Section B, Instructions

SECTION B — Short-answer questions   **30 marks**

Answer **all** questions.

Each question is answered by typing a response into the answer field provided.

All the text you enter will be automatically saved.

You can review and change your answers at any time.

Section B, Question 1

Sally is developing a website for a community education group that provides introductory computer classes for adults.

a. Provide **one** example of how an attribute of the target audience influences the colours used in the website.

1 mark

b. Provide **one** example of how an attribute of the target audience influences the layout of the website's pages.

1 mark

Answer fields will be available after the reading time.

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Section B, Question 2

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Section C

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Demo   StoryB

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The black hat in Edward de Bono's Six Thinking Hats creative technique focuses on the difficulties, weaknesses and dangers of the topic being discussed.

Using the black hat's point of view, provide **two** comments on the logo shown.

2 marks

extreme

EVENTS

Answer fields will be available after the reading time.

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Section B, Question 3

The image shown displays a web page from the website of the Victorian Curriculum and Assessment Authority (VCAA). The VCAA is a Victorian State Government organisation.

Identify and explain **one** example of a visual design element that helps convey the official status of the VCAA.

2 marks

Answer fields will be available after the reading time.

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Section B, Question 4

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When planning and designing an animation, the designer may use a range of design aids and design techniques to present their ideas to the client before producing the finished animation.

a.   Provide **one** example of a design technique or aid used.

1 mark

b.   Explain **one** benefit of using this technique or aid.

1 mark

Answer fields will be available after the reading time.

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Section B, Question 5

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Section C

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a. How does a motion tween animate an object in Flash?

1 mark

b. Explain **one** advantage of using this technique.

1 mark

Answer fields will be available after the reading time.

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Section B, Question 6

A common image aspect ratio for widescreen and high-definition video is 16:9.

a. What does the aspect ratio of an image refer to?

1 mark

b. What usually happens when a video with an image aspect ratio of 16:9 is viewed on a screen with an image aspect ratio of 4:3?

1 mark

Answer fields will be available after the reading time.

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Section B, Question 7

A video editor can include different types of metadata when publishing a video file.

a. Provide **one** example of non-customisable metadata that is included in a video once it has been published.

1 mark

b. Provide **one** example of customisable metadata that can be altered once it has been published.

1 mark

Answer fields will be available after the reading time.

Section B, Question 8

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The image on the right shows that this video is being exported with keyframes at every 24 frames.

a. What are keyframes?

1 mark

b. What do the frames between keyframes contain?

1 mark

MPEG-4 Export Settings

File Format: MP4

Video

Video Format: MPEG-4 Basic

Data Rate: 64 kbits/sec   Optimized for: Download

Image Size: 160 x 120

☐ Preserve aspect ratio using: Letterbox

Frame Rate: 15

Key Frame: ○ Automatic ● Every   24 frames

Video Options...

Answer fields will be available after the reading time.

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Section B, Question 9

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Section C

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a.   What is HTML validation?

1 mark

b.   Provide **one** benefit of validating HTML.

1 mark

Answer fields will be available after the reading time.

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Section B, Question 10

```
<img src=images/logo.jpeg" alt="" width="376" height="100">
```

a. The alt attribute in the HTML code shown above has not been set.

    What is the alt attribute used for?

                                                        1 mark

b. The code also has a syntax error.

    Rewrite the code with the correct syntax, including 'World Cup
    2014' as the value for the alt tag.

                                                        1 mark

Answer fields will be available after the reading time.

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Section B, Question 11

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Section C

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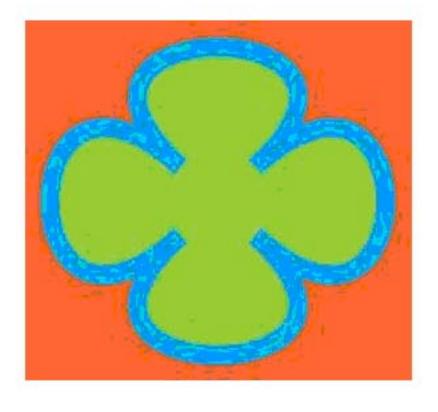| Demo	StoryB
1	2

The image shown has been saved for use on a website.

The areas of flat colour have discolourations/imperfections.

a. Apart from too much compression, what caused this problem?

1 mark

b. Suggest how the problem should be fixed.

1 mark

Answer fields will be available after the reading time.

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Section B, Question 12

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You are creating a new website for a client. Consider the following fonts for the main body text.

Font 1

Font 2

Font 3

Font 4

a. Which font shown above is most appropriate for the main body text of the website? Explain why.

1 mark

b. Which font shown above is inappropriate for the main body text of the website? Explain why.

1 mark

Answer fields will be available after the reading time.

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Section B, Question 13

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Section C

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a. What type of compression is used when saving a file in .psd format?

1 mark

b. Explain why this type of compression is used.

1 mark

Answer fields will be available after the reading time.

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Section B, Question 14

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Section C

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During a meeting with a client, you suggest using images that are in the public domain on the client's website.

a. What does 'using images that are in the public domain' mean in terms of copyright?

1 mark

b. Name **one** way in which an image becomes a public domain work.

1 mark

Answer fields will be available after the reading time.

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You have been asked to create a 30-second animation for young people aged 18–20 years about the responsible use of credit cards.

You first develop a narrative for your animation.

a.   What is a narrative?

1 mark

b.   Why is it important to have a narrative?

1 mark

Answer fields will be available after the reading time.

End of Section B

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