

# Section A, Instructions

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## SECTION A — Multiple-choice questions

**20 marks**

Answer **all** questions.

Choose the response that is correct or best answers the question.

Click the button next to the correct answer. Your answer is confirmed in the box at the base of the question.

Each question is worth one mark. Marks will not be deducted for incorrect answers.

Answers will be automatically saved.

You can review and change your answers at any stage.

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Content written for factual information purposes should be

- A accurate.
- B creative.
- C humorous.
- D personal.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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A children's magazine has commissioned you to rewrite a long, difficult article titled 'Animal Behaviours' by Dr Sarah Jones, to make it suitable for children to read.

Before publication, it is necessary to make sure that

- A you are credited as the author of the rewritten article.
- B you and Dr Sarah Jones are credited as co-authors of the rewritten article.
- C Dr Sarah Jones is acknowledged as the author of the rewritten article.
- D Dr Sarah Jones has given permission to publish the rewritten article.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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## Section A, Question 3

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'RANMO's mission is to be the nation's foremost organisation for medical excellence and rigorous quality testing in the areas of pain medication and patient management and to be a highly effective advocate for ongoing government and non-government funding for research.'

This sentence could be improved by

- A removing the use of passive voice and explaining the acronym.
- B breaking it into shorter sentences and removing the slang.
- C breaking it into shorter sentences and explaining the acronym.
- D removing both the acronym and the use of passive voice.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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When writing content the writer should understand target audience characteristics.

Understanding target audience characteristics

- A helps the writer to measure the site metrics.
- B assists the writer to determine the purpose of the content.
- C assists the writer to make the content relevant and appealing to readers.
- D is necessary as the writer should list these characteristics in the content wherever possible.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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In animation, the technique of 'easing in' causes an object to

- A accelerate.
- B follow a line.
- C enter the stage quickly.
- D simplify its movement.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Modifying a symbol in the Flash library

- A converts that symbol to a shape tween.
- B creates a copy of that symbol.
- C changes all copies of that symbol.
- D affects all instances of that symbol.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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# Section A, Question 7

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Demo

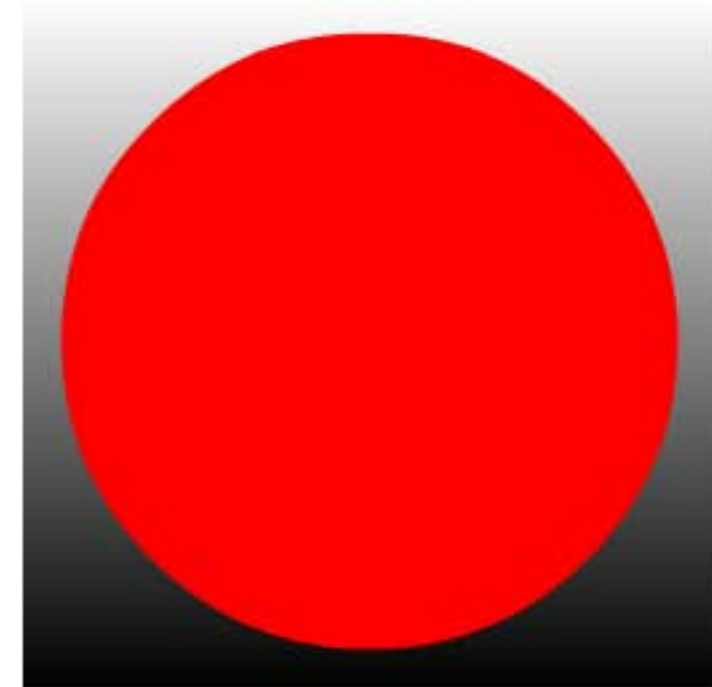
StoryB

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The effect in this animation was most likely achieved by

- A frame fading.
- B keyframe fading.
- C tweening alpha values.
- D tweening colour values.



Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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StoryB

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A web designer uses the font Cooper Black on a web page.

An example of the font is provided.

## Example of Cooper Black

Which one of the following issues is most likely to occur for users?

- A This font is too dense for a black font and is hard to read.
- B A default font appears, as Cooper Black is not a web safe font.
- C This font is inappropriate for the type of information presented.
- D They dislike this font and feel negatively towards the information presented.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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## Section C

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Demo StoryB

1 2

The main composition techniques used in this image are

- A the Rule of Thirds and perspective.
- B harmony and contrast.
- C balance and symmetry.
- D shape and pattern.



Sergio Azenha / Alamy

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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You are leading a small group in a brainstorming session.

Which statement is most appropriate when explaining the brainstorming process?

- A All suggestions are welcome.
- B No silly suggestions, please.
- C I want suggestions only from those of you who know the subject well.
- D Those of you who have been away shouldn't make any suggestions.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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**Demo****StoryB**

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A graphic designer is asked to convert a large number of images to .jpeg format. She uses a technique to achieve this automatically.

Performing the same action automatically to a number of files is called

- A actioning.
- B auto running.
- C batch processing.
- D sequencing.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which one of the following most accurately describes the process of 'anti-aliasing' text?

- A The text is adjusted to make it easier to read.
- B The text is sharpened to make it easier to read.
- C A border is created around the text to smooth the transition between the text and the background.
- D Pixels are added around the text to smooth the transition between the text and the background.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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An image is to be presented on a range of devices.

Prior to exporting the image for presentation, it is best to

- A work simultaneously on a copy of the image for each device.
- B increase the dimensions of the image to improve image quality.
- C reduce the dimensions of the image to make the file smaller.
- D edit the image at its original quality.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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**Demo****StoryB**

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You have been provided with a video clip which has been edited to 6 fps.

When played, the clip may exhibit

- A strobing.
- B pixelation.
- C dropped frames.
- D jerky movement.

Selected response:

*Click on an answer button (A, B, C or D) or use the keyboard to select your answer.*

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When converting a television program into a form suitable for streaming or downloading, it may be necessary to consider the shape of the source pixels and the destination pixels.

Which one of the following statements is true?

- A Displaying rectangular pixels in a square pixel environment can result in distortion.
- B All video sourced from a television program is composed of rectangular pixels.
- C The Pixel Aspect Ratio of a square pixel is 4:3.
- D All video in widescreen format is composed of rectangular pixels.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which one of the following is an example of a transition?

- A reverse
- B dissolve
- C render out
- D slow motion

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Demo StoryB

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```
<style type="text/css">
```

```
body {
```

```
    family: Arial, Helvetica, sans-serif;
```

```
    font-size: 36px;
```

```
    font-weight = bold;
```

```
}
```

```
</style>
```

This code will

- A have no effect on the text in the body of the HTML document because it contains syntax errors.
- B set the font size of all text in the body of the HTML document to 36px.
- C set the font weight of all text in the body of the HTML document to bold.
- D set the font family, size and weight of all text in the body of the HTML document.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which of the following all use lossy data compression?

- A GIF, MP3, PNG
- B WAV, PNG, GIF
- C MP3, JPG, MPEG
- D JPG, WAV, MPEG

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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### Section C

Brief Guide

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Demo StoryB

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In HTML, files can be accessed via absolute hyperlinks or relative hyperlinks.

Which one of the following statements is correct?

- A A web page can use either an absolute hyperlink or a relative hyperlink to refer to a file across domains.
- B An absolute hyperlink is not required to include the internet protocol, whereas a relative hyperlink must always include it.
- C An absolute hyperlink can refer to a file across domains, whereas a relative hyperlink can refer only to a file in the same domain.
- D The only difference between an absolute hyperlink and a relative hyperlink is that the absolute hyperlink must include the internet protocol.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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The correct coding in HTML for a mail link is

- A `<a href=http://info@mysite.com>Contact Us</a>`
- B `<a href="mailto:info@mysite.com">Contact Us</a>`
- C `<a href = emailto:info@mysite.com>Contact Us</a>`
- D `<a href="http://info@mysite.com" >Contact Us</a>`

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

End of Section A

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