higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

GRAPHIC DESIGN
NQF LEVEL 4

(2020034)

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

This question paper consists of 17 pages and 4 answer sheets.

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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. Start each question on a NEW page.
5. Remove the ANSWER SHEETS and hand them in with the ANSWER BOOK.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 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 (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 Transitional typefaces all share the following characteristics:

A Much higher contrast between thick and thin strokes.
B The letters were created almost entirely from curves
C They have wedge-shaped serifs
D They look a lot like handwriting

1.1.2 Incunabula are:

A Fonts that contain ink textures
B Books printed before 1500 CE
C Typographers who work with wooden block letters
D Letters with wedge-shaped serifs

1.1.3 Blackletter is characterised by …

A a lack of serifs.
B a sloped stress.
C very thick lines and a dark texture.
D thin, clean black lines.

1.1.4 Comic sans is a …

A serif font
B old style font
C transitional font
D sans serif font

1.1.5 Which new publishing development at the start of the 18th century created the need for display typefaces?

A Book publishing
B Advertising
C The modern education system
D Typesetting

(5 × 1) (5)

1.2 Complete the following sentences by filling the missing word(s). Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 The most common method for creating true 3D images is … modelling.

1.2.2 NURBS are used to create models with … surfaces.

1.2.3 Luminosity is the … of an object.

1.2.4 A node is a point in space and can also be called a …

1.2.5 One major disadvantage of polygon modelling is that it cannot create … surfaces.

(5 × 1) (5)

1.3 Complete the following sentences by using the words provided in the list below. Write only the word(s) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

storyboard artists; simulate; rendering; matte painters; generate; scalable; typographer

1.3.1 To … is to give something similar characteristics of something else.

1.3.2 … visualise the environment and background details.

1.3.3 … interpret the script into images that will best convey the story.

1.3.4 To … is to create or to bring into existence.

1.3.5 … is the process of generating a two dimensional image from a three dimensional model.

(5)

1.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

1.4.1 White space is the use of transparent text or graphics.

1.4.2 Centred text is harder to read when there are long lines.

1.4.3 Pull-quote(s) are used to attract attention, a small selection of text in a larger typeface.

1.4.4 The *em dash* is used to indicate line breaks in sentences.

1.4.5 The phases of desktop publishing includes a design phase, a document setup phase, a text phase, an image phase, a file preparation phase and a printing and finishing phase.

(5 × 1) (5)

1.5 Give ONE word or a term for each of the following descriptions by choosing a word or term from the list below. Write only the word or term next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

CSS; ideologies; consumerism; mock-up; minimalism; simplification

1.5.1 A working sample for reviewing the format, layout, or content

1.5.2 A set of ideas that determines how a person, group or society behaves in a specific situation

1.5.3 Defines how to display HTML elements

1.5.4 The theory that the amount of happiness a person receives or feels is directly dependent on the material things they buy

1.5.5 A style or technique that is characterised by extreme sparseness and simplicity

(5 × 1) (5)

1.6 Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (1.6.1–1.6.5) in the ANSWER BOOK.

1.6.1 A sentence that contains all the letters of the alphabet is called a (pangram/anagram/pentagram).

1.6.2 The (transtextual/transitory/traditional/transitional) typeface style falls between old style and modern typefaces.

1.6.3 Web fonts are available in WOFF format. WOFF is short for: (World Opentype Font Format/Web Open Font Format/Web Option File Format).

1.6.4 Almost all typewriter fonts are (straight/slab/sans) serifs.

1.6.5 Humanist typefaces are often said to have a very strong (calibrate/calligraphic/caliphate/hand lettering) influence.

(5 × 1) (5)

1.7 Explain each of the following concepts:

1.7.1 Solid state memory

1.7.2 External Hard Disk

1.7.3 Plasma Monitor

1.7.4 CRT Monitor

1.7.5 Rich Black versus Plain Black

(5 × 2) (10)

1.8 What are the differences between *cloud storage* and *cloud computing*? (4)

1.9 Explain the duties or responsibilities of the following jobs in game design:

1.9.1 Environmental artist

1.9.2 Modeller

1.9.3 Lighting

(3 × 2) (6)
[50]

QUESTION 2

2.1 **BRAND PHOTOGRAPHY**

Your brand is made up of so much more than just your logo and font choices. Your brand is how your business interacts with your clients, how those clients perceive you and your business.

It sets you apart from your competitors and says to everyone else, 'Hey, I'm a pro at what I do. You shouldn't even think twice about hiring me as I love what I do and it shows through my work'.

Brand photography is the next step in your branding.

After you have your logo, your fonts and the rest of your design elements, brand photography is what puts ALL of that together in visual form.



[www.citygirlsearching.com]

Brand imagery includes your headshots and profile images, as well as images of the physical products you may sell.

Analyse the brand photos shown in QUESTION 2.1.1 to 2.1.4 and discuss how each of the following photographic techniques were used to create the 'look and feel' of each photo or image set:

(a) Contrast

(b) Exposure

(c) Saturation

(d) Distortion

(e) What does this image styling/editing tell you about the brand?

2.1.1



2.1.2



2.1.3



2.1.4

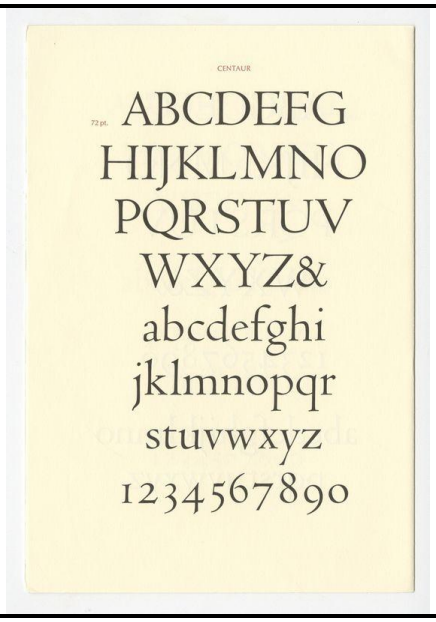


(4 × 5) (20)

2.2 Study the following typographical posters and answer the questions.

Which style of typography does this font fall under? Explain your answer.

2.2.1



2.2.2



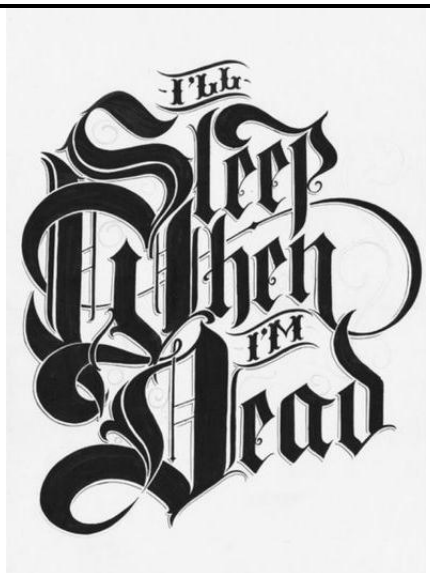
2.2.3



2.2.4



2.2.5



(5 × 2) (10)

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2.3 Study the following print advertisements.

Identify the advertising appeals used in the following advertisement. Explain your answer and discuss how the advertisement communicates its message through the use of the advertising appeal you identified.

2.3.1



AN ADVERTISEMENT FOR HAND SANITIZER

2.3.2



AN ADVERTISEMENT TO ENCOURAGE PEOPLE TO SIGN UP AS ORGAN DONORS

2.3.3



A BILLBOARD ADVERTISEMENT FOR FINANCIAL INVESTING FIRM, ALAN GRAY

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2.3.4



AN ADVERTISEMENT FOR AUDIO BOOKS

2.3.5



AN ADVERTISEMENT FOR A NON-PROFIT GROUP

(5 × 2) (10)

2.4 List and discuss FIVE types of information that a designer's portfolio should include. (5 × 2) (10)

[50]

TOTAL SECTION A: 100

SECTION B

QUESTION 3

3.1 You are a web and graphic designer and you are starting your own business. Your ideal customers are South African small business owners. You need to start marketing your services and have decided to design a marketing campaign for your business.

You will need the following:

- A clearly defined core service offering (a package to market and sell)
- A brand design for your business
- A social media strategy and a website

Think of a name for your web and graphic design business and design a logo for your business. The style should be a continuous line logo. You may use colours or interesting line styles (inky, clean, blotchy, and thick or thin).

Use ADDENDUM A to guide you through the process. See examples below:



You will be marked on the following:

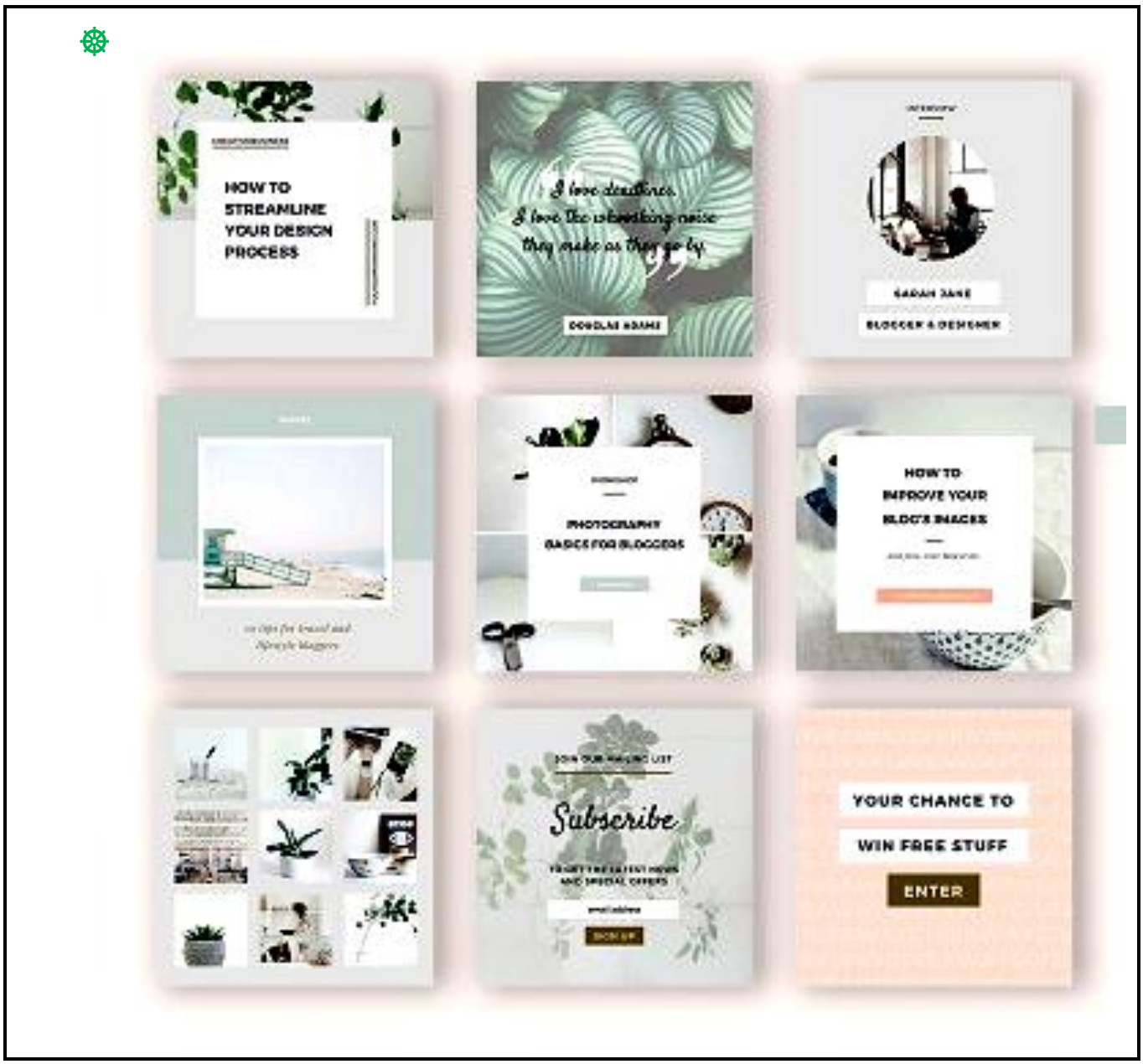
- Correct execution of the brief
- Creativity and the quality of the drawing/your design
- The variety of concepts in your brainstorming process
- Your logo explanation (why you decided on the specific symbolism in your graphic, what it means.) (20)

3.2 Design a set of FOUR square social media posts to market key aspects of your main services package. The designs should build on the look and feel you developed for your brand when you designed the logo in QUESTION 3.1.

Use ADDENDUM B to guide you through the process.

The FOUR posts should each advertise a key aspect or TWO of the main package: for example highlighting the services included, the price, the name of the package, how to get in touch with you to order this package and other relative information.

Example below:

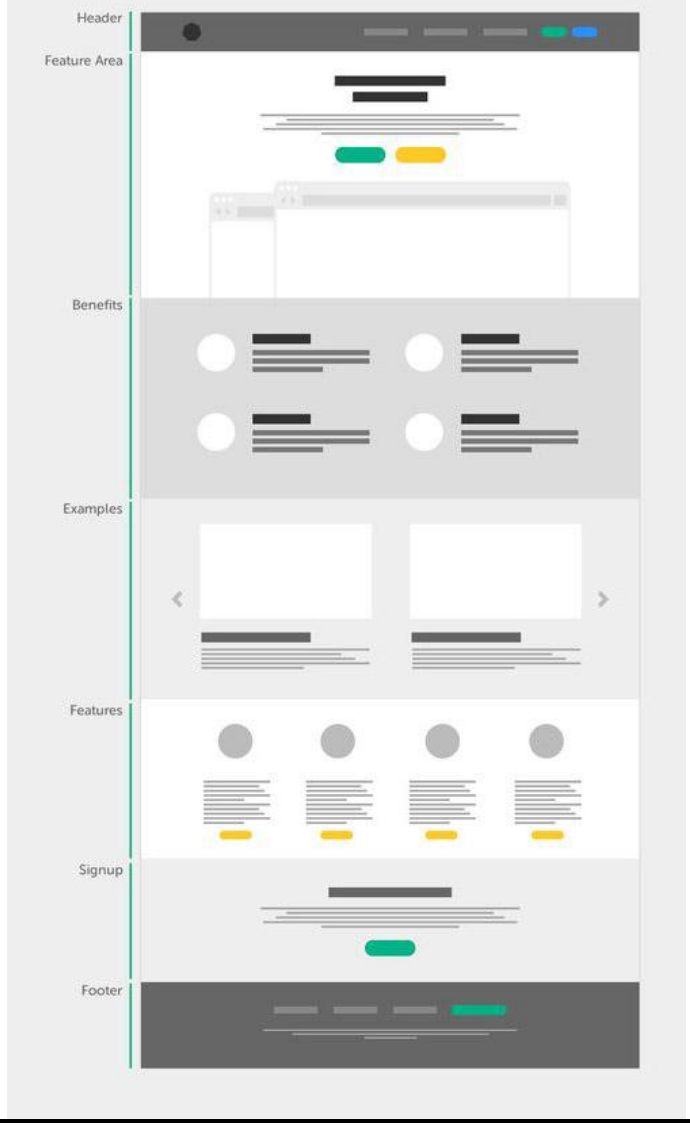


(20)

3.3 HOMEPAGE DESIGN
Layout mock-up/wireframe

Design a wireframe mock-up to plan the home page for your business. Use the logo, look and feel, as well as the key package info you developed in QUERSTION 3.1 and 3.2. Below is key information you should take into account when you answer the question.

Use ADDENDUM C to answer the question.



Successful website home pages include the following elements:

1. Headline: Within THREE seconds, a website needs to tell visitors what the business has to offer. That's where your headline comes in. It may only be a few words, but it's one of the most important pieces of copy on your website.

2. Sub-headline: Your sub-headline should supplement the headline by offering a brief description of what you do or what you offer. This can be done effectively by focusing on a common point that your product or service solves.

3. Supporting Image: Most people are visual. Make sure to use an image (or even a short video) that clearly indicates what you offer.

4. Navigation: The design and content in your homepage navigation could mean the difference between a website conversion and a bounce. To decrease bounce rate, give your visitors a clear path into your site from the homepage. Make the navigation menu visible at the top of the page, and organise the links in a hierarchical structure.

5. Clear Call-to-Action: These CTAs should be visually striking, ideally in a colour that contrasts from the colour scheme of your homepage, while still fitting in with the overall design. Keep the copy brief -- no more than five words and action-oriented, so it compels visitors to click whatever you're offering. Examples of CTA copy are 'Sign up,' 'Make an appointment,' or 'Try it for free.'

6. Overview of Services/Features: Your value proposition and video may give customers a brief overview of what your company does, but it in terms of content, it is still important to include these features, products, or services on your homepage.

7. A Clear Value Proposition: Tell your visitors exactly what you do with a clear, easy-to-find value proposition. This may seem like a no-brainer, but you would be shocked at how many websites out there don't have one.

8. Client Testimonials: Social proof is a powerful indicator of trust. Your product or service could be the best in the world, and it is acceptable to lay that claim -- it's just that people may not believe you unless they hear it from other people. That is exactly what social proof does. Include just a few of your best (short) quotes on the homepage, and link to case studies if applicable. Adding a name and photo gives these testimonials more credibility.

9. Links to Social Media: You want people to follow and engage with your company on your social media. So, on your homepage place social media buttons in a consistent, conventional place, where people can easily find them when needed (i.e. your header or footer)

10. Contact Info
    You may use fictional contact information as place keeper text. (20)

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3.4 Now that you developed your website's home page concept, it is time to think about the copy (wording) needed for your website.

You will need the wording for the:

- Home page
- About page
- Services page and
- Your terms and conditions page

Create a job advertisement for a copywriter to work on your website.
Make sure to highlight what characteristics the person should have, so that the copywriter will know what to write about.

The advertisement should include a brief that explains the project:

- Your brand/business
- Your ideal customers that you would like to reach
- An overview of your core package (10)

[70]

QUESTION 4

4.1 WAX BRANDING SEAL

Draw a highly detailed pencil drawing of your logo graphic (as designed in QUESTION 3.1) as if the image was pressed into hot wax with a brass seal. Your drawing should show the three dimensional look of a wax seal, including the shadows and edges that show depth.

Use ADDENDUM D to answer the question. Fill the entire block that is provided for your drawing.

Examples:





(15)

4.2 SHOWCASE YOUR PROFESSIONAL PORTFOLIO

The website for your design business is the ideal place to showcase your portfolio to potential clients and employers.

4.2.1 List THREE facts prospective employers will look for in portfolios. (3)

4.2.2 List FIVE types of designs that will showcase your ability to work well with typography. (5)

4.2.3 What is *personal branding*? (2)

4.2.4 List FIVE steps that form part of the portfolio process. (5)
[30]

TOTAL SECTION B: 100
GRAND TOTAL: 200

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EXAMINATION NUMBER: | | | | | | | | | | | | | |

CENTRE NUMBER: | | | | | | | | | | | |

ANSWER SHEET

QUESTION 3.1

THE NAME CHOSEN FOR YOUR BUSINESS:

BRAINSTROMING AND TESTING IDEAS: SHOW AT LEAST FIVE QUICK CONCEPT THUMBNAIL

TOP 3: REFINE/REDRAW THE BEST THREE CONCEPTS, INCLUSE BUSINESS NAME + THE LOGO LINE GRAPHIC

FINAL DESIGN/REFINE/REDRAW YOUR BEST CONCEPT: EXPLAIN YOUR DESIGN

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ANSWER SHEET

QUESTION 3.2

Social media posts to market your key package

PACKAGE DETAILS
What services/designs will this package include:

.....
.....
.....
.....

PRICING STRATEGY
'You are allowed to guess here - the idea is to show you how to calculate the price of services package'

1. How many working hours do you have available in a month? .....
2. How much do you need to earn in a month? .....
3. What is your hourly rate? (Monthly income/monthly hours) .....
4. How many hours will this package take you to do? .....
5. What will this package cost? (Package hours x your hourly rate? .....

THE NAME OF YOUR KEY PACKAGE:
Example: The 'BRAND NEW YOU' rand design package

SOCIAL MEDIA POST DESIGN

The FOUR posts below should share a style/look and feel with each other and the rand you designed in question 4.1.1

The FOUR posts should each advertise a key aspect or two of the main package, for example highlighting the services included, the price, the name of the package, how to get in touch with you to order this package, et cetera

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CENTRE NUMBER: | | | | | | | | | | | |

ANSWER SHEET

QUESTION 3.3

Homepage mock-up/wireframe design

EXAMINATION NUMBER: | | | | | | | | | | | | | |

CENTRE NUMBER: | | | | | | | | | | | |

ANSWER SHEET

QUESTION 4.1

Wax Seal Illustration of Continuous Line Logo

Draw a highly detailed pencil drawing of your logo graphic (as designed in QUESTION 3.1.1 as if it was presses into hot wax with a brass deal. your drawing should show the three dimensional look of a wax seal, including the shadows and edges that show depth, fill the entire block provided with your drawing.

REMOVE ANSWER SHEETS AND HAND THEM IN WITH THE ANSWER BOOK.

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