higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MULTIMEDIA CONTENT
NQF LEVEL 3

6 March 2020

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

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	1.1.3	Symbol
	1.1.4	Mask
	1.1.5	Looping
	1.1.6	Motion Editor
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	1.1.8	Digitising
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	1.1.11	Index
	1.1.12	Sans serif
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	1.1.15	Development

(15 × 1) (15)

1.2	1.2.1	E
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(10 × 1) (10)

1.3	1.3.1	True
	1.3.2	False
	1.3.3	False
	1.3.4	False
	1.3.5	True
	1.3.6	True
	1.3.7	True
	1.3.8	True
	1.3.9	True
	1.3.10	False
	1.3.11	False
	1.3.12	True
	1.3.13	False
	1.3.14	False
	1.3.15	False

(15 × 1) (15)

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1.4 1.4.1 Characters/Actors
1.4.2 Decoder
1.4.3 Raw/Unprocessed data
1.4.4 Multimedia
1.4.5 Bleed
1.4.6 Zero Point
1.4.7 Snap, Snap to Guides
1.4.8 Screen Resolution
1.4.9 Data Speed
1.4.10 Gutter

(10 × 1) (10)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 RGB is an additive colour system.✓ Red, green and blue✓ light✓ are added together to give a broad range of colours. This system is used for screen output e.g. computer, TV, or any digital devices.
CMYK is a subtractive colour system.✓ Cyan, magenta, yellow and black✓ ink✓ or dyes are mixed to give a broad range of colour. This system is used for print output. (3 × 2) (6)

2.2 The colour changes gradually✓ from one value to the next,✓ for example from light blue to dark blue, displaying a rainbow or shadow effect.

Gradation in art is a visual technique of slowly transforming from one colour hue to another, or from one shade to another or one texture to another. Space, distance, atmosphere, volume, and curved or rounded forms are some of the visual effects created with gradation. (3)

2.3 With the shape tweening function the animation starts with one shape and ends with another shape.✓ The first shape changes into the last shape, also called morphing.✓ The animation software inserts frames in-between✓ the two shapes to create a smooth animation.
Flash can create morphing animations, in which you specify the first and the final shapes so that all the frames in between are created by the authoring tool. This is called shape tween. (3)

2.4 A mask layer is used to hide or display✓ elements on the underlying layer.✓ The mask layer is linked to another layer called the masked layer. The shapes on the mask layer become a hole✓ through which parts of the masked layer shows. The mask controls what will be seen and what not.✓
When you want to remove or hide parts of an image the best thing to do is to create a layer mask.✓ This has the same effect as using the eraser tool, but instead of erasing parts of the image (destructive editing) you are simply hiding them (non-destructive editing).✓ (2)

2.5 The Event Listener listens for an event and then initiates the function e.g. on-click, on-mouse-over etc.
An Event Listener is a procedure or function in a computer program that waits for an event to occur; that event may be a user clicking or moving the mouse, pressing a key on the keyboard, or an internal timer or interrupt. The Event Listener is in effect a loop that is programmed to react to an input or signal. (2)

2.6 It prevents the movie from looping✓ or repeating.✓
A stop is basically an instruction in the ActionScript program language that tells your Flash movie to pause on a particular frame, rather than continuing to the end of the animation or cycling endlessly. (2)

2.7 To make it usable on a computer or media player.✓ To be able to play the movie.✓
The advantages include: superior image quality, remote accessibility, distributed intelligent video capabilities,✓ easy installation and integration✓ and better scalability,✓ flexibility and cost-effectiveness.✓ Image quality is clearly one of the most important features of any camera, if not the most important.✓ (2)

2.8 Every piece of the image is converted✓ to pixels.✓ Each pixel is recorded✓ as a blend of red, green and blue. The more pixels are used, the higher the quality of the image.✓
A digitisation process is often used to convert analogue data, such as media, sound, image and text, into a numerical representation✓ through two discrete steps: sampling and quantisation.✓ First step, data is sampled at regular intervals, such as the grid of pixels used to represent a digital image.✓ (3)

2.9 Rich Text Files with the extension .rtf are created by word processors and may include text with formatting and styles, images and graphic elements.
RTF is a text file format used by Microsoft products, such as Word and Office. RTF, or Rich Text Format, files were developed by Microsoft for use in their products and for cross-platform document interchange. RTF is readable by most word processors. (2)
[25]

QUESTION 3

3.1 Odd and even scanning lines✓ are combined✓ and reproduced together✓ in a sequence 1–2–3.✓
Interlaced scan is a display signal type in which one half of the horizontal pixel rows are refreshed in one cycle and the other half in the next, meaning that two complete scans are required to display the screen image. ✓
The *i* in television signal specification such as 1080i stands for *interlaced scanning*. The number indicates the number of horizontal lines in a raster.✓ In an interlaced scan, alternating rows of pixels are refreshed in each cycle.✓ This means that in a 60hz signal, alternating pixels rows are refreshed at 30hz each. Refreshing only half of the pixels per cycle reduces the bandwidth required for the display.✓ (3)

3.2 It refers to data compression✓ (e.g. any video, sound) that throws away unnecessary information✓ resulting in a much smaller file size.✓ (3)

3.3
- A codec is a device or computer programme✓ capable of encoding or decoding✓ a digital data stream or signal.✓
- A codec is a device or computer program for encoding or decoding a digital data stream or signal.✓ Codec is a combination of coder-decoder.✓
- A codec encodes a data stream or a signal for transmission and storage, possibly in encrypted form, and the decoder function reverses the encoding for playback or editing. Codecs are used in videoconferencing, streaming media, and video editing applications.✓ (3)

3.4 Persistence of vision refers to the optical illusion✓ whereby multiple discrete images blend into a single image in the human mind and believed to be the explanation for motion perception in cinema and animated films✓. Persistence of vision works because the human eye and brain can only process 10 to 12 separate images per second, retaining an image for up to a fifteenth of a second.✓
Movies are made up of a series of separate pictures,✓ flashed on the screen at a speed of 24 per second.✓ When you're watching a movie, each image lingers on the retina long enough to merge with the next image and you have the illusion of motion.✓ You don't even notice that the movie screen is dark half the time.✓ (4)

3.5 The gutters in a page layout separate design elements from one another.✓ Without enough space between columns of text or the content on adjoining pages,✓ these elements run together and become difficult to see or read.✓ When you work in Adobe *InDesign*, use its various document-level settings to control the distances between page and layout elements, including single-column and multi-column text frames.✓ (2)

3.6
- Line
- Colour
- Shape
- Space
- Texture
- Typography
- Scale (size)
- Dominance
- Emphasis (Any 4 × 1) (4)

3.7 3.7.1 Kerning/tracking refers to increasing or decreasing✓ the space✓ between letters/words.

3.7.2 It affects the first line of text or a paragraph✓ and will start further from the margin✓ than the main part of the text or closer to the margin (indent and outdent).

3.7.3 A clipping path in *InDesign* is used to clip the background✓ of an image out so that a contour is created around the object and text could be wrapped around it.✓

(3 × 2) (6)
[25]

QUESTION 4

4.1
- Masthead
- Main image
- Date line
- Main cover line
- Sub cover lines
- Barcode
- Price (Any 4 × 1) (4)

4.2 It links✓ one section of text with another.✓ (2)

4.3
- Digital camera
- Smartphone
- Tablet
- Notebook
- Computer
- Portable audio device
- Speakers
- Microphone
- Scanner
- Drawing tablet
- Removable disk storage devices (Any 5 × 1) (5)

4.4 4.4.1 This is the planning✓ stage where conceptualisation✓ takes place. Members of the production team brainstorm✓ ideas, visualise the types of shots,✓ locations and characters. The script is written which includes setting, dialogue, background, sound and visuals. A storyboard is created with rough sketches (thumbnails) to visualise how each shot will look and to review the sequence. (4)

4.4.2 The production plan combines elements such as the types of camera shots,✓ still images,✓ music,✓ transitions,✓ titles, props, costumes, lighting, sound effects, voice-overs, text elements, for example titles and credits. During the production stage planning, preparation and time-scheduling is important. The quality of footage will determine the quality of the video. (4)

4.4.3 During post-production the video is edited,✓ for example the sequence✓ or speed✓ of shots. Music is added to create mood. Sound effects could be added to provide a sense of realism. (3)

4.4.4 Finishing and publishing refers the method of output,✓ depending on the audience, purpose and method of distribution.✓ The video could be compressed✓ or published online. (3)
[25]

QUESTION 5

5.1
- Scriptwriter
- Text editor
- Content specialist
- Production manager
- Computer graphic artist
- Multimedia architect/programme authoring specialist/programmer
- Animator
- Audio specialist (Any 5 × 1) (5)

5.2
- The scriptwriter is responsible for the writing of the script of the entire project;✓ titles on buttons for navigation;✓ instructions that guide the user through the product, the story of the product.
- The text editor edits all the text that will appear within the product;✓ ensures that all text is structurally, logically and grammatically correct;✓ no spelling errors.✓
- The content specialist is responsible for research,✓ ordering and selecting all information needs for the project;✓ background information; current and relevant trends; ensures that what is produced is original.
- The production manager runs and manages the project;✓ ensures that all members work toward the same goal;✓ deadlines are met; content is delivered; schedules all work.✓
- The computer graphic artist is responsible for creating all the graphic elements✓ of the production, for example layout,✓ logos,✓ 3D objects, buttons, graphics and pictures.✓
- The multimedia architect/programme authoring specialist/programmer integrates all graphics, text, audio, music, video, photos and animations by using an authoring programme; he writes the programming script✓ of the entire project; he must ensure that the data flows sequentially and logically; must ensure that the product works.✓
- The animator is responsible for creating all the elements for animation; from character design to drawing a story-sequence using frames.✓
- The audio specialist is responsible for recording and editing of narration, music and sound effects.✓ (Any 5 × 2) (10)

5.3
- Adobe Premier Pro
- Moviemaker
- Pinnacle Studio
- Final Cut (Any 3 × 1) (3)

5.4
- JPEG/JFIF
- JPEG 2000
- Exit
- TIFF
- GIF
- BMP
- PNG (Any 4 × 1) (4)

5.5 A user interface is a front-end program✓ that allows the user to interact✓ with the programme, for example an ATM✓ that guides the user step-by-step with questions such as 'Do you want to withdraw/deposit?'.
The *user interface* (*UI*) is everything designed into an information device with which a person may interact.✓ This can include display screens, keyboards, a mouse and the appearance of a desktop. It is also the way through which a *user* interacts with an application or a website.✓ (3)

[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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