higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MULTIMEDIA CONTENT
NQF LEVEL 3

(10040173)

7 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 10 pages.

NCV

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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. Write neatly and legibly.

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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 (1.1–1.10) in the ANSWER BOOK.

1.1 … lines suggest femininity, elegance, vulnerability and frailty.

A Thick
B Zigzag
C Horizontal
D Thin

1.2 The process of converting an analogue signal to digital data is called …

A downloading.
B digitising.
C algorithm.
D streaming.

1.3 A device or computer program capable of encoding or decoding a digital data stream or signal:

A Artefact
B Bit rate
C Bandwidth
D Codec

1.4 A text file can be saved in … format.

A .wav
B .mp3
C .docx
D .mp4

1.5 A/An … is a short description of the plot of a film that is used to promote the film.

A blurb
B article
C advertisement
D promotion

1.6 Inserting a hanging indent will move the ... from the margin.

A whole document
B first line in a paragraph
C first paragraph, except the first line
D first paragraph

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1.7 Multimedia content can be created on electronic devices such as …

A e-readers.
B tablet devices.
C scanners.
D microphones.

1.8 In the post-production phase of a multimedia project, the multimedia content is collected and edited as one project. This is called …

A scriptwriting.
B action planning.
C mastering.
D authoring.

1.9 When an audio track is linked to a video track, it is called …

A syncing.
B uploading.
C editing.
D importing.

1.10 The size of a digital video on the hard disk of a computer is largely determined by ...

A key frame distance.
B screen scanning.
C preset.
D bit rate.

(10 × 1) **[10]**

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 (2.1–2.10) in the ANSWER BOOK.

2.1 In typography, the median is the imaginary line that defines the x-height of the character of a typeface.

2.2 A sans serif typeface is a typeface with small lines at the end of letter strokes.

2.3 The master page is a template on which all the pages in a document are based.

2.4 A2 is the standard size of a flyer.

2.5 The .mp3 format is a generally used video format.

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2.6 The 5.1 soundtrack is also referred to as surround sound.

2.7 All artwork in an e-book is prepared and saved in high-definition mode.

2.8 Authoring software allows for the creation of interactive programs.

2.9 Change colour is one of the effects than can be applied to a video.

2.10 A monochromatic colour palette contains different colours.

2.11 A digital signal is an electrical signal that continuously varies in strength as it is related to some form of input.

2.12 During pre-production of a film, a read-through of the script is usually carried out and attended by the crew members.

2.13 Storyboards are usually done during the post-production phase of a film shoot.

2.14 During the actual production, prototypes are created.

2.15 A demo tape is an example of a prototype for the music industry.

(15 × 1) **[15]**

QUESTION 3

Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (3.1–3.10) in the ANSWER BOOK.

3.1 (Visual/Physical) texture is texture that you can see but you cannot feel.

3.2 In animation, a (sequence/symbol) saves work by allowing duplication.

3.3 Most video compression is (lossy/lossless).

3.4 (Libraries/Layers) are used to store commonly used items in publishing software.

3.5 A book's index can usually be found at the (back/front) of the book.

3.6 Thumbnail sketches are part of the (pre-production/post-production) phase.

3.7 A series of illustrations or images displayed in sequence for pre-visualising a multimedia project is called (action planning/storyboarding).

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3.8 (Exporting/Encoding) is the process of converting signals from one digital format to another digital format.

3.9 (Footage/Fragments) refers (refer) to raw, unedited video material.

3.10 The standard size of a poster is (A4/A3).

3.11 If you want to connect to the internet, you will need the services of (ISP/Google).

3.12 Someone who is a (an) (video editor/animator) must also have very good artistic skills.

3.13 (Shot/Frame): The shortest increment of a complete television picture, equal to one thirtieth of a second.

3.14 A movie prototype is the same as a (an) (episode/teaser).

3.15 The (scriptwriter/author) writes down exactly what the actors must say in a movie.

(15 × 1) **[15]**

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QUESTION 4

Choose a/an item/word/description from COLUMN B that matches a/an description/word/item in COLUMN A. Write only the letter (A–K) next to the question number (4.1–4.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.1	Electronic publishing format	A	the thickness of a line
4.2	Word-processing format	B	changes the space between two specific letters
4.3	Leading	C	changes the space between multiple letters
4.4	Tracking	D	.rtf
4.5	Kerning	E	rigid, important
4.6	Thick line	F	quadrilateral
4.7	Vertical line	G	strong, powerful
4.8	Line weight	H	.pdf
4.9	Corner points	I	arrow
4.10	Polygon	J	increases vertical space between lines of text
		K	helps the path change direction

(10 × 1) **[10]**

TOTAL FOR SECTION A: 50

SECTION B

QUESTION 5



School Magazine Cover

5.1 The Academic Club at your College asks you to design the above cover for the Club's end-of-year magazine issue.

List any FIVE important aspects that you should consider before you can start to plan or design this layout. (5 × 1) (5)

5.2 Given a designed layout like the one in QUESTION 5.1 above, discuss any TWO differences between a *static* and a *dynamic* layout. (2 × 2) (4)

5.3 Name any TWO logo types. (2 × 1) (2)

5.4 Discuss the major differences between *animation* and *film*. Give examples of where each would be used most suitably. (2 × 2) (4)

5.5 As part of your end-of-year project, you are required to create a bouncing ball animation. Explain how you will use the following in your creation of the animation:

5.5.1 Key frames

5.5.2 Tweenings

5.5.3 Spacing

5.5.4 Path of action

5.5.5 Onion skinning

(5 × 2) (10)

[25]

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QUESTION 6

6.1 Describe in detail any TWO advantages of digital video over analogue. (2)

6.2 Your friend, who is now living overseas, wants you to compress and upload your wedding video on YouTube so that she can also watch it.

Discuss any THREE factors that you will need to determine when compressing the wedding video. (3 × 2) (6)

6.3 Name any TWO video file formats. (2)

6.4 Describe THREE features that make progressive scanning better than interlaced scanning. (3 × 2) (6)

6.5 You need to download all your video clips from your camcorder.

Discuss the cables/equipment that you will need to connect your camcorder to a personal computer. (3)

6.6 Identify any THREE effects that could be applied to titles in videos. (3)

6.7 Describe any ONE difference between rolls and crawls with regard to titles in videos. (1)

6.8 Name TWO types of audio tracks that could be used in a video production. (2)
[25]

QUESTION 7

7.1 Define the term *streaming media* as a digital delivery system. (2)

7.2 State where you would use the following file types while working on a project to publish a magazine for teenagers:

7.2.1 .pdf

7.2.2 .html

7.2.3 .epub

(3 × 2) (6)

7.3 Given a document to be published, discuss how you would differentiate between a *bleed* and a *slug*. (2 × 2) (4)

7.4 During the process of creating a 45-page document, explain where you would make use of a *loaded cursor*. (3)

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7.5 You need to create a poster.

Discuss how you would use a *template*, giving at least one example. (3)

7.6 State any THREE documents that can be produced using publishing software. (3)

7.7 Draw any TWO symbols that you could use in designing flowcharts for a newspaper project. (2 × 2) (4)
[25]

QUESTION 8

8.1 Your community wants you to make a film documentary of the history of the community. Your duty is to select all the actors and crew for the shooting of the documentary.

8.1.1 Name any FIVE members of your production team that you will need especially to start with this project. (5 × 1) (5)

8.1.2 Briefly explain the roles of the production team members that you have listed above. (5 × 2) (10)

8.1.3 You need to record the pictures or images.

Suggest any THREE formats in which you would save these images on your computer. (3 × 1) (3)

8.1.4 Select any THREE suitable formats for recording the project audios or sounds on your computer. (3 × 1) (3)

8.2 Name any TWO activities that will form part of each of the following phases:

8.2.1 Post-production

8.2.2 Planning

(2 × 2) (4)
[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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