 aperture
4.7 macro photography
4.8 plastic
4.9 ActionScript
4.10 physical
4.11 SABS
4.12 CMYK
4.13 Adobe Flash
4.14 landscape
4.15 animation

(15 × 1) **[15]**

TOTAL SECTION A: 50

SECTION B

QUESTION 5

5.1
- 4 marks for the correct size of the illustrations and implementation of the question.
- 6 marks for the creativity and design of the student's name, using FOUR of the different typography types.
- The font should be legible.
- The design/typography should be executed correctly. (10)

5.2
- Offset lithography printers and Indigo digital printers use the CMYK colour mode.
- Offset lithography printers use aluminium plates, where Indigo digital printers don't use plates or film to print.
- Indigo digital printers print faster than offset lithography printers.
- Indigo digital printers can print anything from books to student projects, where offset lithography printers can only print large quantities.

(4 × 2) (8)

5.3 5.3.1 Serif: Is the little extra stroke found at the end of main vertical and horizontal strokes of some letter forms.

5.3.2 Drop cap: A large initial letter that drops below the first line of a paragraph, usually used at the beginning of a section or chapter of a book.

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Typeface: (also known as font family) Is a set of one or more fonts that share common design features.

5.3.4 Kerning: Is the process of adjusting the spacing between characters, usually to achieve a visually pleasing result.

(4 × 2) (8)

5.4
- Text:✓

Text is the most popular element of multimedia. Text can be used in many ways within a multimedia design. Text can be used in title headings, menus, news headlines, or content. A number of factors influence the text, size, font or typeface, spacing and alignment and the document orientation.✓

- Audio (sound):✓

Sound is usually included in a design or multimedia project for various reasons. Sound can affect people's emotions and the audience will remember the message. It can support the message of the design. Sound can be created by a variety of programs.✓

- Graphics (images):✓

Photos or illustrations can be used in multimedia. Photos can be captured by digital camera or by cell phone. Illustrations can be done by hand or created by using a design program such as Adobe Photoshop or Adobe Illustrator.✓

- Animation:✓

Animation can be done in 2D or 3D. Animation is a collection of images arranged in a specific manner to create an illusion of movement. Animation is not as expensive as video.✓

- Video:✓

Always combines text, graphic animation and sound. It is a very useful element because it communicates a large amount of information in a short period of time. But it is very expensive.✓

(1 mark per element = 5 marks)
(1 mark per discussion of the element = 5)
(5 × 2) (10)

5.5
- Laser cut: Using a high-powered laser to cut out shapes from different types of material. Laser cutting can be used when only a few objects need to be cut.
- Die cut: A press is used to cut shapes from large sheets or paper/cardboard. It is better to use die cut when large quantities are needed. (2 × 1) (2)

5.6 5.6.1 Cardboard (2)

5.6.2 Yes/No✓
The student must provide 2 relevant reasons as motivation.✓✓✓✓
Examples of possible answers:
Yes, it makes the product convenient to transport for the consumer.
It is easy to use and won't harm the environment like plastic.

OR

The package does not protect the product, which can easily be damaged. The package cannot protect the product if it is transported in bulk.

(No marks if only Yes/No)
(2 marks per motivation) (5)

5.7 5.7.1 Toolbox✓ – Tools are for selecting, editing, and creating page elements. Other tools are for choosing types, shapes, lines, and gradients.✓

5.7.2 An artboard✓ – Is like a piece of paper on a physical desk. You can place elements (designs) on it. Multiple artboards can have different sizes.✓

5.7.3 Floating tools✓ – Is a set of tools that can help with editing or arranging elements on the artboard. It includes colour pallet, text editing tools, gradient fill.✓

(3 × 2) (6)

5.8
- Rule of thirds✓

The rule of thirds is actually a guideline intended to help the artist with the placement of the elements and focal point within the composition.✓

- Triangular rule✓

The focal point or subject is placed in the frame in such a way that three of the edges intersect with the boundaries of the frame. Used when you have an irregularly-shaped subject.✓

- Circular composition✓

Is mainly related to close-up photography of round subjects. The composition requires that the circular shape fills the frame.✓

- Framing✓

Is a technique that surrounds the focal point of an image with other scenery. It is used to emphasise the subject and add depth to the subject.✓

- Leading lines✓

Use natural lines to lead the viewer's eye to the subject.✓

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- Negative space✓

Is a concept in photography and art that places emphasis on the subject. The negative space is usually a strong contrast to the subject.✓

- Rhythm✓

It gives the illusion of movement in photography and holds the viewer's attention.✓ (Any 3 × 2) (6)

5.9
- Award 4 marks for creating FOUR logos form the list provided
- Award 4 marks for the correct implementation of the question
- Award 2 marks for the correct size of the slides
- Award 4 marks for creativity and originality
- Award 2 marks for correct use of positive and negative space (16)

[73]

QUESTION 6

6.1 Internal memory usually consists of chips or modules that one attaches directly to the motherboard.✓✓ Internal ROM and RAM are examples of internal memory devices.✓

External memory is known as portable storage devices that are compatible with most computers.✓ The main purpose is to store large amounts of data and to keep backups of important documents and files.✓ Examples of storage devices: USB flash drives; CD, DVD, other optical discs and portable hard drives.✓ (2 × 3) (6)

6.2
- Form follows function is a principle that says that the form or shape of something must be created according to its function.
- The function of a design is the intention, purpose and message that the design is communicating.
- The exterior of a design is influenced by the purpose of the design.
- A design will not be successful if one creates the form without taking the function into account. (4)

6.3
- An e-mail signature is used by companies to identify their employees to the recipients.
- An e-mail signature is a block of text appended to the end of an e-mail message.
- Often contains the sender's name and business contact information, e-mail address a website URL, etc.

(2 marks per relevant answer)
(Any relevant answer)(Any 2 × 2) (4)

6.4
- A presentation needs a title slide: a slide that contains the title and the date, as well as the author's name.
- A presentation needs different sections: decide on the sections that you will use before you start creating your slides.
- Your presentation needs a theme that supports your project.
- It is best to use a neutral colour for your presentation. Colour can influence people's emotions.
- Do not include too much text. Divide the text into key points.
- Include good quality photographs and visuals.
- Do not use text smaller than 24 points.
- Do not cram too much text into one slide.
- Make sure the text is legible and stands out from the background.
- Use focal points in your presentation.
- Emphasise words or phrases through colour or imagery.
- Include slides with humour to keep the audience interested in your presentation.
- Do not overuse animation. Your audience may get distracted by it.
- Include a slide that indicates the end of the presentation. (Any 5 × 2) (10)

6.5
- Descender line: The lowest line that a character's descender extends to, like the bottom stem of the lowercase 'j' and 'y.' A line marking the lowest point of the descenders within a font.
- Descender: The lowest portion of letters such as 'g', 'j', 'p', 'q' and 'y' that extends below the baseline or type reading line. The portion of a lowercase letter that extends below the base line of the letter.



(2 × 2) (4)

6.6 Any sound, other than music or speech, artificially reproduced to create an effect in a dramatic presentation, as the sound of a storm or a creaking door.
(Any relevant answer) (2)

6.7
- Function✓ – refers to what the design does and how it works.
  (Example: designed for those who constantly work while on the go.)✓
- Aesthetics✓ – refers to the exterior of the product.
  (Example: It is available in five colors: Kickstarter green, black, white, blue and pink.)✓
- Construction✓ – refers to how the product is made, what materials were used, and why certain materials were used.
  (Example: The *myType* is made from flexible silicone water (splash) resistant material. The silicone is durable and can be dropped with a limited chance of it being damaged.)✓
- Economics✓ – refers to value of the product and the manufacturing cost.
  (Example: The price of R2 799,00 is very expensive for the average consumer.)✓ (4 × 2) (8)

6.8 Any TWO principles with relevant motivation

- Contrast✓ – The red image against the black background or the large figure against the smaller figure.✓
- Unity✓ – The figure of a business man walking on top of the city.✓
- Directional forces✓ – The circles at the back help to lead your eye to the focal point. The buildings/city on which the figure of the business man stands helps to lead your eye to the focal point.✓

Any THREE elements with relevant motivation

- Shape✓ – The silhouette figures of 2 men.✓
- Time✓ – Day and night (The dark background).✓
- Colour✓– Black, red and white (cream/biscuit/vanilla) create a contrast.✓
- Texture✓– the simulated texture of the circle pattern at the back.✓
- Line✓ – The outline of the figure enclosing the space.✓
- Space✓ – The figure of a man on top of the red figure of a man creates the illusion of space or the 'sky' above the buildings.✓
  (The answers provided are just guidelines – accept any relevant answers.)
  (5 × 2) (10)

6.9
- Award 5 marks for the correct implementation of the question.✓✓✓✓✓
- Award 2 marks for the correct size of the drawings.✓✓
- Award 6 marks for creativity.✓✓✓✓✓✓
- Award 2 marks for the drawing style.✓✓ (15)

6.10 6.10.1
- USB memory device/universal serial bus:✓
  A small external flash drive that can be used with any computer that has a USB port.✓✓

6.10.2 • DVD/digital versatile disc/digital video disc:✓
A type of compact disc able to store large amounts of data, especially high-resolution audio-visual material.✓✓

(3 × 2) (6)

6.11 6.11.1 Low angle shot✓ – the camera looks up to the subject.✓

6.11.2 Long or wide shot✓ – it shows the background or the location.✓

6.11.3 A close-up shot✓ – includes the head and shoulders, usually to show the emotion and facial expressions.✓

6.11.4 Point of view/over the shoulder shot✓ – Helps one to see the action from the character's viewpoint.✓

(4 × 2) (8)
[77]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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