higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

MULTIMEDIA CONTENT
NQF LEVEL 3

7 December 2020

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	A
	1.1.2	B
	1.1.3	A
	1.1.4	B
	1.1.5	D
	1.1.6	C
	1.1.7	A
	1.1.8	B
	1.1.9	D
	1.1.10	B

(10 × 1) (10)

1.2	1.2.1	False
	1.2.2	False
	1.2.3	True
	1.2.4	True
	1.2.5	False
	1.2.6	True
	1.2.7	False
	1.2.8	False
	1.2.9	True
	1.2.10	True
	1.2.11	False
	1.2.12	True
	1.2.13	True
	1.2.14	False
	1.2.15	False

(15 × 1) (15)

1.3	1.3.1	K
	1.3.2	C
	1.3.3	F
	1.3.4	E
	1.3.5	B
	1.3.6	G
	1.3.7	H
	1.3.8	A
	1.3.9	J
	1.3.10	D

(10 × 1) (10)

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1.4 1.4.1 Tweening
1.4.2 Morphing/Shape tweening
1.4.3 Spacing
1.4.4 Contour
1.4.5 Motion guide
1.4.6 Distortion
1.4.7 Raw footage
1.4.8 Titles
1.4.9 Indent
1.4.10 Interactivity
1.4.11 Information list
1.4.12 Navigate
1.4.13 Finishing/Publishing
1.4.14 Graphic artist/Computer graphic artist
1.4.15 Closing/End

(15 × 1) (15)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1
- A mask layer is a special layer that is linked to a normal layer.
- The shapes on the mask layer become openings or holes through which the linked layer could be seen.
- It allows the animator to show or hide elements on the underlying layer. The underlying layer is called the mask layer.
- For spotlight effects and transitions, use a mask layer to create a hole through which underlying layers are visible.
- A mask item can be a filled shape, an object, an instance of a graphic symbol or a movie clip.
- Group multiple layers under a single mask layer to create sophisticated effects. (Must include an explanation and a use) (Any 3 × 1) (3)

2.2 2.2.1
- Once an illustration has been completed, for example a wheel has been drawn,
- it can be registered as a symbol.
- The symbol will then appear in the library and can be reused which will save time. (3)

2.2.2
- Graphic symbols✓ are used for nonmoving graphics.✓
- Button symbols✓ are used for four-frame button animation (up, down, hit and over). ✓
- Movie clip symbols✓ are used to save multiframe✓ animations. (3 × 2) (6)

2.3 2.3.1
- MPEG-4 Part 14 is known as MP4.
- MP4 is the only file extension.
- It is a digital multimedia container format that stores audio and video.
- It is suitable for streaming over the internet, internet sharing and videos on websites.
- It is not the best quality video.
- It is not recommended to use MP4 as a master format.

(Any 4 × 1) (4)

2.3.2
- WMV is a video format created by Microsoft
- and is part of Windows Media.
- It was originally designed for internet streaming applications,
- but is now also suitable for physical delivery formats such as HD, DVDs and blu-ray discs. (4)

2.4 2.4.1
- The lighting and colour within scenes must stay the same
- for the sake of continuity. (2)

2.4.2
- Characters within scenes
- should constantly move in the same direction
- to avoid confusion. (3)

[25]

QUESTION 3

3.1 Cut, mix, dissolve, fade in/fade out, wipe (Any 3 × 1) (3)

3.2
- Electronic publishing is the publication of multimedia information (text, image, video, animation and graphics)
- in a format that can be accessed, retrieved and interpreted
- by a computer or another digital device such as a tablet or smartphone.
- It is also known as digital publishing or e-Publishing. (4)

3.3
- A professional development system should have high-power hardware such as a processor,
- a graphics card,✓ a video card✓ and a sound card and sufficient storage.
- It could also include input devices such as a video camera, a camera and a recording studio.
- The system should also include software, e.g. MS Word, Adobe InDesign (4)

3.4 3.4.1 An eBook is a book in digital✓ or electronic form.✓ (2)

3.4.2 A clipping path is used to cut out✓ the background of an image.✓ (2)

3.4.3
- An index is a list of words or phrases at the back of a book.
- It indicates to the user where information
- relating to that word or phrase can be found in the book. (3)

3.5 Image,✓ name of magazine,✓ date,✓ barcode,✓ edition, cover line, heading✓ (Any 4 × 1) (4)

3.6
- The amount of white space is not the same between all letters,
- e.g. w and i are different in size.
- The typographer could make use of kerning to reduce/increase space between individual letters. (3)

[25]

QUESTION 4

4.1
- Any changes made to the images on the hard drive✓ will automatically be made to the document.✓
- Even if there are many image links in a file,✓ the file size will stay small.✓

(2 × 2) (4)

4.2 The contents page (table of contents) is a crucial aspect in any book. It may seem like a small aspect of the book, but it is a necessary one. It is found in the front of the book, along with the dedication and the epigraph.

The contents page (table of contents) indicates to the reader:
- What to expect in the book
- How many chapters are there
- What the sections of the book look like and how long they are
- The topics of the sections and the pages on which they are found (4)

4.3 4.3.1 Planning, brainstorming, flow chart, schedule, budget, storyboard, scripting, casting, caterers, location planning, lighting, studio, research, funding, screenplay, set design, hire crew, auditions, rentals, props, permits, rehearsals, materials, equipment, action planning, scriptwriting (Or any other applicable answer) (Any 5 × 1) (5)

4.3.2 Shooting of raw footage, recordings and other elements for the film, acting, filming, capturing content, scenes, editing content, creating content, reviewing of content. (Any 5 × 1) (5)

4.3.3 Video sequencing, video editing, sound editing, graphics, title, captions, finalising content, programming, compiling content, re-editing content, publishing content, distribution, delivering the final master copy to the client (Or any other applicable answer) (Any 5 × 1) (5)

4.4
- Adobe Premier Pro
- Movie Maker
- Pinnacle Studio (Or any other applicable answer) (Any 2 × 1) (2)

[25]

QUESTION 5

5.1 5.1.1 He/she determines what actions✓ must take place and who will carry out these actions.✓ Setting of a time schedule✓ that shows when✓ these actions will take and when will it be completed/duty roster/time planning. What resources are needed to carry out these actions (budget, staff, equipment etc.). He/she is responsible for all communication and capturing, editing, creating and reviewing content.✓ (Any 4 × 1) (4)

5.1.2 He/she is an artist✓ who creates multiple images,✓ known as frames,✓ which give an illusion of movement called animation✓ when displayed in rapid sequence.✓ Animators can work in a variety of fields including film, television and video games.✓ (Any 4 × 1) (4)

5.1.3 He/she edits all the text✓ that will appear in the project,✓ he/she makes sure that there are no spelling errors,✓ no grammar errors✓ and that the text is structurally and logically correct.✓ (Any 4 × 1) (4)

5.1.4 He/she is the programmer✓ or program authoring specialist.✓ He/she integrates all graphics,✓ text,✓ audio, music, video, photos and animations by using an authoring programme.✓ He/she writes the programming script of the whole project.✓ He/she must make sure that the data flows logically and sequentially.✓ (Any 4 × 1) (4)

5.2 Computer system,✓ laptop,✓ tablet,✓ smartphone,✓ digital camera, portable audio device.✓ (Any 3 × 1) (3)

5.3
- Participants - who is taking part in this process
- Activities – what should be done, such as ordering, billing, et cetera
- Ordering
- Input
- Output
- Standardisation (6)

[25]

TOTAL SECTION B: 100
GRAND TOTAL: 150

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