higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 4

XX February 2020

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1
1.1.1 C
1.1.2 A
1.1.3 B
1.1.4 B
1.1.5 D

(5 × 1) (5)

1.2
- Before 2009 it was possible to include fonts on a website that were not safe as long as everyone that visited the site downloaded the font as they opened the page.
- While it was easy to set this up to work automatically the type foundries were unhappy with this solution since anyone visiting websites would download their typefaces and use them on their own projects without paying for them.
- As such, most web browsers did not allow one to download typefaces automatically on visiting a website and website creators were forced to use web-safe fonts.
- In 2009 the Web Open Font Format (WOFF) was released. It added a strong layer of security to typefaces used on the internet so that people who visited websites could see the typeface without being able to use it themselves. As a result, almost any font can now be used on the internet, as long as the website creator owns a copy of the font.
- Thanks to Google Web Fonts, website designers no longer have to pay thousands of rands to purchase fonts for their websites. Instead, they can use one of the hundreds of professionally designed fonts that Google have made available for free.

(Any 5 × 1) (5)

1.3
1.3.1 A
1.3.2 F
1.3.3 G
1.3.4 B
1.3.5 D

(5 × 1) (5)

1.4
1.4.1 True
1.4.2 False
1.4.3 True
1.4.4 False
1.4.5 True

(5 × 1) (5)

1.5
1. Research phase
2. Development phase
3. Concept generation
4. Final design
5. Follow-up

(5)

1.6 1.6.1 thick
1.6.2 easier
1.6.3 vertical
1.6.4 serifs
1.6.5 sans

(5 × 1) (5)

1.7 1.7.1 CMYK
1.7.2 Bleed area
1.7.3 MB
1.7.4 Prepress process
1.7.5 Pantone

(5 × 1) (5)

1.8 1.8.1 implementation
1.8.2 blueprint
1.8.3 animation
1.8.4 instructional designer
1.8.5 Design

(5 × 1) (5)

1.9 1.9.1
- Charcoal is easy to use because it is soft and thus useful to make
  make marks on paper.
- Charcoal allows easy shading because it is soft and can be smudged.
- The degree of darkness can be easily controlled once you have mastered this.
- Charcoal is useful for creating soft shadows and smooth contours on drawings.
- The fact that charcoal sticks are normally quite blunt, means that it does not produce sharp lines, making it easier to create expressive drawings.

(Any TWO)

1.9.2
- Sketch artists usually use a wide range of different pencils to create a variety of marks in drawings.
- Pencils can be used to make sharper edges as well some subtle shading depending on the hardness of the pencils.
- Pencils are easier to use than charcoal and are less messy.
- The versatility of pencils makes them one of the most popular drawing instruments.

(Any TWO)

1.9.3
- Useful sketching medium
- Conté crayons work in a similar way to graphite pencils.
- They come in black, grey, light reddish-brown, dark reddish-brown, dark brown and white.

(Any TWO)

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1.9.4
- Pens are good for making quick drawings.
- Ideal for drawings with strong contrast.
- Different colours of ink can be used. Most people work with black ink.

(Any TWO)

1.9.5
- For drawing purposes it is best to use a kneaded rubber eraser or putty eraser. A putty eraser can be kneaded and shaped so that it can be used in small areas. They are much easier to control when you just want to erase a small line or spot without messing up the rest of the area.
- Normal rubber erasers are always good to have when you need to erase large areas or dark marks.
- Putty erasers are not as sturdy as rubbers and are not as effective at removing dark marks.

(Any TWO)
(5 × 2) (10)
[50]

QUESTION 2

2.1 Photographer's brief

- Take a series of matching brand photos which include desk props and natural flat lays.
- The photos will be used in the marketing materials and on the social accounts for a company that designs brands and websites for women in business.

Target market

- Women who own or are starting their own businesses

Colour palette

- Soft pastels: pale pinks, greens blues and gold

Lighting style

- Soft lighting, bright, clean, natural. High exposure, soft contrast.

Props

- Items that could be found on a woman's desk: pretty coffee cups, magazines, a laptop and a phone, planner, flowers, macaroons (or any other sweet treat), jewellery and stationery items

Overall mood

- Feminine, soft, comforting, pretty, modern, welcoming (20)

2.2

- Use only one space after punctuation
- Do not use double returns at the end of a paragraph
- Use fewer fonts
- Use text alignment correctly
- Balance font size with line length
- Use ALL CAPS cautiously
- Use proper punctuation marks
- Use frames sparingly
- Use images sparingly
- Use white space effectively (10)

2.3 2.3.1 Fun and pleasure

The odd shapes of the trucks symbolise a traffic jam, but also looks like a game of Tetris or a maze – meaning that traffic will be a game to navigate.

2.3.2 Humour

The StaSoft advertisement shows the face of famous movie tough guy Rambo made up of soft fabrics. It is funny because it implies that even rough fabrics become soft with StaSoft.

2.3.3 Fear or health

The advert design is stark and minimal, with a striking red background, with the same line of text over and over. This is effective because people living with Alzheimer's forget new information quickly.

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2.3.4 Demonstration or humour
The advert shows a plate of dull cardboard food, implying that food without tomato sauce tastes bland and unappetizing, or that tomato sauce improves the taste of even the blandest food.

2.3.5 Fantasy
The shape of the pencil is implied by the illustration, showing one way that the pencil can be used – to compose music. It symbolises the creative potential of each pencil.

(5 × 2) (10)

2.4 2.4.1
- Typography –text is bold and easy to read in a clean sans-serif font
- Space – negative space or white space used to create clean, strong design style and to accentuate text
- Line – strong, brightly coloured line work divides layout into smaller sections and creates interest on the first spread
- Images – few images used in an unusual way: black and white with colour overlay
- Colours – bold and colourful palette creating a consistent brand style

2.4.2
- Typography – interesting text – contrast between headline font (arty and almost handwritten) and body text which is clean and easy to read in clean sans-serif font
- Space – negative space used to create a clean, interesting design style and to accentuate text. Negative spaces filled with colour
- Line – line drawings add interest and are used on first spread to illustrate a concept
- Images – all image illustrations done in specific, unique and consistent style which adds interest to layout
- Colours – bold and limited palette creating consistent brand style with fun yet professional feel

(5 × 2) (10)
[50]

TOTAL SECTION A: 100

SECTION B

QUESTION 3

Allocate marks for the correct execution of the brief and the quality of the designs.

3.1 3.1.1

- 5 marks for the 5 quick concepts (brainstorming) – student must show ability to generate and test ideas quickly
- 15 marks for the three refined logo concepts
- 5 marks for the final concept. You need to be able to see how the concept has been developed throughout the three stages of the process.

3.1.2

- Designs should include an explanation of the shape, the types of seeds to be infused in the material, the packaging material itself and instructions for the user on how to plant the package. Each package drawn from two angles and package artwork (words, graphics etc.) included. Logo/brand created in QUESTION 3.1.1 used as the company branding on package designs.
- 6 marks for EACH of the TWO drawings of the package designs
- 4 marks for EACH of the TWO explanations that accompany the drawings

(2 × 20) (40)

3.2

- The 5 frames should show a sequence of illustrations that can form a basic animation when put together as an animated gif. They should show how to plant the package designed in QUESTION 3.1.2.
- 3 marks for EACH of the frame illustrations + explanations (× 5)
- 5 marks for the overall animation sequence – consider the quality of the design and the execution of the brief. (20)

3.3 20 marks for the content ideas – they must be specific, relevant and interesting and be executed according to the brief. (20)

[80]

QUESTION 4

Give up to 5 marks for each of the FOUR illustrations (4 × 5) **[20]**

TOTAL SECTION B: 100
GRAND TOTAL: 200

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