higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## GRAPHIC DESIGN
### NQF LEVEL 3

(2020023)

**21 November 2019 (X-Paper)**
**09:00–12:00**

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

Copyright reserved

**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 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.

---

Copyright reserved 

## SECTION A

## QUESTION 1

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 (1.1–1.13) in the ANSWER BOOK.

1.1 The printing technique called … is when a picture is produced by cutting into wood with carving tools.

A lino printing
B aquatint
C lithography
D woodblock printing

1.2 The size of a business card is …

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

1.3 The most important element of multimedia is …

A text
B images
C composition
D movie clips

1.4 The … is the size of the main body of a lowercase letter.

A cap height
B median
C ascender line
D x-height

1.5 When an image or object runs over the trim edge of a sheet it is called:

A Border
B Margin
C Crop marks
D Bleed

1.6 The correct dpi and colour code for designing an e-mail signature is:

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

Copyright reserved 

1.7 The Egyptians invented paper made of … on which was written with ink.

A paper
B parchment
C papyrus
D newsprint

1.8 A software package designed to create electronic presentations consisting of a series of separate pages or slides.

A Adobe InDesign
B Microsoft PowerPoint
C Adobe Photoshop
D Microsoft Word

1.9 An example of an external storage device.

A DVD
B RAM
C CPU
D ROM

1.10 The psychographic segmentation of the target market is based on …

A status.
B location.
C age.
D workplace.

1.11 Shutter priority mode is the best capture mode for taking … photos.

A panorama
B landscape
C action
D portrait

1.12 Johannes Gutenberg invented the … in 1440.

A rule of thirds
B movable type printing press
C Papyrus paper
D Kodak camera

1.13 … is a type of graphic design work that is part of everyday life.

A Prop designer
B Project manager
C Textbook editing
D Road signs

(13 × 1) **[13]**

Copyright reserved 

## QUESTION 2

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (2.1–2.17) in the ANSWER BOOK.

2.1 Analogue colours are colours that are right next to each other on the colour wheel.

2.2 If you use one colour for printing on packaging, you can reduce the printing cost.

2.3 Sound is perceived by the human ear through vibrations.

2.4 In type, the counter is the imaginary line that the characters sit on.

2.5 The average length of a person's body, from the top of the head to the bottom of the foot, is seven and a half times the length of the head.

2.6 Multimedia is the use of a single medium such as sound or text.

2.7 A basic element of photography is focal point.

2.8 You can read from your slides and this will not make you appear unprepared.

2.9 A presentation doesn't need a conclusion or end slide.

2.10 Drawing is an important skill for designers.

2.11 Dialogue is a conversation between two or more people as a feature of a screenplay, drama or film.

2.12 RAM is a type of memory that stores data even when the computer is turned off.

2.13 Three point perspective has one vanishing point on the horizon.

2.14 Designers can make use of freeform writing to generate ideas.

2.15 Sound can affect people's emotions and assists to understand and remember the message.

2.16 Sound programming software allows one to import music in a variety of different ways.

2.17 Clay motion animation uses cut outs from pieces of material such as paper, or cardboard.

(17 × 1) **[17]**

Copyright reserved 

**QUESTION 3**

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

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 3.1 | Ligature | A | a stand used by photographers to support the camera |
| 3.2 | F-stop | B | a drawing technique of painting in which small, distinct dots of colour are applied in patterns to form an image |
| 3.3 | Food packaging | C | colour or shade of colour |
| 3.4 | Bauhaus | D | shows where animation occurs in a document, including frame-by-frame animation, and motion paths |
| 3.5 | Copyright | E | two or more letters combined into one character |
| 3.6 | Pointillism | F | divide your composition/design into nine equal blocks |
| 3.7 | Sepia | G | aperture size |
| 3.8 | Tripod | H | to bring data from a different source into you current document |
| 3.9 | Panorama | I | it provides protection, tampering resistance, and provides nutrition facts and other information about food inside |
| 3.10 | Timeline | J | the style was influenced by the geometric forms of cubism and the bright colours of fauvism |
| | | K | a German art school operational from 1919 to 1933 that combined crafts and the fine arts |
| | | L | to bring data from a different source into you current document |
| | | M | the legal right given to an author, distributor or publisher to distribute a product |
| | | N | a style of art using curling lines as well as plant and flower shapes |
| | | O | can easily be moved or transported |
| | | P | is a reddish-brown colour |
| | | Q | is a type of photograph of a landscape or cityscape scene with a wide view |

(10 × 1) **[10]**

## QUESTION 4

Complete the following sentences by filling in the missing word(s). Write only the word or words next to the question number (4.1–4.10) in the ANSWER BOOK.

| |
|---|
| subtraction; laser printer; etching; brand; Mp3; tint; flash; shade; brochure; Camera Obscura; loop; hardware; dot matrix printer; descender; brownie; aquatint; repetition; newsprint; pie chart; stress; compression; Mavica; MIDI; aperture |

4.1 Digital sound and music is often produced in the … file format.

4.2 The creative process used when a shape is used more than once to form a pattern is called …

4.3 A … is a name, picture, sign or word that separates a company from others.

4.4 In type, … is the enclosed or partially enclosed counter below the baseline that is connected to the bowl by a link.

4.5 An example of an impact printer is a …

4.6 … is when a multimedia file is made smaller and it is easy to transfer.

4.7 The most common … format is the three-fold z-shaped design which has six panels.

4.8 … is the process of using strong acid to cut into the unprotected parts of a metal surface to create a design in intaglio in the metal.

4.9 A … is a device used in photography to produce artificial light to help illuminate a dark scene.

4.10 … is the mixture of a colour with black, which reduces lightness.

(10 × 1) **[10]**

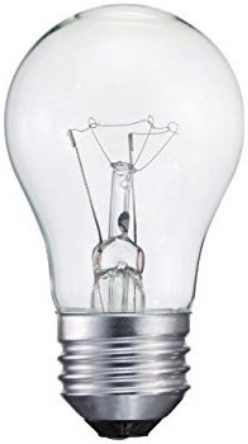
**TOTAL SECTION A: 50**

## SECTION B

## QUESTION 5

5.1 Study the case study below and answer the questions.





Your client Mr Bob Tomas wants you to design him a new logo for his electrical company. His budget is R1500 and he needs the logo in two weeks' time. He likes blue and yellow and he would like you to come up with a creative name for his company. The logo must be printed on a business card and letterhead. He specialises in re-wiring of houses and buildings. It is a brand new business with lots of competition out there.

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

5.1.2 Design a logo for the electrical company in QUESTION 5.1.1 by making use of the hand-created design process. You can use any drawing medium of your choice. (15)

5.2 Coming up with new ideas and concepts can be a challenging task for a graphic designer.

Name and explain FIVE techniques you can use to help you to come up with new solutions for your design problem. (5 × 2) (10)

5.3 Explain the difference between *readability* and *legibility.* Make use of examples/illustration to clarify the answer. (2 × 2) (4)

5.4 Describe and explain the following terminology:

5.4.1 USB

5.4.2 ROM

5.4.3 IPOD

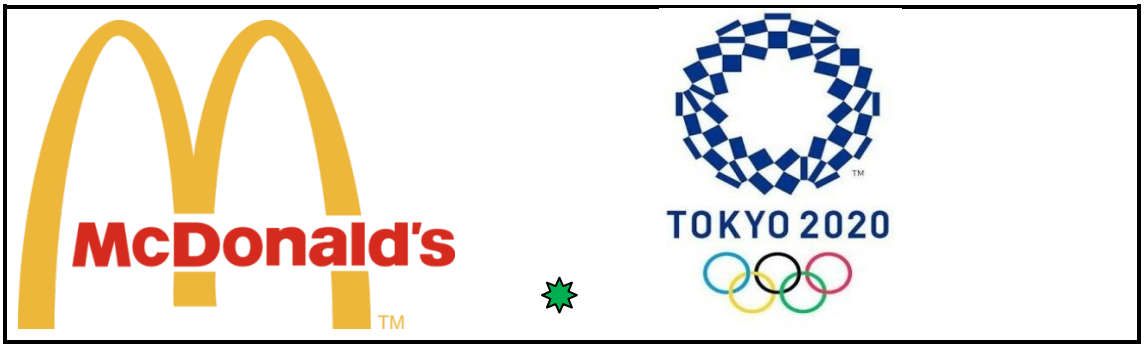
(3 × 2) (6)

5.5 Study the images below and explain TWO reasons why it is better to use animated characters for multimedia projects than to use real life actors.



(4)

5.6 Study the images below and answer the question.




For the upcoming Olympic Games in Tokyo, MacDonald's will be the sponsor of the games. MacDonald's approached you to design a new promotional water bottle for them that will be handed out during the Olympic Games.



Trace the water bottle on the next page in your ANSWER BOOK**.** Include some relevant images or text on the packaging as well as the McDonald's logo.

Remember it must depict healthy living and lifestyle.
You will be assessed on creativity and your understanding of packaging/label design. (10)



5.7 In terms of DTP, define the term *export.* (2)

5.8 Below is a billboard of the MTN Group, formerly M-Cell, in South Africa. By using billboards they bring a message to a wide range of customers.




Design a billboard for your college by using a striking catchphrase and creative typography. The billboard message must represent your college and the vision for the future.

Draw a block of 8 cm (height) × 15 cm (width) in your ANSWER BOOK. Create your billboard in this space. (12)

5.9 Briefly explain each of the following drawing terminologies:

5.9.1 Caricature

5.9.2 Hatching

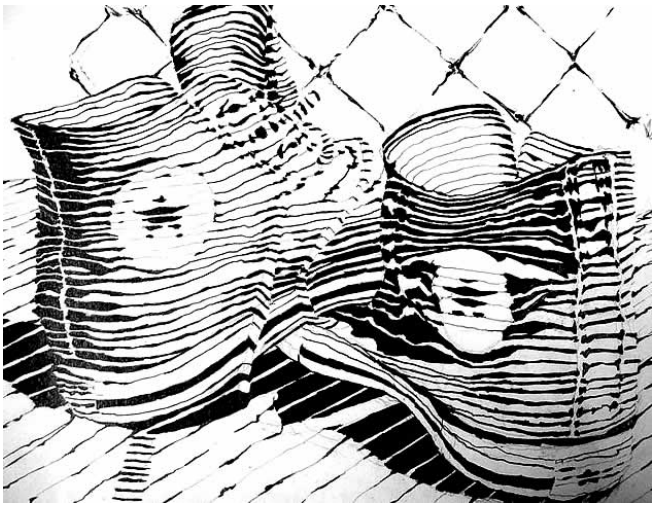
(2 × 2) (4)

5.10 Study the business card below:




Name FIVE guidelines to keep in mind when designing a business card for a company. (5)

5.11 Study the drawing below and answer the questions.



5.11.1 Which element of art and design was used in the image? (1)

5.11.2 Substantiate your answer. (2)

5.11.3 Name the FOUR functions of the element in QUESTION 5.11.1. (4)
**[84]**

**QUESTION 6**

6.1 Explain the difference between left aligned and justified left aligned.
(Make use of an illustration to support your answer) (2 × 2) (4)

6.2 Which ONE of the following images (FIGURE A or B) was taken with a wide depth of field and which one a narrow depth of field? Substantiate your answer. (5)



**FIGURE A**



**FIGURE B**

6.3 Evaluate the product/packaging below and answer the following questions.



6.3.1 Who is the target market? Substantiate your answer. (2)

6.3.2 What are the functions of this packaging form? (2)

6.3.3 Identify the packaging material, and explain why it is suitable for this product. (3)

6.4 List the THREE characteristics of a successful advertisement. (3 × 2) (6)

6.5 Your Graphic Design lecturer requested you to prepare a PowerPoint slide presentation for the class on: *'How to Make Your Next Presentation Memorable'.*

The presentation should include the general guideline tips about creating a presentation.



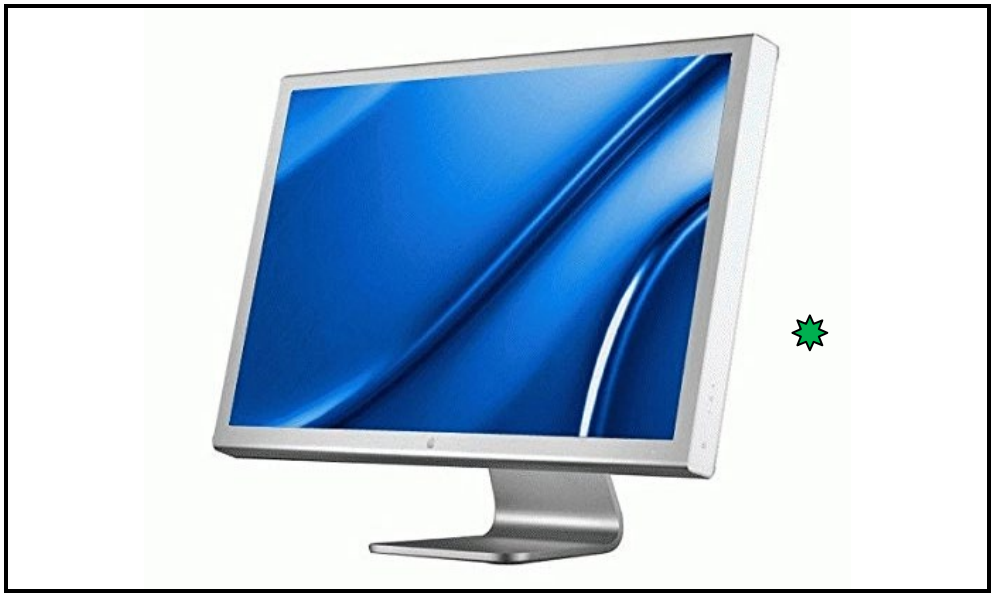
Draw the SIX slides of this presentation in the ANSWER BOOK.
Each frame should be 10 cm × 10 cm. (12)

6.6 Identify the following devices and give a reason why you need each in your design studio.

6.6.1



6.6.2



6.6.3



6.6.4




6.6.5



(5 × 2) (10)

6.7 Typography plays an important role in how we receive or convey a message. Typography is the craft of designing communication through the printed word.

Identify the style/classification of typography of the examples below and substantiate your answers.

6.7.1



6.7.2




6.7.3



6.7.4

**the quick brown fox** jumps over the lazy dog

(4 × 2) (8)

6.8 The college where you are currently studying asked you to Record/Design an MMS advertisement to advertise the college. The MMS will be sent to current students and schools.

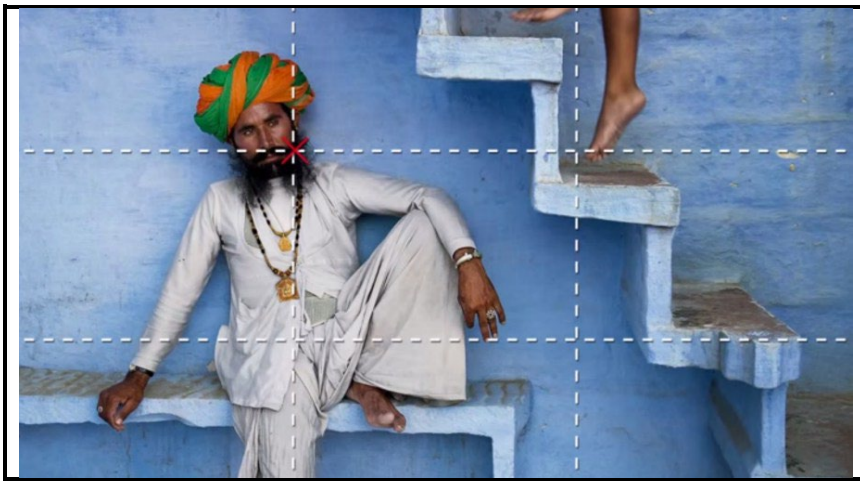
Select the FOUR most important pieces of equipment that you will need to accomplish your task from the list below and explain the reason why you chose each one.

- A sound recording program such as *Apple's Garage Band*, *Magic Music Maker* and *Mixcraft.*
- A cassette recorder
- A sound mixer
- A sound effect unit
- A microphone
- Headphones
- Sound banks
- DTP software (PowerPoint, Flash)

(4 × 2) (8)

6.9 Identify the following composition techniques in photography and explain how they were used.

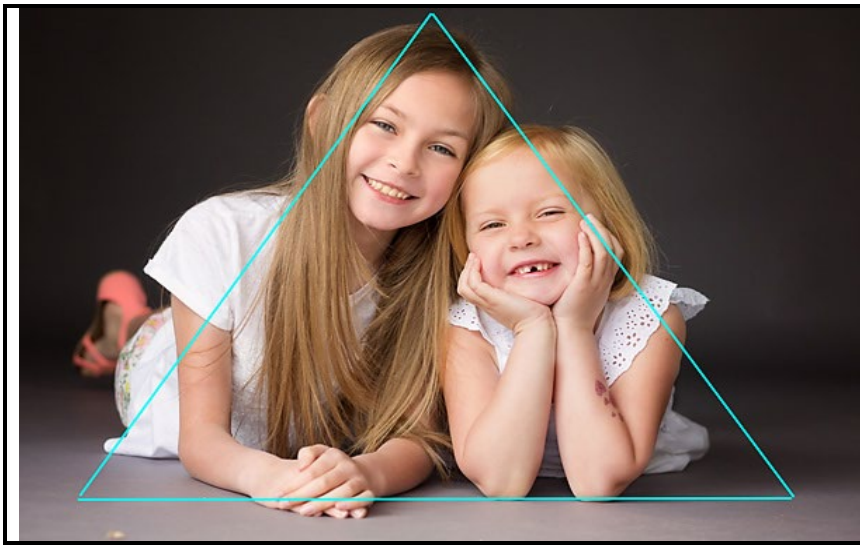
6.9.1



6.9.2



6.9.3



(3 × 2) (6)

**[66]**

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

Copyright reserved