higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MULTIMEDIA CONTENT
NQF LEVEL 3

(10040173)

6 March 2020 (X-Paper)
09:00–12:00

This question paper consists of 7 pages.

287Q1S2006

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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

1.1 Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 Blue, green and violet are (warm/cool) colours.

1.1.2 Add (white/grey) to a colour to create a tone.

1.1.3 Register a (button/symbol) for re-use.

1.1.4 A (mask-/tween-) layer allows the animator to hide or show elements.

1.1.5 (Spacing/Looping) refers to a sound or video that is repeated constantly.

1.1.6 The (timeline/motion editor) allows the animator to control the speed of movement.

1.1.7 (Bandwidth/Streaming) is the total capacity of an electronic connection to transport content.

1.1.8 The entire process of converting an analogue signal to digital data is called (broadcasting/digitising).

1.1.9 Broadcast-quality digital PAL video is usually displayed with a (1 400 × 970/720 × 576) pixel resolution.

1.1.10 (Interlaced/Non-interlaced) scan mode should be used when recording images for broadcast to web, computer video players and most HDTVs.

1.1.11 The (index/table of contents) is usually at the back of a book.

1.1.12 It is best to use a (serif/sans serif) font for text that are going to be read on screen.

1.1.13 (PDF/RTF) is a compressed format that takes up a small amount of space.

1.1.14 (SD card/Graphics card) is an example of a data storage device.

1.1.15 A microphone is part of a (playback/development) system.

(15 × 1) (15)

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1.2 Choose a description from COLUMN B that matches a/an item/word in COLUMN A. Write only the letter (A–K) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Script writer	A	creates websites, DVD and computer games
1.2.2	Text editor	B	does character design and draws frames using a storyboard
1.2.3	Content specialist	C	records and edits narration, sound effects and music
1.2.4	Production manager	D	creates visual concepts by computer to inspire and inform
1.2.5	Computer graphic artist	E	uses an authoring program to write the programming script
1.2.6	Multimedia specialist	F	develops navigational flowcharts
1.2.7	Animator	G	creates special effects, animations, sound and video formats
1.2.8	Audio specialist	H	schedules all work; makes sure that deadlines are met
1.2.9	Video specialist	I	checks text for spelling or grammar errors
1.2.10	Interactivity designer	J	creates content specific to audiences
		K	designs logos, buttons and graphic elements

(10 × 1) (10)

1.3 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.3.1–1.3.15) in the ANSWER BOOK.

1.3.1 Warm colours could make a person anxious and raise his/her blood pressure.

1.3.2 The lower the pixel count, the better the picture quality.

1.3.3 Interlaced video requires higher bandwidth than progressive scanning.

1.3.4 Raw image format refers to compressed photographs.

1.3.5 Problem-solving is part of creativity.

1.3.6 Hue has the same meaning as colour.

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1.3.7 Colour intensity influences the brightness or dullness of a colour.

1.3.8 Chroma or saturation refers to the purity of colour.

1.3.9 A base colour is the colour that appears under a mask.

1.3.10 Interlaced video requires higher bandwidth than progressive scanning of the same size.

1.3.11 RAW video runs at 125 frames per second.

1.3.12 It is possible to add more than one effect to a video clip at the same time.

1.3.13 Creativity means never to look at other's work.

1.3.14 In order to make a digital brochure more interesting, it is good practice to position navigation button differently on every page.

1.3.15 A logo should have as much small detail as possible.

(15 × 1) (15)

1.4 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.4.1–1.4.10) in the ANSWER BOOK.

1.4.1 The various people who are in a story

1.4.2 A computer program/equipment that encodes or decodes a digital data stream

1.4.3 Unedited material as it had been originally filmed by movie camera or video camera

1.4.4 Text, image, video, animation and graphics combined together

1.4.5 Printing that goes beyond the edge of the sheet after trimming

1.4.6 The point where text starts on each page, by default top left

1.4.7 The feature in *InDesign* that acts like a magnet for elements in a design

1.4.8 Generally measured as Width of screen x height of screen in pixels

1.4.9 Number of bits per second

1.4.10 The term used in *InDesign* for the space between columns.

(10 × 1) (10)

[50]

TOTAL SECTION A: 50

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SECTION B

QUESTION 2

2.1 Explain the differences between the *RGB* and *CMYK* digital colour systems. (3 × 2) (6)

2.2 Briefly explain the *gradation effect* of a colour fill. (3)

2.3 Describe in brief how Flash works in shape tweening or morphing. (3)

2.4 Discuss the mask technique in animation. (2)

2.5 Describe the purpose of an Event Listener in ActionScript. (2)

2.6 Explain the function of `stop();` in ActionScript. (2)

2.7 State ONE benefit of converting analogue video into digital. (2)

2.8 Briefly describe the process of digitising an image. (3)

2.9 Define an *RTF file*. (2)

[25]

QUESTION 3

3.1 Explain the *non-interlaced scanning* method. (3)

3.2 Discuss lossy as it applies to music file compression. (3)

3.3 Define a *codec* and highlight its function. (3)

3.4 Discuss the principle of persistence of vision as it applies to film. (4)

3.5 Describe the purpose of a gutter in a document. (2)

3.6 Name any FOUR elements of design. (4)

3.7 Explain the following terms:

3.7.1 Kerning

3.7.2 Hanging indent

3.7.3 Clipping path

(3 × 2) (6)

[25]

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QUESTION 4

4.1 Name FOUR common elements of a magazine cover. (4)

4.2 Explain the function of a reference in a book. (2)

4.3 Give FIVE examples of electronic devices used during the production of multimedia content. (5)

4.4 Explain the process of video production under the following headings:

4.4.1 Pre-production stage (4)

4.4.2 Production stage (4)

4.4.3 Post-production stage (3)

4.4.4 Finishing and publishing (3)

[25]

QUESTION 5

5.1 Name FIVE members of a multimedia production team. (5)

5.2 Briefly explain the role of each member of the production team mentioned in QUESTION 5.1. (5 × 2) (10)

5.3 Name THREE public TV broadcasting standards. (3)

5.4 List FOUR file formats for saving images or pictures. (4)

5.5 Describe a *user interface*. Use an example in your answer. (3)

[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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