higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MULTIMEDIA CONTENT
NQF LEVEL 3

(10040173)

7 December 2020 (X-paper)
09:00–12:00

This question paper consists of 9 pages.

367Q1N2007

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TIME: 3 HOURS
MARKS: 150

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 section on a new page.
5. Use only a black or blue pen.
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 (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 … is an example of a subtractive digital colour system.

A CMYK
B Pantone
C RGB
D 4-colour

1.1.2 A green logo is associated with …

A happiness, optimism and summer.
B growth, fertility and health.
C attention, excitement and danger.
D femininity, playfulness and immaturity.

1.1.3 The most visible colour within a composition is called a/an … colour.

A dominant
B accent
C base
D subtle

1.1.4 In web design, the unit measurement for type is …

A millimetre.
B pixel.
C inch.
D point.

1.1.5 The … refers to the height of all the lower case letters within a font.

A median
B cap height
C baseline
D x-height

1.1.6 Negative space refers to the space …

A that is taken up by the main elements of a design.
B in a design that is taken up by shadows.
C around the main elements in a design.
D behind the main elements in a design.

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1.1.7 Diagonal lines suggest ...

A restlessness and uncontrolled energy.
B calmness and peace.
C stability and dignity.
D high energy and confusion.

1.1.8 The term *illustration* excludes …

A thumbnail sketches.
B photographs.
C computer-generated drawings.
D hand-drawn images.

1.1.9 A typographer uses … to increase or decrease white space between two letters in a font that are different in size, for example *w* and *i*.

A tracking
B pixelating
C leading
D kerning

1.1.10 A colour fill which gradually changes from one value to the next, is called a …

A cycling effect.
B gradation effect.
C separation colour.
D perspective.

(10 × 1) (10)

1.2 Indicate whether the following statements are TRUE or FALSE by writing 'True' or 'False' next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

1.2.1 The RGB colour system is a subtractive colour system.

1.2.2 Designers are not allowed to look at other designers' work for inspiration as they have copyright on it.

1.2.3 Video titles that move vertically are called scrolls.

1.2.4 QuickTime videos are good quality videos.

1.2.5 Rendering a video and exporting a video is the same action.

1.2.6 An e-book is simply a book in digital format.

1.2.7 Tracking is increasing or decreasing the vertical space between lines.

1.2.8 Creativity is the same thing as originality.

1.2.9 An ATM screen is a menu-driven user interface.

1.2.10 Organisational flow charts are usually hierarchical and flow from top to bottom.

1.2.11 There are fixed rules on how to draw a flow chart.

1.2.12 In order to produce a multimedia product, you have to be a problem solver.

1.2.13 A user-interface is the front end of a computer programme.

1.2.14 You must never use guides in publishing software to line up your elements.

1.2.15 .fla is a graphic file format.

(15 × 1) (15)

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1.3 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–K) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Refers to the space occupied by the elements in a design	A	lossy
1.3.2	Elements of a design used repeatedly to create a feeling of organised movement	B	bandwidth
1.3.3	Broadcast video format for the Africa region and Japan	C	rhythm
1.3.4	Videos are sent across the internet directly from the broadcaster to the viewer	D	HDMI
1.3.5	The total capacity of an electronic connection	E	streaming
1.3.6	To convert information into digital form	F	PAL
1.3.7	A method in which the odd and even lines of a picture are refreshed separately	G	digitising
1.3.8	A form of data compression where unnecessary information is discarded	H	non-interlaced scanning
1.3.9	The ratio of the width to the height of an image or screen	I	equilibrium
1.3.10	A cable that digitally carries audio and HD videos to a television	J	aspect ratio
		K	white space

(10 × 1) (10)

1.4 Complete the following sentences by only writing the missing word or words next to the question number (1.4.1–1.4.15) in the ANSWER BOOK.

1.4.1 … is a technique used to automatically generate in-between frames in animation.

1.4.2 The process of changing one shape into another using animation is called …

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1.4.3 … controls the speed of the movement between the key frames in an animation.

1.4.4 … lines define the edge of objects.

1.4.5 A/an … is a special layer where the animator can create a path for an object to follow.

1.4.6 Altering the sound of a piece of music as a result of lossy compression is called …

1.4.7 An unedited video straight from your video camera, is called …

1.4.8 Any words that are shown in a film are called …

1.4.9 A/an … moves the first line of a paragraph away from the margin.

1.4.10 The dialogue between a computer programme and a human user is referred to as …

1.4.11 Before starting a project, a/an … should be compiled to recognise areas that have insufficient information.

1.4.12 It is important to have buttons on a user interface such as *Home*, *Back*, *Next,* etc. to help the user to … through the programme.

1.4.13 The design phase of a multimedia document consists of the following phases: setting up the document, content production, file preparation and …

1.4.14 The person in the production team who is responsible for designing all elements such as logo, graphics, pictures and 3D objects is called the …

1.4.15 … credits (usually shown at the end of a film) are a list of the cast and crew of a particular motion picture, television program or video game.

(15 × 1) (15)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 Explain what a mask layer in animation is and state where you would use a mask layer. (3)

2.2 Answer the following questions on registering a symbol:

2.2.1 Explain the advantage of registering a symbol. (3)

2.2.2 Name and explain THREE types of symbols used in animation. (3 × 2) (6)

2.3 Discuss the following video formats:

2.3.1 MPEG-4 Part 14

2.3.2 WMV

(2 × 4) (8)

2.4 Discuss the following principles of video editing:

2.4.1 Matching tone (2)

2.4.2 Preserve screen direction (3)

[25]

QUESTION 3

3.1 Name THREE types of edit transitions that a video editor could use between scenes. (3)

3.2 Define *electronic publishing*. (4)

3.3 Discuss in detail the requirements of a development system to produce professional, high-quality multimedia content for public consumption. (4)

3.4 Define the following:

3.4.1 eBook (2)

3.4.2 Clipping path (2)

3.4.3 Index (3)

3.5 Name FOUR items that are usually included in a magazine's cover page. (4)

3.6 Briefly discuss why a typographer would make use of kerning. (3)

[25]

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QUESTION 4

4.1 State TWO advantages of linked images in a document. (2 × 2) (4)

4.2 Define the purpose of a *contents page* in a book. (4)

4.3 There are different phases of production.

Name the activities that take place during each of the following phases:

4.3.1 Preproduction

4.3.2 Production

4.3.3 Postproduction

(3 × 5) (15)

4.4 Name TWO examples of video editing software. (2)
[25]

QUESTION 5

5.1 Explain the role of the following members of a multimedia production team:

5.1.1 Production manager

5.1.2 Animator

5.1.3 Text editor

5.1.4 Multimedia architect

(4 × 4) (16)

5.2 Give THREE examples of digital devices that could be used for multimedia production. (3 × 1) (3)

5.3 Name SIX elements that could be included in a flow chart. (6 × 1) (6)
[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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