higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

MULTIMEDIA CONTENT
NQF LEVEL 3

(10040173)

19 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 9 pages.

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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 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 The most common format of e-books is ...

A MS Word
B .pdf
C .jpg
D .bmp

1.1.2 The type of symbols that are used for animation in Flash are ...

A graphics.
B movie clips.
C buttons.
D frames.

1.1.3 Brainstorming ideas during video production is usually part of the ... stage.

A pre-production
B production
C post-production
D finishing and publishing

1.1.4 … are characteristics of thick, vertical lines.

A Femininity and elegance
B Strength and power
C Confusion and excitement
D Stability and rigidness

1.1.5 Flat-screen LCD TVs and most HD TVs use a ... scanning approach.

A an interleaved
B a progressive or non-interlaced
C an interlaced
D a synchronised

(5 × 2) (10)

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1.2 Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

1.2.1 The number of pixels displayed on a computer screen along the horizontal axis and the vertical axis is defined as the (picture/spatial) resolution.

1.2.2 (Tween animation/Frame-by-frame animation) gives the animator the most control.

1.2.3 Websites, screen presentations and computer games are designed and displayed in (RGB/CMYK).

1.2.4 Media assets that were created in Flash are stored in the (timeline/library).

1.2.5 (.MOV/.AVI) is the file extension to identify an Apple Quick Time movie.

1.2.6 The production team need to draw up (a revision plan/an action plan) to manage the production team and the work load.

1.2.7 (Sans serif/Serif) classification refers to typefaces which have small tails at the end of each letterform.

1.2.8 All video sequences need to be (compressed/rendered) after editing so that the video can be exported.

1.2.9 Titles that move vertically over the footage are called (rolls/crawls).

1.2.10 (Development/Playback) computer systems need very high processing capacity.

1.2.11 Kindle, iPad, Galaxy Pad and Playbook are all examples of (gaming devices/e-readers).

1.2.12 (Saturation/Chroma) describes the degree of purity of a hue.

1.2.13 A (motion/mask) is a special layer that allows you to hide and show the elements on the underlying layers.

1.2.14 The (source code/user interface) allows the user to interact with the multimedia product.

1.2.15 Standard Definition Television (SDTV) is (analogue/digital).

(15 × 1) (15)

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.

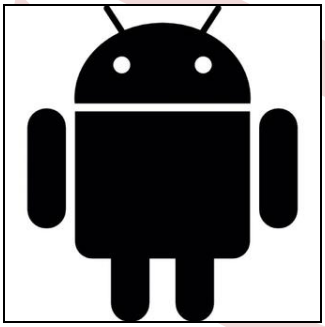
1.3.1 It is possible to create a Flash movie that is non-animated using moving pictures.

1.3.2 Interlacing is used by all analogue broadcast television systems in current use and cathode ray tube TV sets, but not in plasma screens.

1.3.3 MPEG is the standard for digital video.

1.3.4 Digitising converts analogue video into a digital format by encoding it into binary.

1.3.5 The logo shown below is an example of a typographic logo:



1.3.6 The more the length of a title clip is increased, the slower the movement across the footage.

1.3.7 A point-of-sale screen is a *user interface.*

1.3.8 Films and sequences within films have an overall pace that usually matches the mood of the film or sequence, which means the greater the number of cuts within a scene, the greater the sense of speed.

1.3.9 To view or print a PDF file, Adobe Acrobat Reader software is needed.

1.3.10 File compression is the flattening of layers.

1.3.11 Text information, such as titles and credits in a video, should be kept on the screen as long as possible.

1.3.12 Longer video shots can slow the pace to create tension or romance.

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1.3.13 Colour correction is one of the most common effects used to improve video quality.

1.3.14 During the pre-production phase of multimedia production, the production team make use of the brainstorming technique during which one member is supposed to dominate the session.

1.3.15 Film and video as digital media are exactly the same.

(15 × 1) (15)

1.4 Choose a word or term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.4.1	An example of animation software	A	Adobe Illustrator
1.4.2	A Graphic description of a video or animated story	B	Adobe Flash
1.4.3	A set of two pages viewed side-by-side in e-publishing	C	spread
1.4.4	An example of vector graphics software	D	Adobe Photoshop
1.4.5	A pixel-based project	E	storyboard
		F	Microsoft Publisher

(5 × 2) (10)

[50]

TOTAL SECTION A: 50

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SECTION B

QUESTION 2

2.1 Discuss TWO main differences between *vector* and *raster graphics*. (2 × 2) (4)

2.2 You are required to design a book using templates:

2.2.1 Describe how you can access an unlimited selection of templates.

2.2.2 Give ONE advantage and ONE disadvantage of using templates when designing books.

(2 × 2) (4)

2.3 Answer the questions below with reference to animation:

2.3.1 Briefly discuss the term *animation*.

2.3.2 As an animator, where would you make use of the mask layer?

2.3.3 How would you convert a graphic image into a *symbol* in Flash animation?

2.3.4 As an animator, briefly outline any TWO benefits you would get from the use of symbols in animation.

2.3.5 Name any TWO types of tweening.

(5 × 2) (10)

2.4 Explain the principle of *preserving screen direction* when editing videos. (3)

2.5 Describe any TWO advantages that digital video has over analogue video.

(2 × 2) (4)

[25]

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QUESTION 3

3.1 List any SIX types of sound effects. (3 × 2) (6)

3.2 Your grandfather's wedding pictures were taken in 1980 and now the pictures look old.

Suggest any THREE colour correction adjustments that could be made to the picture's colours to make it look new and modern. (3)

3.3 A video editor removes unwanted footage but leaves essential footage to ensure the video tells a story or provides information. Video of a continuous sequence of a teenager leaving home to go to a music concert, can therefore be edited and condensed into four shots.

Give a brief description of what each of the FOUR shots might depict according to you. (4 × 2) (8)

3.4 Give examples of where the following principles of editing might be used:

3.4.1 Make the edit invisible

3.4.2 Matching tone

(2 × 2) (4)

3.5 Name FOUR of the most common transition effects between shots. (4)

[25]

QUESTION 4

4.1 Briefly explain why you would choose to use desktop publishing if you intend to highlight classroom news to other students at your school or college. (2)

4.2 Explain THREE advantages of e-books. (3 × 2) (6)

4.3 A master page is a helpful tool when creating a digital layout.

Discuss the purpose of a master page. (3)

4.4 Describe the term *hanging indent*. (2)

4.5 Name any FOUR other electronic devices that could be used to produce multimedia content apart from your desktop computer or PC. (4)

4.6 You intend to shoot and edit a video on the history of your college.

Name any FOUR members of the multimedia production team you will need to achieve this and state the function of each. (4 × 2) (8)

[25]

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QUESTION 5

5.1 Redraw and complete the table below in the ANSWER BOOK by giving any TWO examples of software and any TWO examples of file formats for each type of multimedia content.

	MULTIMEDIA CONTENT	SOFTWARE APPLICATIONS (TWO EXAMPLES EACH)	FILE FORMATS (TWO EXAMPLES EACH)
6.5.1	Text		
6.5.2	Images		
6.5.3	Graphics		
6.5.4	Sound		
6.5.5	Video		

(5 × 2) (10)

5.2 Name any TWO stages in multimedia production. (2 × 2) (4)

5.3 List THREE techniques that could aid a production team to ensure that a project is completed by the due date. (3)

5.4 Describe is the difference between *text acquisition* and *text composition* for electronic documents. (2 × 2) (4)

5.5 After preparing your files, where would you make use of the following:

5.5.1 Proofing

5.5.2 Packaging

(2 × 2) (4)
[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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