higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 3

7 December 2020

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

1.1 K
1.2 F
1.3 B
1.4 H
1.5 A
1.6 G
1.7 J
1.8 N
1.9 L
1.10 M

(10 × 1) **[10]**

QUESTION 2

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

(13 × 1) **[13]**

QUESTION 3

3.1 False
3.2 False
3.3 False
3.4 True
3.5 False
3.6 True
3.7 False
3.8 True
3.9 True
3.10 True
3.11 True
3.12 True
3.13 False
3.14 True
3.15 True

(15 × 1) **[15]**

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QUESTION 4

4.1 Motion blur
4.2 Rivers
4.3 Dadaism
4.4 Geographic
4.5 Impact printer
4.6 Gantt chart
4.7 Brochure
4.8 Movable type
4.9 Laser printer
4.10 Tint
4.11 Sphere
4.12 Primary colours

(12 × 1) **[12]**
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 5

5.1 5.1.1 Forced perspective photography:✓ is a technique that gives an optical illusion making an object appear further away, closer, larger or smaller than it actually is. If you want something to look bigger than it is, put it in the foreground. To make it smaller, put it in the background.✓

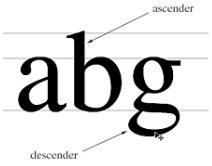
5.1.2 Macro photography: ✓ is extreme close-up photography, usually of very small subjects and living organisms like insects, in which the size of the subject in the photograph is greater than life size. A special lens is used to zoom in on the subject.✓

5.1.3 Motion blur:✓ is taking photographs of moving objects. It is achieved by recording a single, long exposure of (a) rapidly moving object(s). One should choose a slow shutter speed, and move one's camera to follow the subject.✓

5.1.4 Light painting photography:✓ is an imaging technique that uses a moving light source to add light to a subject while taking a long-exposure photograph. You can create light painting by setting your camera into Manual Mode and then set the lens to the widest aperture possible.✓

(4 × 2) (8)

5.2 An ascender is the upward vertical stem that extends above the x-height.✓ A descender is the portion of a letter that extends below the baseline of a font.✓



✓✓ (4)

5.3 5.3.1
- RGB (red, green, and blue)
- The RGB colour model is for the representation and display of images in electronic systems, such as televisions and computers.

5.3.2
- CCD (charge coupled device)
- Is a sensor that outputs an electrical current. It changes a light input to an electrical signal.

5.3.3
- GB (gigabyte)
- Data storage capacity that is roughly equivalent to 1 billion bytes.

(3 × 2) (6)

5.4 5.4.1
- Cylinder
- Cubes
- Cone

(3 × 1) (3)

5.4.2 Organic shapes are free-form, unpredictable and flowing in appearance. These forms, visually suggest the natural world of animals, plants, sky, sea, etc.



Organic ✓✓

Abstract shapes have a recognizable form, but are not real. They are stylized or simplified versions of organic shapes. A stick figure is an abstract shape depicting a person.



Abstract ✓✓ (4)

5.5 In photography the term 'point of focus', is referring to that object in a photograph that draws the most attention. 'Focus' itself refers to the amount of the image that is sharp. Both the point of focus and the amount of focus affect the resulting image.✓✓ (2)

5.6 5.6.1 Stereo: a track containing two different channels that appear as one track, but has two waveforms.✓✓

5.6.2 Sound effects: sounds other than speech or music made artificially for use in a play, film, or other multimedia projects.✓✓

(2 × 2) (4)

5.7
- Brainstorming:✓ is a process of writing down random ideas and phrases that come to mind while thinking about the design problem.✓
- Freeform writing:✓ is when you write down sentences or phrases without thinking about it too much. You can write it by hand or type them out.✓
- Sketching:✓ You can start by making small layout drawings or by elements that you feel can work with the design.✓
- Mind map: Start by writing a word or sentence in the middle of a page that has to do with the project. You can then connect words that have the same meaning to the first word or sentence. (Any 3 × 2) (6)

5.8 5.8.1 The following information can be included in the design brief:
- The design problem that must be solved.
- The media that is going to be used.
- The format and size of the final product.
- Important information or objectives.
- The deadline/due date.
- Possible obstacles and constraints.
- The company name.
- Description of the company. (Any 5 × 1) (5)

5.8.2
- 4 marks for the correct implementation of the question✓✓✓✓
- 4 marks for the creativity and logo design✓✓✓✓
- 3 marks for the name of the company which should be legible✓✓✓
- 1 mark for the correct colours used (12)

5.8.3
- 3 marks for the correct execution of the question.✓✓✓ (The design must be based on the design brief.)
- 4 marks for creativity, originality and practicality of the design.✓✓✓✓
- 1 mark for incorporating the logo (design in QUESTION 5.8.2) on the packaging.✓
- 2 marks for writing a paragraph under the design explaining the packaging materials and the idea about the design.✓✓ (10)

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5.9
- 4 marks for the creative concept behind the advertisement ✓✓✓✓
- 6 marks for naming the THREE pieces of equipment that will be used to record the advertisement and why you will use them.

  - Microphone✓ – to record the voice or sound into the computer.✓
  - A Sound recording program✓– enables you to import pre-recorded music or can be used to record music and sound directly from a musical instrument, or microphone, directly into your computer.✓
  - Headphones✓ – you can listen to your recording while you are creating it on your computer.✓

  (The student must suggest THREE pieces of equipment and motivate his reason for choosing them) (8)

[72]

QUESTION 6

6.1 6.1.1 Printing press✓ Designed and invented by Johannes Gutenberg.✓ (2)

6.1.2
- He developed the first printing press that could consistently apply equal downward pressure.
- He developed movable metal characters.
- He used oil based ink instead of the traditional water based ink. (3)

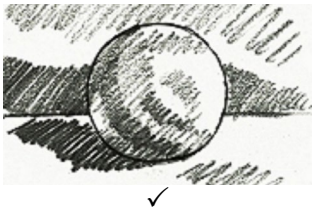
6.2 Evaluate the '***Love Me Love Me Not Table***' according to the C.A.F.E.Q.U.E. method.
- COST✓ The ***Love Me Love Me Not Table*** costs around R10 999.00. The price per side table is R 1 599✓
- AESTHETICS:✓ The table is very unique, attractive and interesting.✓
- FUNCTION:✓ The table can be used as a coffee table. And the 'flower petals' as side tables.✓
- ERGONOMICS:✓ The ***Love Me Love Me Not Table*** looks more like a display piece than a functional piece.✓
- QUALITY:✓ The table is made from wood that is a strong material. It will last for a long time if taken care of.✓
- USERS:✓ Designers or people who like interesting furniture.✓
- ENVIRONMENT:✓ Wood is recyclable, so it won't harm the environment.✓ (The answers provided are just guidelines) (7 × 2) (14)

6.3 6.3.1



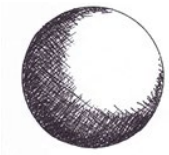
Stippling ✓

6.3.2



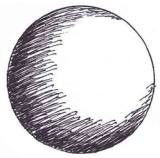
Back–and-forth ✓

6.3.3



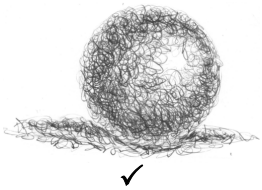
Cross-hatching ✓

6.3.4



Hatching ✓

OR



Scribbling ✓

NOTE: Not necessarily in this order. (4 × 2) (8)

6.4 6.4.1 Cardboard:✓
ONE Disadvantage:✓
- Not for heavy products.
- May get deformed.
- Not good for weatherproofing: They are not giving enough protection against water and other types of liquid.

ONE Advantage:✓
- Made from a renewable resource: paper pulp. They are easily disposable.
- Boxes can be used again and again. They can also be easily collapsed when not in use.
- They are very convenient to handle while packaging, loading and unloading.

6.4.2 Glass:✓
ONE Disadvantage:✓
- Glass can break and some of the broken glass might get into your food or cause injury.
- Transporting glass may be hard because glass is heavy.

ONE Advantage:✓
- Glass does not affect the taste of the food or liquid that it contains.
- Glass packaging also keeps the food fresh and food does not lose its flavour.
- Glass is 100% recyclable.
- More environmentally friendly than plastic.

6.4.3 Wooden boxes and crates:✓
ONE Disadvantage:✓
- Untreated wood can easily become contaminated with fungi and bacteria.
- Treatment of wooden crates with paint or other chemicals may cause product deterioration.
- The material may be too hard or rough for produce like soft fruits, and therefore additional liners of a soft material may be needed.
- Manufacturing of wooden crates puts an extra claim on the natural forest resources.

ONE Advantage:✓
- Wooden Boxes can be used for years as they are not easily breakable and can be used for longer times for storing different items.
- They are widely used by shipping industries for safe delivery of imported and exported items.
- Solid wooden boxes will protect the product against water, keeping it safe.

(3 × 3) (9)

6.5 6.5.1 Offset lithography printing,✓ is a printer for mass-production printing in which the images on metal plates are transferred to rubber blankets or rollers and then to the print media, paper.✓✓ (3)

6.5.2 Speakers✓ the purpose of speakers is to produce audio output that can be heard by the listener.✓✓ (3)

6.6 6.6.1
- Must attract the attention of the target audience.
- Must communicate a message to the target audience.
- Must persuade the audience to react on the message. (3 × 1) (3)

6.6.2
- The advertisement makes use of a big colourful picture to attract the attention of the consumer.
- The advertisement communicates a message of a healthier MacDonald's product, or the advantages of the product.
- The advertisement provides a website address to visit to find out more about the product, so the advertisement does persuade the target audience. (3 × 1) (3)

6.7 6.7.1 USB flash drive✓ Can be used for storage, data back-up and transfer of computer files. USBs are small, fast and durable due to a lack of moving parts.✓✓ (3)

6.7.2
- Insert your memory stick into the computer's USB port.
- Allow the computer to detect the memory stick. (It may take a while before the computer detects the memory device).
- Navigate to the folder on your computer's internal memory where you have saved the file you want to save on the USB flash stick.
- Select the file you want to copy by clicking on it. Right click on the selected file and select 'Copy' from the menu.
- Minimise the file that contains your files.
- Click on the start button and choose 'Computer' from the start menu.
- This will show a list of all the storage drives on your computer.
- Double-click on your memory stick from the list.
- Right-click inside the folder and choose 'Paste'.
- Safely remove your USB device from your computer.

OR

- Insert the USB drive in your computer. (You can save your documents directly to your USB drive, saving you the step of copying them. You'll need to have the USB drive inserted before proceeding).
- Open the 'Save As' window in your program. (This will allow you to choose the location where you want to save the file)
- Open your USB drive in the 'Save As' window. (Your USB drive should appear in the left frame of the 'Save As' window)

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- Save the file to the USB drive. (You can save the file to any folder on the USB drive. It may take a little longer to save to the USB than to your hard drive.)
- Safely eject the USB drive before removing it. (Before taking the USB drive out of your computer, you'll want to eject it from your operating system.)
- Click the 'Safely Remove Hardware' icon in your System Tray.
- Click 'Eject USB' for the USB drive that you want to remove.
- Remove the USB drive.
- After rejecting the drive, you can pull it out of your computer.
- You can then transfer your saved file to printer.

(Students can answer in their own words. If the student has less than 10 steps and the answer is correct, award the student with the 10 marks) (10)

6.8
- A letterhead is usually an A4 size page.
- The letterhead can be divided into two parts. Apply one part of the company information on the top part and some of the information on the bottom part.
- A letterhead should be as simple as possible and must take up as little space as possible on the page.
- Use simple legible font.
- A letterhead should contain the following: company logo and contact information. (5)

6.9 Narration✓ is the act of telling a story in film or animation movies, usually in some kind of chronological order.✓ (2)

6.10 FIGURE A✓ In FIGURE A you can see how much of the flower is in focus and how visible the background is. In FIGURE B, had a much smaller aperture been used for this photo, the background would have been as visible as FIGURE A.✓ The size of the aperture has a direct impact on the depth of field, which is the area of the image that appears to be sharp.✓
FIGURE B✓ The large aperture isolates the foreground from the background by making the foreground objects sharp and the background blurry.✓ (4)

6.11 6.11.1 Stop Motion Animation✓ is a technique used in animation to bring static objects to life on screen. This is done by moving the object one frame at a time while filming one frame at a time. When all the frames are played in sequence it creates the illusion of movement.✓✓ (3)

6.11.2 Computer animation/computer-generated imagery (CGI)✓
Is the art of creating moving images via the use of computers? It is a subfield of computer graphics and animation.✓✓ (3)
[78]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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