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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.

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Reading time skipped.

Section B, Question 1

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Figure 1 is a screenshot of three files being worked on in Photoshop for a website banner.

Figure 2 shows a mock-up of the finished banner.

a. What is the best file format to export the title image (The King's Knight) so that it can be used for the website, as shown in Figure 2?

1 mark

b. Give a reason for your answer.

1 mark

Figure 1. Files open in Photoshop

Figure 2. Finished banner

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Reading time skipped.

Section B, Question 2

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You work as a graphic designer for a magazine and have been instructed to export all bitmaps as TIFFs.

Give **two** features of a TIFF file format.

2 marks

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Section B, Question 3

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Section C
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a. This advertisement uses the design principle of asymmetrical balance.
    Describe how asymmetrical balance is used in this advertisement.

1 mark

b. What is the design principle used to make the strawberry stand out from the other fruits?

1 mark

c. List **two** ways in which this advertisement has linked components to convey the message.

2 marks

d. Rewrite the following sentence in the active voice.
    'My first taste of a strawberry will always be remembered by me.'

1 mark

eat more
STRAWBERRIES
the King of fruits

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Reading time skipped.

Section B, Question 4

You are in a brainstorming buzz session that focuses on the social media industry.

a.   What is a buzzword?

1 mark

b.   Give an example of a commonly used social media buzzword.

1 mark

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Reading time skipped.

Section B, Question 5

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Section C

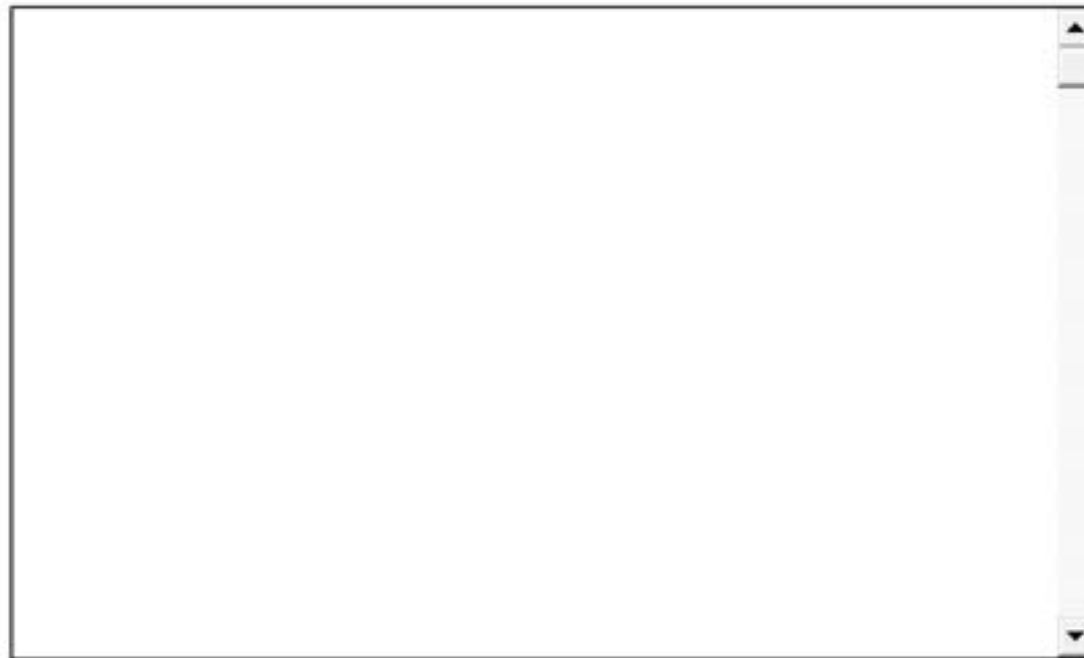| Brief | Guide |
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Demo	Concept
1	2

Use an instructional style to rewrite the following text.

Give clear and concise instructions.

Text formatting should include an ordered list.

'Oh no, don't do it that way. It is quicker to open an image in Photoshop by right-clicking the file. What will happen is that a drop-down menu will appear with lots of options. Select "Open With" and Photoshop will open up with the image already loaded into the software.'

3 marks

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Reading time skipped.

Section B, Question 6

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This image shows the results of a readability test performed on a website in development. The site is aimed at an audience of teenagers and young adults.

Give **two** reasons for a web content writer to use a readability test before publishing a website.

2 marks

AmIReadable Test Tool

Readability Test Results

Web Address: testmysite.com.au/

This page has an average grade level of about 6.

It should be easily understood by 11 to 12 year olds.

Tweet this result!

Readability Indices

Flesch Kincaid Reading Ease	68	
Flesch Kincaid Grade Level	5.2	
Gunning Fog Score	5	
SMOG Index	5.4	
Coleman Liau Index	10.8	
Automated Readability Index	2.8	

Text Statistics

No. of sentences	170
No. of words	994
No. of complex words	135
Percent of complex words	13.58%
Average words per sentence	5.85
Average syllables per word	1.57

What do these results mean?

The indicator bars give a visual guide for the readability of the text. Red is a low readability score. Green is easily readable.

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Reading time skipped.

Section B, Question 7

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Section C
Brief	Guide
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```
p {
 font-family: Arial, Helvetica;
}
```

a. What category of font is used in this example?

1 mark

b. Why do we need to specify more than one font in a CSS font-family?

1 mark

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Reading time skipped.

Section B, Question 8

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Section C

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A photographer has uploaded some high-resolution images to a website. Some clients mention that they have to wait a few seconds for each image to load and it is very frustrating to try to view the whole photo gallery.

What are **two** things that could be done to make the images load faster?

2 marks

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Reading time skipped.

Section B, Question 9

Section A
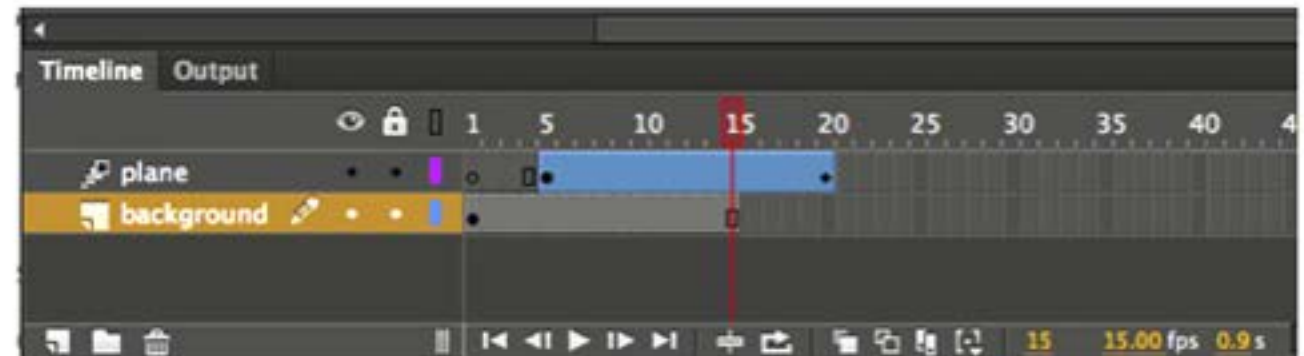|	
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Section C

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Demo   Concept
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This timeline shows a simple two-layer animation in Flash that is 20 frames in length. It uses a background image of a landscape with a plane flying in from left of stage and exiting to right of stage.

a. What type of frame occupies frame 1 of the plane layer?

1 mark

b. Briefly explain what happens in the background layer from frame 1 to frame 20.

1 mark

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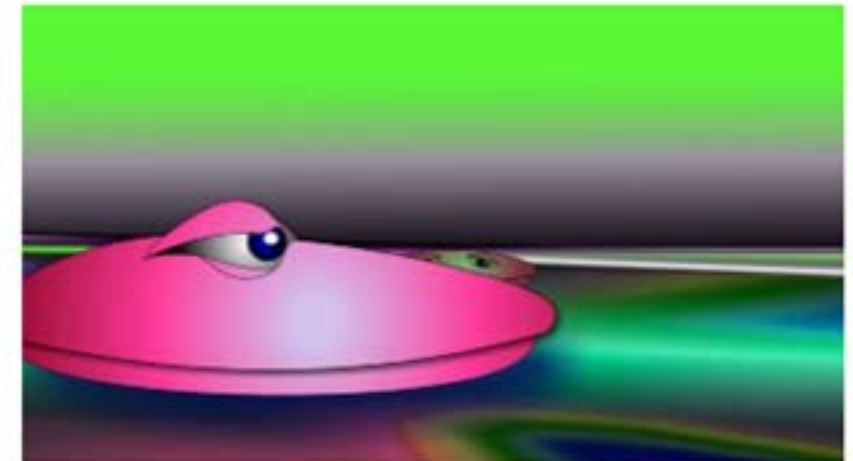*Reading time skipped.*

Section B, Question 10

This animation uses a number of animation techniques to display the principle of motion.

a.   Name **one** technique used in this animation.

1 mark

b.   Describe how this technique is used in the animation.

1 mark

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Section B, Question 11

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Describe what happens to the opacity and the length of two video edits when a cross-dissolve effect is applied.

2 marks

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Reading time skipped.

Section B, Question 12

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a.   Which protocol is typically used when a server is progressively downloading a video file?

1 mark

b.   What happens to a video file when it is progressively downloaded?

1 mark

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Reading time skipped.

Section B, Question 13

a. What is the function of a codec?

1 mark

b. Give **one** reason why a codec is commonly used in video production.

1 mark

End of Section B

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Reading time skipped.