IDM_Exam_2012 Section B, Instructions MATERIALS INSTRUCTIONS STRUCTURE EXIT TIMES Section A 3 30 marks SECTION B — Short answer questions 5 Answer all questions. 7 10 9 11 12 Each question is answered by typing a response into the answer field provided. 14 13 15 16 17 18 All the text you enter will be automatically saved. 19 20 Section B You can review and change your answers at any time. 3 5 7 10 11 12 14 13 15 Section C Intro Guide

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IDM_Exam_2012

Section B, Question 1

TIMES

MATERIALS II

INSTRUCTIONS STRUCTURE

EXIT

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Section B

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You are a designer and work mostly on a computer.

 Name one occupational health and safety risk you may face while doing this job.

1 mark

b. Provide a possible solution to minimise the risk.

1 mark

Section B, Question 2

TIMES

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A client has provided you with Image 1 to be placed on a textured background (as shown in Image 2) on their business website. The client wants to maintain as much of the texture as possible between the colours of Image 1.





Image 1

Image 2

a. Identify a suitable file format to save Image 1 in.

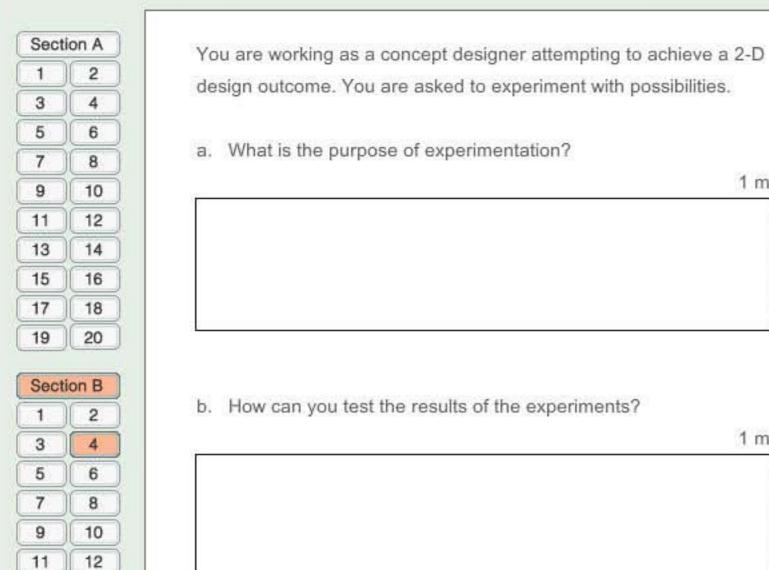
1 mark

b. Explain why you would use this file format.

1 mark

BACK

IDM_Exam_2012 Section B, Question 3 TIMES **MATERIALS** STRUCTURE EXIT INSTRUCTIONS Section A Name two factors that should be taken into account when designing visual components for a specific audience. 2 marks Section B Section C Intro Guide



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Section C

Intro Guide

Section A

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15 16 17 18

19 20

Section B

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Intro Guide

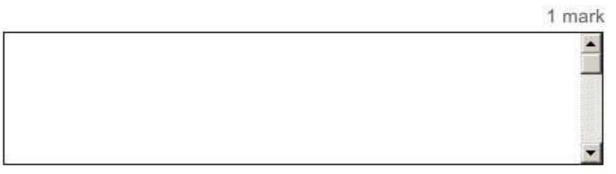
1 2

3 4

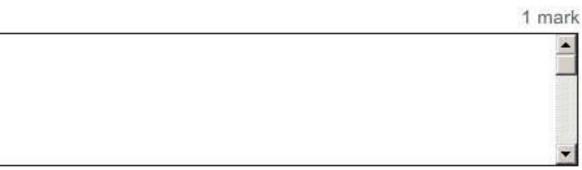
5

A client has asked you to create an animatic of their concept.

a. What is an animatic?



 Identify one element or technique that can be used in an animatic to help convey its purpose.



Section B, Question 6

TIMES

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Section B

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14 13

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Section C

Intro Guide

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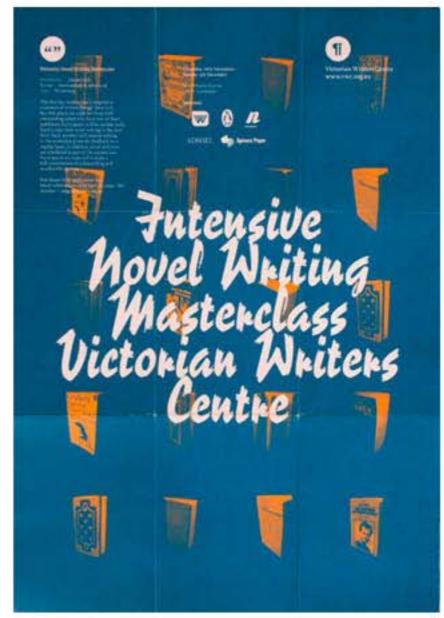
a. Identify one source of information on 2-D design that could have been used to create this poster.

1 mark

b. Explain how the information was applied to the design.

1 mark





Source: Matthew Tambellini

IDM_Exam_2012 Section B, Question 7 TIMES **MATERIALS** INSTRUCTIONS STRUCTURE EXIT Section A Provide two reasons why a designer would initially use pencils in the creative design process. 2 marks Section B Section C Intro Guide

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IDM_Exam_2012 Section B, Question 8 TIMES **MATERIALS** INSTRUCTIONS STRUCTURE EXIT Section A Other than the default 'blue underlined' hyperlink style, name two ways in which you could tell your user to click on something to go to another page. 2 marks Section B Section C Intro Guide

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Section B, Question 10

TIMES

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Section A

Section B

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The html image tag presenting the image shown is

Rewrite the image tag with an appropriate alt attribute.





Section B

Section C

Intro Guide

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IDM_Exam_2012 Section B, Question 13 TIMES INSTRUCTIONS STRUCTURE **EXIT** MATERIALS Section A You have created a storyboard using some supplied concept drawings. Name two additional pieces of information that could be added to the storyboard to explain your ideas further. 2 marks Section B Section C Intro Guide

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Section B, Question 14

TIMES

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17 18

19 20

Section B

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Section C

Intro Guide

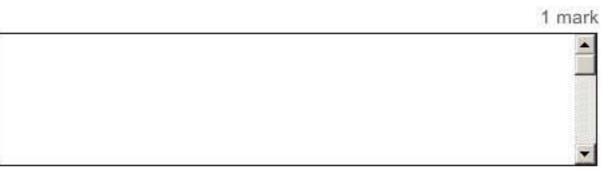
1 2

3 4

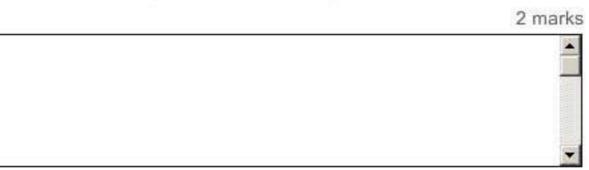
5

Your creative director at work has asked you to pitch an idea to a client by rotoscoping their concept.

a. Describe the visual appearance of a rotoscoped animation.



b. Explain two stages of the rotoscoping production process.



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