

## 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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Preparing a mood board is a creative thinking technique.

Describe **two** ways in which a mood board can be used to develop a visual concept.

2 marks

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- a. List **two** different types of data analytics or evidence that could be collected to help the owners of a website evaluate its success.

2 marks

- b. Give **one** way in which analysis of gathered data could help the owners improve the website.

1 mark

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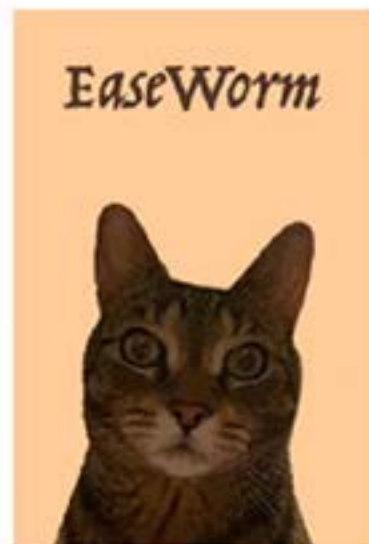
1

2

A new worming product for adult cats, EaseWorm, has entered the market. It is designed to keep cats healthy by eliminating parasites that cause disease and pain.

Write the promotional text to accompany the incomplete web advertisement shown. The text must be no longer than 10 words and must use the active voice. You must include the product's name.

3 marks



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- a. Drag and drop the storyboard components provided into the correct position on the storyboard layout.


1 mark

Sound

Script

Time code

## Storyboard layout

Scene no.	Scene 01	Drop zone 01	00:02:02
			
Description	As the sun slowly sets, the girl is still sitting on the swing, waiting for the call to come.		
Drop zone 02	[girl's inner voice] 'What should I do? Should I call or should I just keep waiting for the call?'		
Drop zone 03	Mellow music plays in the background.		

- b. Briefly explain why a storyboard is important when creating a two-dimensional (2D) animation.

1 mark

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You have been hired by Iceland Legendary Hiking to update its website design. One of its webpages is shown.

2 marks

Describe **two** ways in which the usability of the website layout might be improved.



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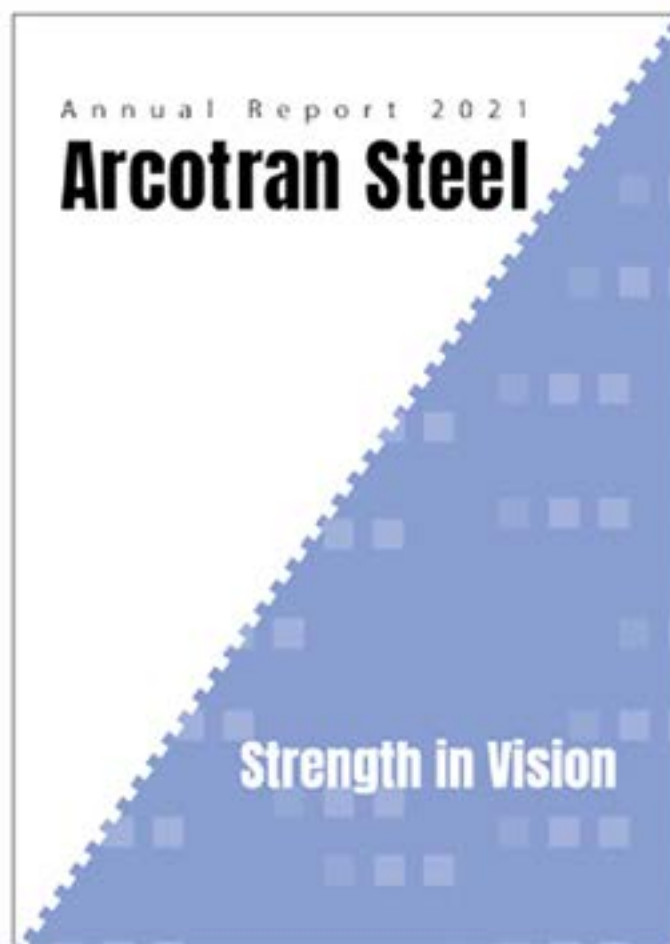
The cover of the annual report for Arcotran Steel is shown. The company is involved in the production of building supplies.

- a. Explain how tracking has been used in the typography for this annual report cover.

1 mark

- b. Describe how **one** element of design has been used to create this annual report cover.

1 mark



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- a. Cascading Style Sheets (CSS) have a 'cascading' or hierarchical order.

Place the following types of style sheets in order from lowest priority (at the top) to highest priority (at the bottom).

1 mark

external style sheets

inline styles

browser defaults

internal style sheets

- b. Give **one** reason why an inline style might be used.

1 mark

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There are many different creative thinking techniques, each suited to different circumstances.

Identify a **different** creative thinking technique to suit each scenario provided. Justify your response for each.

- A team is developing the imagery for an advertising campaign for a new housing development. The team wants to consider campaign ideas from a wide variety of perspectives.

2 marks

- An individual has been asked to develop a logo for a complex company. This individual wants to use a creative thinking technique that will allow them to explore the relationships between their ideas and the different areas of the company.

2 marks

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A web designer needs to come up with a website concept plan for a retirement village in an upmarket suburb in bayside Melbourne.

- a. Describe a likely target market for this website.

1 mark

- b. Explain **one** way in which the target market might affect the visual design of the website.

1 mark

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Buffalo Honey created the design shown as a label for its jars of organic honey, which are sold at specialty health food shops. Buffalo Honey's customers tend to be professionals who are health-conscious and gravitate towards local organic products.

Identify **one** design principle used and explain how it helps this label design connect with its customers.

2 marks



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a. In web design, what is HTML validation?

1 mark

b. What is **one** error that might be found when running HTML validation?

1 mark

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At least four animation principles have been used in the animation shown.

Identify and describe two of the animation principles used in the animation.

Animation principle 1

1 mark

Animation principle 2

1 mark

Animation Principle 04



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SerenityMe is a company that helps people improve their mental health. SerenityMe's senior graphic designer has purchased a panoramic image that they want to use as the moving background for an animated banner on the company's website.

One element that the senior graphic designer would like to incorporate into the animated banner is a moving slogan that says, 'Calm and claim your serene self'. The words 'calm' and 'claim' are to be emphasised.

Use appropriate technical language to describe how the slogan could be animated. Explain how your response would meet the senior graphic designer's requirements.

2 marks



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