<u>**2009**</u>   <u>**VCE VET Multimedia GA 2: Examination**</u>

GENERAL COMMENTS

The 2009 VCE VET Multimedia examination was the last to be based on the old training package.

Overall results suggest that students have successfully grasped and are able to demonstrate the fundamentals of 'Apply principles of visual design and communication to the development of a multimedia product', 'Create 2D digital animation' and 'Create web pages with multimedia'. Student responses to questions based on 'Write content and/or copy for the web' have continued to improve as students demonstrated an improved capacity to write for a specific purpose and audience.

The 2009 examination required students to show their understanding of the needs of the audience/client. Students who obtained better results were able to take their underpinning skills and knowledge and link these to the needs of the client as identified by the questions.

As in past examinations, large numbers of students experienced difficulties with questions that tested technical expertise with ICPMM15DA: Develop a multimedia script or html coding. This is evident in both the range in responses to the multiple-choice questions and the generally poor standard of responses to short answer questions addressing these areas. Although scripting is not part of the new program, teachers must ensure that students are suitably prepared to ensure they can answer questions addressing all aspects of the program being examined.

In relation to the practical components, the web page elements remain the strongest areas among students undertaking the examination. While basic animation techniques seem to be improving, teachers must emphasise the need to ensure that the animation remains within the constraints of the storyboard provided. Many students interpreted these instructions too loosely and thereby failed to gain many of the marks available. Teachers must reinforce with students that the storyboard incorporates the directions from the client and that these are fixed and there is no latitude in these matters.

It is essential that the importance of completing, saving and naming work in the required or most appropriate file format is emphasised. Students should not assume that components of questions saved in inappropriate file formats will be opened and assessed.

SPECIFIC INFORMATION

Section A – Multiple-choice questions
The table below indicates the percentage of students who chose each option. The correct answer is indicated by shading.

Question	% A	% B	% C	% D	% No Answer
1	22	9	5	63	0
2	3	79	11	6	0
3	68	26	4	2	0
4	30	3	58	9	0
5	0	33	2	65	0
6	56	36	3	5	0
7	17	11	69	3	0
8	71	6	20	2	0
9	29	7	23	40	0
10	22	12	5	60	0
11	3	16	80	1	0
12	18	22	38	21	1
13	4	13	71	12	0
14	2	2	95	0	0
15	2	2	53	43	0
16	30	40	9	21	0
17	16	66	12	6	0
18	1	90	1	8	0

Question	% A	% B	% C	% D	% No Answer
19	19	45	20	15	0
20	23	21	51	5	0

Section B – Short answer questions

Note: Student responses reproduced herein have not been corrected for grammar, spelling or factual information.

For each question, an outline answer (or answers) is provided. In some cases the answer given is not the only answer that could have been awarded marks.

Question 1a.

Marks	0	1	Average
%	81	19	**0.2**

Anti-aliasing

Question 1b.

Marks	0	1	Average
%	69	31	**0.3**

The technique works by:
- gradation/fade/gradient/shading at edges/borders
- smoothing/reducing rough edges.

References to smoothness by itself did not get a mark.

Question 2

Marks	0	1	2	Average
%	44	44	12	**0.7**

Students needed to make some reference to the:
- target audience; for example, 'The target audience is old/reserved and the colours are too young/loud'
- company's image; for example, 'The company is formal/business-like/static/organised and the colours are informal/dynamic/unorganised'.

A significant number of students experienced difficulty with this question. The major problem involved students focusing on how the scheme could be improved rather than whether it would be suitable for both the target audience and the intent and purpose of the company's website.

The following is an example of a good response.

These colours are not suitable to the clients target audience. Although bright and eye-catching, the audience is people over fifty, who would be generally quite conservative and so would respond better to more restrained or reserved colours. They would also be looking for a serious and responsible company to look after their retirement funds and this colour scheme would not project this image.

Question 3a.

Marks	0	1	Average
%	30	70	**0.7**

Frame by frame

Question 3b.

Marks	0	1	Average
%	13	87	**0.9**

Motion tweening or tweening

Question 4a.

Marks	0	1	Average
%	39	61	**0.6**

Any of:
- .mp3
- .swa
- .aac.

Question 4b.

Marks	0	1	Average
%	62	38	**0.4**

Either of:
- smaller file size
- quicker to download.

Questions 4a. and 4b. were marked as a set and as such the two answers needed to make sense when taken together.

Question 5a.

Marks	0	1	Average
%	42	58	**0.6**

if speed < speedLimit then

Question 5b.

Marks	0	1	Average
%	47	53	**0.6**

if speed > speedLimit then

Question 6

Marks	0	1	2	Average
%	32	32	36	**1.1**

Both of:
- John has been added to the list
- John is already in the list.

One mark was awarded if only one of these responses was given.

Question 7a.

Marks	0	1	2	Average
%	42	40	18	**0.8**

- scripting element: variable
- type of value: Boolean

Responses that identified the type as 'true/false' rather than using the term 'Boolean' were also accepted.

Question 7b.

Marks	0	1	2	Average
%	79	12	8	**0.3**

It calls/triggers/executes a function/method/handler called MoveRobot.

One mark was awarded for 'calls/triggers/executes' and one mark for 'function/method/handler'.

Question 8

Marks	0	1	2	Average
%	24	51	25	**1**

One mark each was awarded for any two of the following:
- it works better by making navigation easier/more accessible for the target audience
- it looks better by making the graphics consistent/not confusing
- it makes browsing the page easier
- it makes finding information easier
- it improves efficiency of construction.

The following is an example of a good response.

The user will be able to navigate the website easier because elements such as navigation will remain in the same place on each page within the website. The consistent layout will also make finding information much easier for the user as the main content for each website will be in the same place so they will know where to look. Both these measures will improve the efficiency of use of the website by the user.

Question 9a.

Marks	0	1	Average
%	53	48	**0.5**

Using software to check the html syntax/browser compatibility of the code used

Question 9b.

Marks	0	1	Average
%	66	34	**0.4**

Either of:
- it ensures that the website will be correctly rendered
- it ensures that the website will be seen/used by the largest number of browsers possible and therefore accessible to an increased number of potential viewers.

Question 10a.

Marks	0	1	2	Average
%	72	4	24	**0.5**

Linear

Only one mark was awarded for 'sequential' or 'step by step'.

Question 10b.

Marks	0	1	2	Average
%	40	42	18	**0.8**

One mark each was awarded for any two of the following:
- it controls the user
- it is simple to follow and understand
- the user cannot get lost easily.

Question 11

Marks	0	1	2	Average
%	25	47	28	**1**

One mark each was awarded for any two of the following:
- there are too many clichés
- the sentence is too long
- too much jargon is used.

No marks were awarded for responses that merely identified that it was too hard to understand as this failed to address the question.

Question 12a.

Marks	0	1	Average
%	65	35	**0.4**

The bike was ridden up the hill by the boy.

Question 12b.

Marks	0	1	Average
%	31	69	**0.7**

The large elephants weighed 2 tonnes.

Question 13

Marks	0	1	2	Average
%	11	16	74	**1.7**

The following are examples of the type of response assessors were looking for.
- Starting with the thin end, carefully unwrap the paper covering.
- Take the thin end and carefully unwrap the paper covering.

In order to meet the required writing style, the answer had to be in the third person only; it could not be personalised. If the response was personalised but otherwise correct, one mark was awarded.

Section C – Practical Task

Many students performed exceptionally well in the practical component of the examination. However, students' ability to perform at their best is frequently compromised when they don't pay enough attention to the details of the question. Students must ensure that they name files as specified in the question and create and insert a range of assets as directed by the design briefs supplied. As a result of many errors in these areas, large numbers of students failed to earn marks that were easily attainable. Teachers must continue to stress the importance of producing products in line with the design briefs provided, with a particular emphasis on the layout and placement on the page in order to create the package desired by the client.

Create the web pages
Step 1

Marks	0	1	Average
%	11	89	**0.9**

One mark was awarded for creating both web pages and correctly naming them. They needed to be .html or .htm.

Create the banner and add content
Step 2

Marks	0	1	Average
%	56	44	**0.5**

One mark was awarded for saving the file as a .gif or .png. Students who saved the file as a .jpg were not awarded the mark.

Step 3

Marks	0	1	Average
%	12	88	**0.9**

One mark was awarded for adding the banner and displaying it correctly across the top of the pages.

Add product picture to features page
Step 4

Marks	0	1	Average
%	19	81	**0.8**

One mark was awarded if the picture was resized to the correct size – 250×460 pixels.

Step 5

Marks	0	1	Average
%	32	68	**0.7**

One mark was awarded if the file was saved in an appropriate format for displaying (.jpg or .png) and added to the page correctly – centred and below the banner/links.

Create navigational links
Step 6

Marks	0	1	2	Average
%	8	32	59	**1.5**

At least one of the links needed to work correctly and the placement had to be correct (centred under the banner but with a discernable gap between).

Write content and add to pages
Step 7

Marks	0	1	2	3	4	5	6	Average
%	7	6	4	14	26	30	13	**3.9**

If the text was simply cut and pasted onto the page from the text file, a maximum of one mark was awarded.

Following are examples of good responses.

Introducing the iCON 09

The amazing new iCON 09 media player has arrived! The iCON 09 is jam packed full of new and exciting features. Impress friends with its' touch screen and voice activation and control. Show off your newly found videos with its MP4 video compatibility. Show friends and family those hilarious photos from the weekend. It even has Global Wi-Fi internet so you'll never be out of touch again. This sleek and stylish media player is available in a variety of colours, including Blue, Red and Green.

All these features and many more are available for the low price of just $150. If that isn't enough, purchase on the release date and you'll receive 100 mp3s of your choice absolutely free. So what are you waiting for? Hurry out and purchase this feature packed iCON 09 which will be released December 15 2009.

Introducing the iCON 09

Looking for a way to keep all your music in one place while providing a perfect opportunity to make a splash with all your friends? Searching for video compatibility to enable watching movies on those long bus rides to school or just want a photo album viewer to share those prize winning photos with your mates? The iCON 09 does all this and more! Global Wi-Fi internet so you'll never miss another face book statue update, blog entry or twitter. All this in both a stylish blue, red or green tough titanium case, so tough you can drop it, throw it or even set fire to it without damaging it. But best of all the new intuitive touch screen with voice activation mean you get all this and you don't have to lift a finger. That's not amazing it's HARDCORE!

Purchase an iCON 09 for only $150 on its release date, December 15 2009, and we'll give you a 100 MP3s of your choice to set you on your way. Don't be the only kid at school without one because I'm telling you now...The only thing to want this Christmas is the iCON 09!

Format pages
Step 8

Marks	0	1	2	3	Average
%	13	29	20	38	**1.9**

One mark was awarded for each of the following:
- background colour displays correctly in both pages – CCFFCC
- headings are styled correctly
- body of text is styled correctly.

Step 9

Marks	0	1	2	Average
%	24	44	32	**1.1**

Two marks were awarded if the layout and formatting was correct. One mark was awarded if one page was laid out correctly.

Animation
Step 10

Marks	0	1	Average
%	37	63	**0.7**

One mark was awarded for creating an animation player.dir or player.fla and naming it as directed.

Step 11

Marks	0	1	Average
%	21	79	**0.8**

One mark was awarded for setting the width of the animation to 240 pixels and the height to 360 pixels.

Step 12

Marks	0	1	Average
%	13	87	**0.9**

One mark was awarded for setting the frame rate of the animation to 12 fps.

Step 13

Marks	0	1	Average
%	11	89	**0.9**

One mark was awarded for importing the files logo.png, player.png and screen_background.png. All three files needed to be imported to gain the mark.

Step 14

Marks	0	1	2	Average
%	7	24	68	**1.6**

The media player needed to be constructed as shown in the demonstration. One mark was awarded if either of the screen or player was on the stage, and the second mark was awarded if the screen and player were positioned correctly relative to each other.

Step 15

Marks	0	1	2	Average
%	17	44	38	**1.2**

One mark was awarded if the completed image was correctly positioned on the screen, and the second mark was awarded if all parts were layered correctly – screen, text, player.

Step16

Marks	0	1	2	Average
%	28	40	32	**1.1**

One mark was awarded for creating the meters, and the second mark was awarded if the meters were in the appropriate size and position as per the sample animation.

Step 17

Marks	0	1	2	3	Average
%	32	14	44	11	**1.3**

One mark was awarded for each of the following:
- meters in the starting position as shown in the demonstration
- meters showing some animation
- replicating the animation – up and down, level and asynchronous.

Step 18

Marks	0	1	2	Average
%	14	57	29	**1.2**

One mark was awarded for each of the following:
- creating the introduction text – 'Introducing the amazing icon09' and 'from'

- formatting the text as per the sample animation.

Step 19

Marks	0	1	Average
%	39	61	**0.6**

One mark was awarded for setting the colour of the text objects to #333333.

Step 20

Marks	0	1	2	3	4	Average
%	16	12	23	32	17	**2.2**

One mark was awarded for each of the following:
- the text moving smoothly from left to right
- following the path as per the sample animation
- ICONIC – zoom out to zoom in
- timing – 3.5 to 4.5 seconds.

Step 21

Marks	0	1	2	Average
%	17	8	75	**1.6**

One mark was awarded for each of the following:
- adding the animation to the web page so that it ran
- positioning the animation on the page correctly.