

Section B, Instructions

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SECTION B – Short-answer questions

30 marks

Answer all questions.

Type a response into the answer field provided.

Answers will be automatically saved.

You can review and/or change your answers at any time.



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Gemma is working on the development of a promotional website for the new Twiglies Gum called 'Freshies'. The client will be meeting with Gemma and viewing her progress in a week. Gemma has added images from the internet to her website design rather than images that the client has provided.

a. Should Gemma have any concerns about using images from the internet? Explain your answer.

1 mark

b. What is **one** item that Gemma and the client might discuss in the meeting?

1 mark

Section B, Question 2

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Section C

Brief Guide

1 2

Demo Storyb

1 2

- a. Complete the HTML code below to display an image with the filename myimage.png, which is located in the images folder.

1 mark

```
<img width="600" height="400" alt="my image"/>
```

- b. Describe the difference between an absolute link and a relative link in HTML.

2 marks

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Section B, Question 3

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You are the content creator for a website that educates young people aged approximately 12–13 years old about water safety. You run a readability test on the content. The results are shown in the image.

Based on the readability statistics shown on the right, describe how the content needs to be altered to suit the audience.

2 marks

Readability Statistics

? ×

Counts	
Words	70
Characters	393
Paragraphs	1
Sentences	4
Averages	
Sentences per Paragraph	4.0
Words per Sentence	17.5
Characters per Word	5.4
Readability	
Flesch Reading Ease	38.0
Flesch-Kincaid Grade Level	12.3
Passive Sentences	25.0%

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Demo Storyb

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|---|---|
| 1 | 2 |
|---|---|

Fish Tower Games is developing advertising material to promote its new children's game. The business wants to advertise on both a digital platform and a print platform.

- a. List **one** traditional method that could be used to create the advertising material.

1 mark

- b. List **one** digital method that could be used to create the advertising material.

1 mark

- c. One of the advertisements is a large A3-sized poster to be displayed in retail outlets. It contains vector artwork and text. This design needs to be archived.

What format should the design be saved in?

1 mark

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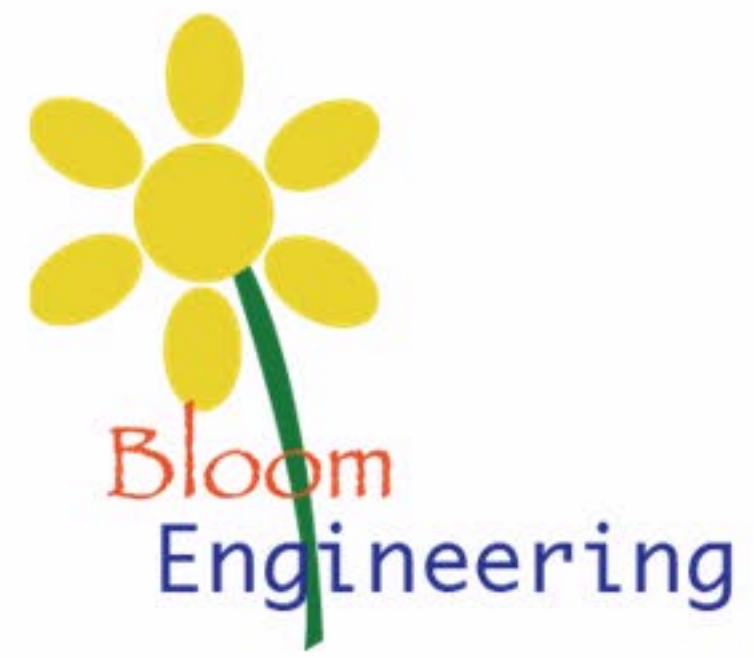
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The logo shown has been presented as a design solution for Bloom Engineering's corporate identity.

With reference to the typography, give two reasons why this logo is an inappropriate choice for the company.



Reason 1 1 mark

Reason 2 1 mark

Section B, Question 6

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Best practice when developing a website is to separate the structure from the presentation using HTML and Cascading Style Sheets (CSS).

Explain two benefits of separating the structure from the presentation.

Benefit 1 1 mark

Benefit 2 1 mark

Section B, Question 7

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Section C

Brief Guide

1 2

Demo Storyb

1 2

You work for a technology news blog and you have been asked to take some text from a press release and restructure it for the web.

- a. Drag and drop the sentences below so that they are in the inverted pyramid structure.

1 mark

'We are really excited to host such an innovative conference,' said the manager of the Melbourne Convention Hotel at the announcement. 'We are expecting some of the biggest names in tech to make some big announcements.'

The TechFirst conference was first launched in 2010.

Registration opens in February for TechFirst. The technology conference will be held at the Melbourne Convention Hotel.

TechFirst, the world's biggest new technology conference, is coming to Melbourne in 2022.

- b. Explain two benefits of using the inverted pyramid structure for the web.

Benefit 1

1 mark

Benefit 2

1 mark

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a. Besides the internet, list **one** other creative source that can be used to inspire visual design ideas.

1 mark

b. Give **one** reason why it is important for creative professionals to seek inspiration from a wide range of sources.

1 mark

Section B, Question 9

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a. List two animation techniques used in the Kav's Costume Sale animation.

Animation technique 1 1 mark

Animation technique 2 1 mark

b. Kav thinks that the animation is too fast but he does not want to alter the number of frames within the file.

What modification needs to be made to slow down the animation without removing frames?

1 mark

*Kav's Costume Sale
Get some HOT deals!*



Section B, Question 10

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You are the editor of an online fashion magazine and you would like to make sure that your content successfully meets the needs of your audience.

List **one** way in which you may gather this information.

1 mark

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Describe how two of the design elements in the logo shown connect with the target audience of coffee drinkers.

Design element 1 1 mark

Design element 2 1 mark



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Communication principles include communicating the message, conveying meaning and meeting audience requirements.

Use an appropriate example to explain how **one** of these communication principles could be improved with the integration of audio into a two-dimensional (2D) animation.

1 mark

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List two advantages of using symbols in a 2D animation.

Advantage 1 1 mark

Advantage 2 1 mark

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A company wants to commission a logo that may be used as its social media profile picture as well as on a poster for a shop window.

You are the graphic designer chosen for the job.

Name and explain two deliverables that will meet the company's requirements.

Deliverable 1 1 mark

Deliverable 2 1 mark