

## Section B, Instructions

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

### Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

### Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

### Section C

Brief

Guide

1

2

Demo

Concept

1

2

## 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.

BACK

NEXT

## Section B, Question 1

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

## Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

## Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

## Section C

Brief

Guide

1

2

Demo

Concept

1

2

Identify **three** ways in which the website shown could be improved for the client.

3 marks

TRAVEL SAFE

ABOUT US

For all your most up-to-date travel information and safety needs whilst travelling, refer to our site or download our app for ease of access to the most up-to-date information whilst you are away.

We aim to ensure that you have as much information as possible to make your trip as safe and enjoyable as possible.

HOME ABOUT SAFETY ALERTS

GET IN TOUCH WITH US

EMAIL US

©2017 - TRAVEL SAFE

BACK

NEXT

# Section B, Question 2

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14
- 15 16
- 17 18
- 19 20

Section B

- 1 **2**
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14

Section C

- Brief Guide
- 1 2
- Demo Concept
- 1 2

You have been asked to present ideas for a client's website. Visual representations of initial ideas are to be presented within a few days.

Explain how idea sketches or a storyboard could convey the ideas.

2 marks

BACK

NEXT

## Section B, Question 3

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

### Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

### Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

### Section C

Brief

Guide

1

2

Demo

Concept

1

2

An animator has been asked to cut their standard one-minute animation to 45 seconds without losing any of its content.

Suggest **two** ways the animator could meet this request.

2 marks

BACK

NEXT

## Section B, Question 4

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

## Section A

1 2

3 4

5 6

7 8

9 10

11 12

13 14

15 16

17 18

19 20

## Section B

1 2

3 4

5 6

7 8

9 10

11 12

13 14

## Section C

Brief Guide

1 2

Demo Concept

1 2

The image shown has been designed for a food truck business.  
It uses some elements and principles of design.

Explain the difference between the elements of design and the principles of design. Give **one** example of the use of **one** principle in this design.

3 marks



BACK

NEXT

## Section B, Question 5

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

### Section A

1 2

3 4

5 6

7 8

9 10

11 12

13 14

15 16

17 18

19 20

### Section B

1 2

3 4

5 6

7 8

9 10

11 12

13 14

### Section C

Brief Guide

1 2

Demo Concept

1 2

The animation shown uses a number of animation and screen principles.

Name **one** of these principles and provide a short definition of this principle. Briefly explain how this principle is used in the animation.

2 marks



BACK

NEXT

# Section B, Question 6

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14
- 15 16
- 17 18
- 19 20

Section B

- 1 2
- 3 4
- 5 **6**
- 7 8
- 9 10
- 11 12
- 13 14

Section C

- Brief Guide
- 1 2
- Demo Concept
- 1 2

When developing interactive digital material, it is important to design for the delivery platforms on which it will be displayed.

Give **two** reasons why.

2 marks

BACK

NEXT

# Section B, Question 7

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14
- 15 16
- 17 18
- 19 20

Section B

- 1 2
- 3 4
- 5 6
- 7 8**
- 9 10
- 11 12
- 13 14

Section C

- Brief Guide
- 1 2
- Demo Concept
- 1 2

Why is it important for a website developer to test their products in different browsers?

1 mark

BACK

NEXT



## Section B, Question 8

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

## Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

## Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

## Section C

Brief

Guide

1

2

Demo

Concept

1

2

```
<style >
body {background:white;}
h1 {font-family:"Arial";
font-size:20px;
color:#9575CD;
}
</style>
```

Shown above is a sample of code from a website.

What will be the result of the code?

2 marks

BACK

NEXT

# Section B, Question 9

- Section A
- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14
- 15 16
- 17 18
- 19 20

- Section B
- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14

- Section C
- Brief Guide
- 1 2
- Demo Concept
- 1 2

A business that sells fun, inflatable pool flotation devices in the shape of swans, fruits and palm trees has to choose from the logo designs shown.

Make a recommendation for the most suitable logo design and give **two** reasons for your choice.

2 marks



logo 1



logo 2



logo 3

# Section B, Question 10

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14
- 15 16
- 17 18
- 19 20

Section B

- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14

Section C

- Brief Guide
- 1 2
- Demo Concept
- 1 2

A design team leader is asked to run a meeting to discuss the design of a new phone application.

Name and describe an appropriate creative-thinking technique to use in the meeting, and provide an example of how it could be used in this context.

3 marks

BACK

NEXT

## Section B, Question 11

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

### Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

### Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

### Section C

Brief

Guide

1

2

Demo

Concept

1

2

As a graphic designer, it is important to research and experiment with typographical elements when responding to a client brief.

Give **two** reasons why.

2 marks

BACK

NEXT

## Section B, Question 12

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

### Section A

1 2

3 4

5 6

7 8

9 10

11 12

13 14

15 16

17 18

19 20

### Section B

1 2

3 4

5 6

7 8

9 10

11 12

13 14

### Section C

Brief Guide

1 2

Demo Concept

1 2

'Extreme X-Tyres are the best in Australia as famous sportsmen such as Mike Dupont and Lisa Underhill use them for their competitive activities. As Mike always states, "Extreme X-Tyres, built for men!"

Explain **two** different legal and/or ethical issues regarding the text above that would need to be checked before it is used in a radio commercial.

2 marks

BACK

NEXT

## Section B, Question 13

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

### Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

### Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

### Section C

Brief

Guide

1

2

Demo

Concept

1

2

'So that you can join our membership and receive the benefits of the membership each year what you need to do is go to our website and find the button that says "membership" and then you need to fill in your name, address, email, and make sure that you create a password before clicking on the "join up" button at the bottom of the form. Then you will be able to receive all our emails and newsletters and special deals each month.'

Rewrite the text above as instructions for a user in **four** steps.

2 marks

BACK

NEXT

## Section B, Question 14

TIMES

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

## Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

## Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

## Section C

Brief

Guide

1

2

Demo

Concept

1

2

A study by Jakob Nielsen has revealed that users have time to read at most 28% of words on the average web page during an average visit; 20% is more likely.

How could this information be applied using **two** writing techniques suitable for the World Wide Web?

2 marks

*End of Section B*

BACK

NEXT