higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 3

(2020023)

10 March 2020 (X-paper)
09:00–12:00

This question paper must be printed in colour so that the graphics are clearly visible to be properly analysed by candidates.

This question paper consists of 16 pages.

393Q1S2010

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TIME: 3 HOURS
MARKS: 200

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 it is specifically required in the question.
5. Use the mark allocation to determine the time you spend on a question.
6. Start each section on a new page.
7. Use only a black or blue pen.
8. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 The recycle bin is used as a container for unwanted files and folders.

1.2 Packaging plays an important role in the marketing process.

1.3 Cylindrical perspective is a photography technique that can be achieved by an optical zoom lens.

1.4 Flatten is to merge all the layers into one flat image.

1.5 A project manager forms part of a multimedia team.

1.6 Telephone numbers on a business card are usually broken up with spaces between them.

1.7 The text on labels should be small so that it does not take up a lot of space on the label.

1.8 It is better to e-mail a bigger-size file than a small-size file to a client.

1.9 DTP programs can convert colours from one colour mode to another.

1.10 Polystyrene is an example of recyclable packaging material.

1.11 Packaging needs to protect the physical product.

1.12 A modem is a portable device that can exchange data in conjunction with your computer.

1.13 The size of a flyer or brochure is A6.

1.14 Placing the camera high, looking down on the object or person, will result in making the object/person look small.

1.15 A memory card is a removable storage device.

(15 × 1) **[15]**

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 (2.1–2.10) in the ANSWER BOOK.

2.1 … is a drawing technique using parallel lines that cross each other at an angle, creating texture, volume and tonal value.

A Hatching
B Pointillism
C Cross-hatching
D Blending

2.2 Adobe Photoshop file extension:

A .psd
B .indd
C .Mp3
D .tiff

2.3 The best classification of typeface to use for certificates will be …

A script.
B display.
C ornamental.
D sans serif.

2.4 … was one of the greatest and most influential artists and a co-creator of the Cubist art movement style.

A Pablo Picasso
B Leonardo Da Vinci
C Michelangelo
D Andy Warhol

2.5 The … is an important document sent to company shareholders, investors and financial analysts.

A newspaper
B brochure
C poster
D annual report

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2.6 Page sizes refer to the print size of the final layout.

Which of the following is the size of an A4 page?

A 297 mm × 211 mm
B 210 mm × 148 mm
C 297 mm × 210 cm
D 297 mm × 210 mm

2.7 A photographer can use … to avoid camera shake.

A a chair
B a tripod
C his hands
D a tree

2.8 Sound file extension:

A .docx
B .pdf
C .Mp3
D .tiff

2.9 The Egyptians began writing with ink on …

A paper.
B parchment.
C papyrus.
D newsprint.

2.10 Cell phones, computer games, websites, CDs and DVDs are all … media.

A non-interactive
B print
C interactive
D mixed medium

(10 × 1) **[10]**

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QUESTION 3

Choose a description from COLUMN B that matches an item or a word in COLUMN A. Write only the correct letter (A–R) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Browse	A	he took the first permanent photograph in 1826
3.2	Freelance	B	how high or deep a tone is
3.3	Slab serif	C	needs to communicate a clear message about one's talents and abilities
3.4	Pantone	D	an anti-war cultural movement that began in Zürich during World War I
3.5	Dadaism	E	anything that stops/prevents contamination from accessing a product/liquid/food
3.6	Geographic segmentation	F	portable document format
3.7	Joseph Nicephore Niepce	G	a picture produced by cutting a copper sheet with acid and then printing it
3.8	Aquatint	H	posters are almost always printed in this set of standard colours, each with its own number
3.9	Parchment	I	a software program used to design high-quality 2D animation
3.10	PDF	K	to draw, engrave or paint in dots or small strokes
		L	to look or search through a variety of things in order to find something
		M	the sound of whistling, coughing or a glass breaking
		N	writing material made from animal skin
		O	when people sell their work or services to various organisations, rather than being employed by one organisation
		P	215 mm × 279 mm
		Q	information about the consumer/target market, for example where they work, where they live
		R	a typeface with thick, block-like serifs at the end of the strokes

(10 × 1) **[10]**

QUESTION 4

Complete the following sentences by filling in the missing word or words from the list below. Write only the word or words next to the question number (4.1–4.15) in the ANSWER BOOK.

Adobe Flash; physical; aperture; 'Old Art'; plastic; animation; interaction; A4; macro photography; omission; SAB; micro photography; polystyrene; camera obscura; RGB; SABS; CCD; visual; CMYK; movable; shutter; landscape; portrait; Microsoft Word; A5; ActionScript; exhibition; 'New Art'

4.1 The Art Nouveau movement is a French phrase that means …

4.2 … is when two or more shapes overlap and one shape is reversed or erased out of the other shapes.

4.3 The common size for a newsletter is …

4.4 In 1969, the … was invented by George E. Smith and Willard Boyle.

4.5 … type was invented in 1041 in China.

4.6 The F-stop or f-number value is the size of the …

4.7 … is photography of small objects.

4.8 Shrink wrap is made from … and is used on commercial products to protect the product inside.

4.9 The code one uses in Flash is called …

4.10 ... texture refers to the type of medium that is used, such as paper.

4.11 The … is an organisation that sets standards for the quality of products.

4.12 If you are preparing photographs that will be printed, you must work in a … colour mode.

4.13 … is often used to design high-quality 2D animation.

4.14 When paper is positioned horizontally it is called …

4.15 ... is a collection of images arranged in a specific manner to create an illusion of movement.

(15 × 1) **[15]**

TOTAL SECTION A: 50

SECTION B

QUESTION 5

5.1 Take a look at the way in which the following names were illustrated through creative typography:

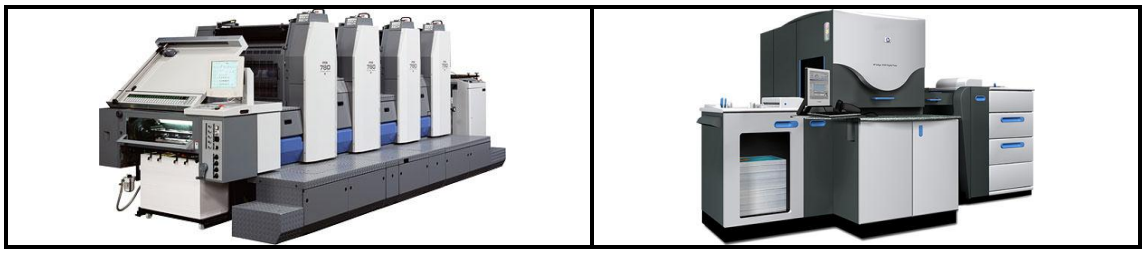


Draw 4 blocks of 7 × 5 cm and custom design your name in FOUR different ways, choosing from the list of fonts below.

The typography style as well as your name must be recognisable:

- Blackletter
- Sans serif
- Modern
- Slab Serif
- Script
- Decorative and display (5 × 2) (10)

5.2 Take a look at the printers below:



OFFSET LITHOGRAPHY PRINTER **INDIGO DIGITAL PRINTER**

Explain the difference and similarities between these printers. (4 × 2) (8)

5.3 Explain the following typography-related terms:

5.3.1 Serif

5.3.2 Drop cap

5.3.3 Typeface

5.3.4 Kerning

(4 × 2) (8)

5.4 Study the movie poster below:



TSOTSI

2005 Oscar winning film
Directed by Gavin Hood and produced by Peter Fudakowski

To produce a good movie or multimedia project one needs to include all the elements of multimedia.

Name and discuss the elements of multimedia. (5 × 2) (10)

5.5 Briefly explain the difference between *laser cut* and *die cut*. (2)

5.6 Take a look at the interesting packaging design below.

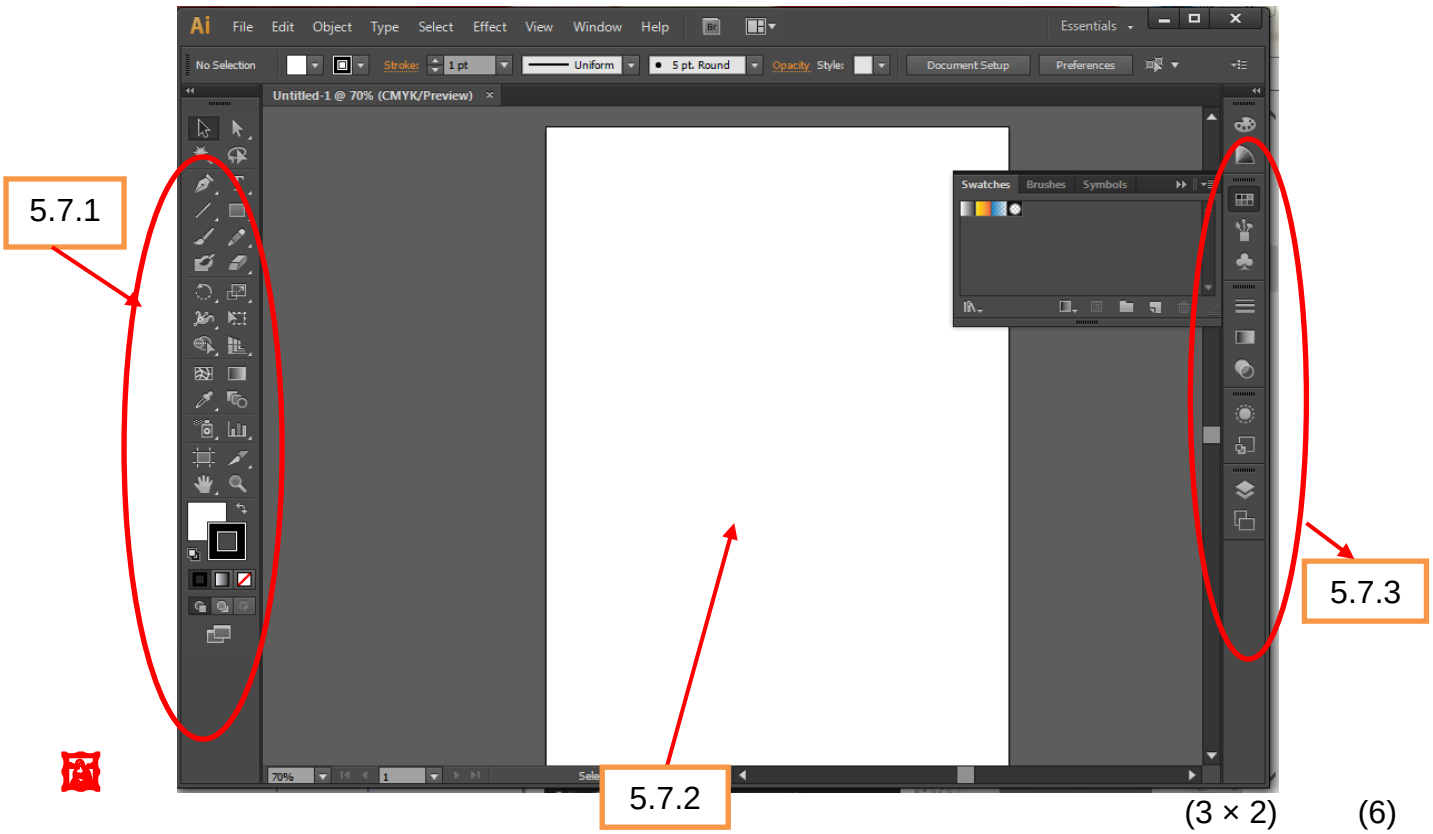


[Wool runners from *Allbirds*]

5.6.1 Identify the material used to create the above packaging. (2)

5.6.2 Do you think that the packaging presented in QUESTION 5.6.1 is suitable for the product? Give TWO reasons to motivate your answer. (5)

5.7 Identify the numbered parts in the image below that appear in Adobe InDesign and Adobe Illustrator program interface and give the function of each one.



(3 × 2) (6)

5.8 Identify and describe THREE composition techniques used in photography. (3 × 2) (6)

5.9 Study the examples below. There are positive and negative shapes in each of the logos.



Choose from the list below to create FOUR different logos with mostly negative and positive space. Draw FOUR squares of 5 cm × 5 cm in the ANSWER BOOK. Use a pen or pencil.

- Cat food
- Dentist
- Building Company
- Pre-school
- Electrician
- Sushi Restaurant
- Toy shop

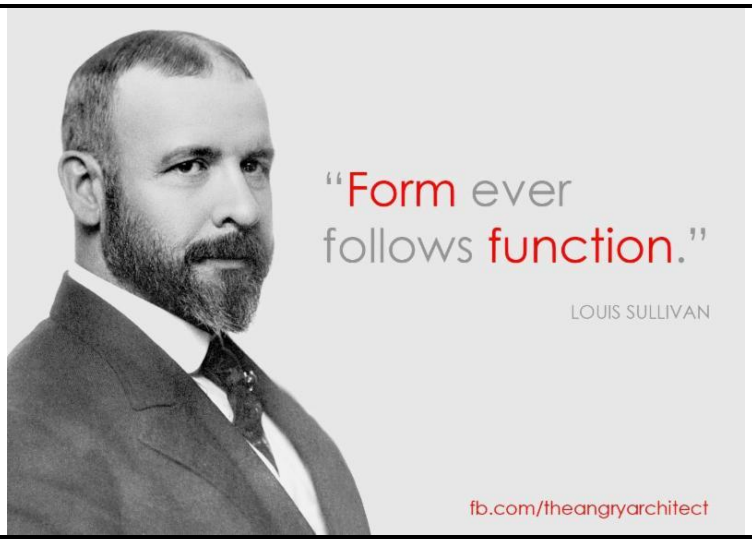
(4 × 4) (16)

[73]

QUESTION 6

6.1 Explain what internal and external memory devices are, as well as the differences between them.
(You may use examples to support your answer) (2 × 3) (6)

6.2 The image below is of the architect, Louis Sullivan, who came up with the principle ***'form follows function'***. Explain this principle.



(4)

6.3 Explain what an *e-mail signature* is and what it is used for. (4)

6.4 As a designer it is very important to present yourself and your ideas to your clients.

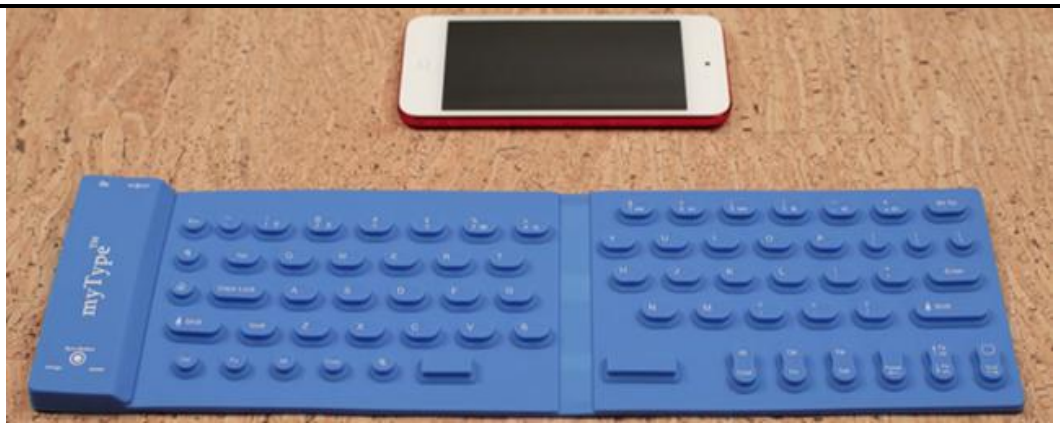


Discuss FIVE general guidelines one will use when planning and creating a presentation. (5 × 2) (10)

6.5 Explain the difference between *descender line* and *descender* in typography. (You may use illustrations to support your answer.) (2 × 2) (4)

6.6 Explain the term *sound effects* in your own words. (2)

6.7 Take a look at the interesting design below and answer the question.



***myType* (wireless Bluetooth keyboard)**

An ultra-slim, lightweight, fold-up keyboard which will wirelessly pair with your iPhone, iPad and Android devices.

The *myType* is designed for those who constantly work while on the go. Keys are designed and spaced for touch typing, unlike most portable keyboards. Its battery can last for a week and can be charged using a USB cable/charger.

The *myType* keyboard is functionally similar to most desktop and laptop keyboards. The keyboard, which is light, thin and flexible comfortably disappears into your pocket or purse. Its uses wireless Bluetooth technology.

The *myType* is made of flexible silicone water (splash) resistant material. The silicone is durable and can be dropped with a limited chance of it being damaged.

The *myType* price will not fit the pocket of the average consumer due to a starting price of R2 799,00. It is available in five colors: Kickstarter green, black, white, blue and pink.



Evaluate the *myType* according to the F.A.C.E. method. (4 × 2) (8)

6.8 Study the poster below and answer the question.



Identify TWO principles and THREE elements of art and design in the image above and motivate your answer. (5 × 2) (10)

6.9 Different drawing styles can communicate different moods and ideas by the use of different materials and drawing techniques.



Illustrate yourself using TWO of the following drawing styles from the list below:

- Emoji
- As a logo
- As a superhero cartoon character
- As a cartoon character from an animation movie
- Realistic drawing style of yourself

Use any type of pen or pencil (the drawings should be drawn in the ANSWER BOOK – the size must be 10 × 10 cm). (15)

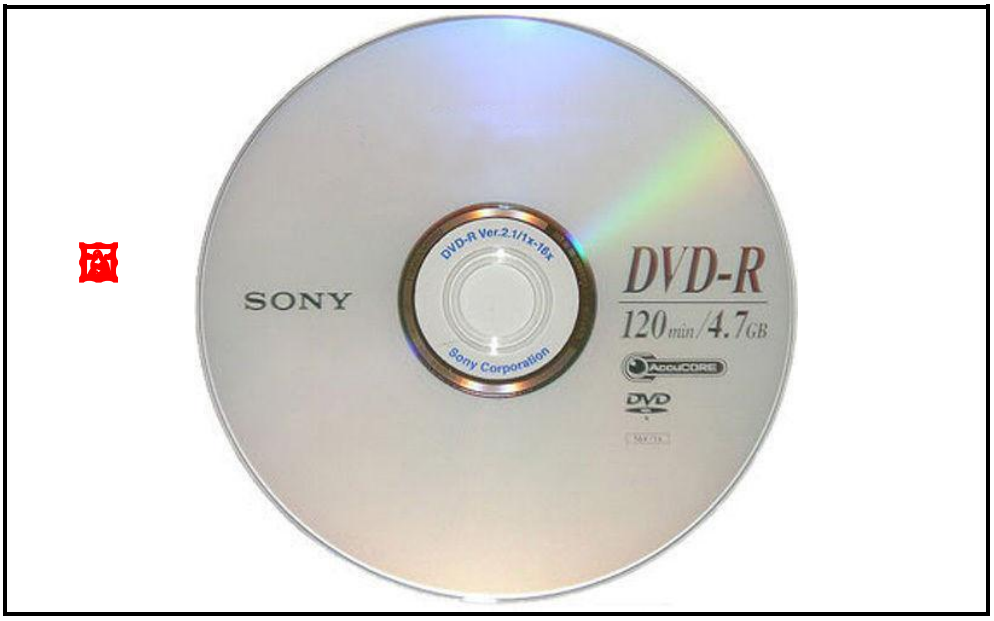
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6.10 Identify the storage devices below and explain the use of each.

6.10.1



6.10.2



(2 × 3) (6)

6.11 Identify the following camera angles and motivate your answer.

6.11.1



6.11.2



6.11.3



6.11.4



(4 × 2) (8)

[77]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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