

VCE VET Interactive Digital Media

Computer-based examination – End of year

Examination specifications

Overall conditions

The examination for the VCE VET Interactive Digital Media (IDM) program is undertaken on computer. The examination will be scheduled at a time and date to be set annually by the Victorian Curriculum and Assessment Authority (VCAA).

The duration of the examination will be 2 hours with an extra 15 minutes reading time.

VCAA examination rules will apply. Details of these rules are published annually in the *VCE and VCAL Administrative Handbook*.

The examination will be marked by a panel appointed by the VCAA.

The examination will contribute 34 per cent to the study score.

Content

The examination will be based on all units of competence in the Units 3–4 sequence of the CUF30107 Certificate III in Media.

These six competencies are:

• CUFANM301A	Create 2D Digital Animations	Version 1	35 hours
• CUFWRT301A	Write Content for a Range Of Media	Version 1	40 hours
• BSBDES302A	Explore and Apply the Creative Design Process to 2D Forms	Version 1	50 hours
• CUFDIG302A	Author Interactive Sequences	Version 1	40 hours
• CUFDIG301A	Prepare Video Assets	Version 1	30 hours
• CUFDIG304A	Create Visual Design Components	Version 1	30 hours

The examination items focus on the underpinning knowledge and skills identified in the relevant competency standards.

Content

The weighting of different areas on the examination will reflect, as far as possible, the nominal delivery hours for each unit of competence. However, competencies will not necessarily be evenly weighted in each section of the examination.

There will be no optional questions on the examination. The examination will comprise three sections.

Section A will consist of 20 multiple-choice questions each worth one mark. All competencies will be addressed in this section.

Section B will consist of a series of short-answer questions. All competencies will be addressed. 30 marks will be available in Section B.

Section C

The practical component will consist of one or two practical tasks involving web pages and an animation. Students are required to use approved software programs, details of which are provided below.

This section will be out of 40 marks.

- All competencies, except CUFDIG301A Prepare Video Assets, may be assessed in this section.
- Web page assets will be pre-formatted using CSS rather than tables.
- Students should be able to apply styles to format text. They will not be required to apply style sheets to lay out web pages.
- The task will clearly indicate the file formats in which students are required to save their work.
- The necessary assets will be provided.
- Students should be able to complete this component within an hour.

Approved operating systems and specified software programs

The examination will be undertaken by students using both PC and Mac compatible formats.

The list of approved operating systems are published annually on the VCAA website and in the December *VCAA Bulletin VCE, VCAL and VET*.

The following software programs are approved for use in the practical component:

Function	Software program
Animation	Flash
Write content	Notepad/TextEdit
Graphics editing	Photoshop OR Corel Photo-Paint OR Fireworks
Authoring Interactive Sequences	Dreamweaver
Video	Will not be assessed in the practical component

Accepted versions of software programs are revised annually and published in December in the *VCAA Bulletin VCE, VCAL and VET* and on the VCAA website.

Hardware

Each student will require access to the following hardware computers:

- PC or Macintosh computer
- headphones

Computers must operate as stand alone, that is, independent of the network, for the duration of the examination. Screensavers and the internet must be disabled. Access to the desktop must be enabled.

The hardware used in the examination should run at a speed and with sufficient memory to allow multiple software applications to be open and used effectively.

Each year, technical specifications for the conduct of the examination will be sent to all examination centres.

Advice

The following sample examination questions provide an indication of the types of questions that teachers and students can expect on the VCE VET Interactive Digital Media examination. They do not constitute a full examination. Revised practical material will be available in Term 2.

The sample questions provided in the document are listed under the relevant unit of competence.

Note: The examination will be set out as described above.

Items may use a variety of stimulus materials.

No answers are provided for sample questions.

The following publications should be referred to in relation to the VCE VET Interactive Digital Media examination:

- *VCE VET Interactive Digital Media Program Booklet* (published October 2008)
- *VCE VET Assessment Guide* (published February 2010)
- *VCAA Bulletin VCE, VCAL and VET*

Sample questions

CUFANM301A Create 2D Digital Animations

Question 1

Which of the following file formats delivers vector-based animation on the web?

- A. GIF
- B. AVI
- C. EPS
- D. SWF

Question 2

You are required to create an animation of a bird gliding.

Which one of the following techniques would best create the impression of the bird gliding?

- A. rotation
- B. tweening
- C. morphing
- D. onion skinning

Question 3

A junior animator has been asked to quickly develop a short 2D animation in the most easily viewed web format.

Which format is most appropriate?

- A. AVI
- B. SWF
- C. HTML
- D. MPEG

Question 4 (3 marks)

When working in a commercial setting, why is it important to create a storyboard before beginning on animation? Give **three** reasons.

CUFWRT301A Write Content for a Range Of Media

Question 1

In the 'Inverted pyramid' style the writer

- A. begins with all the best arguments and follows with general information.
- B. puts the conclusion on one page and hyperlinks to all the supporting information.
- C. starts with the detail and supporting information and gradually builds to the conclusion.
- D. captures the reader's attention with the conclusion and follows up with the detail and supporting information.

Question 2

Which one of the following writing styles should be avoided in advertising copy?

- A. point form
- B. first person
- C. active voice
- D. passive voice

Question 3

One of the elements of defamation is that a defaming statement

- A. must be newsworthy.
- B. must be published to a third party.
- C. must be published to at least three people.
- D. does not have to injure a person's reputation.

Question 4 (3 marks)

'Are you ready to experience a work shoe unlike any other? Then slip on a pair of the new men's BizComs.'

- a. What type of statement is the above line of text? 1 mark

- b. In what situation could such language be used? 1 mark

- c. In what situation should such language not be used? 1 mark

Question 5 (2 marks)

Boy bike hill

Use the text above and any other words necessary to write a sentence in the active voice.

BSBDES302A Explore and Apply the Creative Design Process To 2D Forms

Question 1

An animator has been commissioned to create an educational animation on the Australian explorers Burke and Wills, who died in the desert in 1861. The audience for the animation will be secondary school students of Australian history.

The animator has written some notes below to help her generate creative ideas for the animation.

‘The sun is a huge pulsating beast. Its rays strike the dying men like arrows.’

These notes are an example of the use of

- A. brainstorming.
- B. mind-mapping.
- C. graphic organisers.
- D. metaphor and analogy.

Question 2

Which one of the following members of a media production team is **most likely** to be responsible for supervising the production of interactive buttons for a 2D animated game?

- A. technical director
- B. programmer
- C. producer
- D. editor

Question 3

Edward De Bono’s Six Hat’s creative-thinking technique is based on six

- A. different mind maps.
- B. lateral-thinking games.
- C. visual design principles.
- D. different styles of thinking.

Question 4 (2 marks)

Describe two skills that an editor must have to enable them to carry out their job successfully.

Question 5 (2 marks)

You are working as a graphic artist in a media production house which develops animations. You are required to create a storyboard for an animation.

As well as drawing skills, describe **two** other major skills you are likely to use in creating the storyboard.

Question 6 (2 marks)

Describe **two** advantages of mind-mapping as a creative-thinking technique.

Question 7 (2 marks)

A student interviews a famous anime producer about their next big idea for a movie-length animation. The student then produces their own 5-minute animation, based on the same idea, and sells it on the WWW. Has the student broken copyright? Explain your answer.

CUFDIG302A Author Interactive Sequences

Question 1

You are using the following.

```
h1 {  
    font-family: Times New Roman, Times, serif;  
    font-size: 48 px;  
    color: #695A49;  
}
```

This is an example of:

- A. HTML
- B. CSS
- C. Postscript
- D. Javascript

Question 2

You have been asked to process an image to screen resolution for use on the WWW.

Which one of the following resolutions (expressed as pixels per inch) would best fit this brief?

- A. 72 PPI
- B. 150 PPI
- C. 300 PPI
- D. 600 PPI

Question 3

The number of colours an image can contain is determined by the

- A. bit depth.
- B. pixel shape.
- C. dots per inch.
- D. screen resolution.

Question 4 (1 mark)

The following CSS rule has been applied to a tag.

```
h3 {  
    font-family: Arial, Helvetica, sans-serif;  
    font-size: 16 px;  
    color: #996600;  
}
```

Explain the rule.

Question 5 (1 mark)

What type of CSS rule is the following?

```
.myrule {  
    font-family: Arial, Helvetica, sans-serif;  
    font-size: 9 px;  
    font-style: italic;  
    colour: #993399;  
}
```

Question 6 (2 marks)

```
<link href="gen.css" rel="stylesheet" type="text/css" />
```

What is the purpose of the above code?

Question 7 (1 mark)

What does cascading mean in the acronym 'CSS'?

Question 8 (2 marks)

List **two** advantages to using a Cascading Style Sheet in the production of a website.

Question 9 (2 marks)

Describe **two** benefits of using a template in the production of a website.

Question 10 (2 marks)

Describe how the CSS rule *myrule* can be applied.

CUFDIG301A Prepare Video Assets

Question 1

Lossy compression

- A. is used for archiving files.
- B. sacrifices file size for quality.
- C. retains high quality information.
- D. is used in compressing tif and psd files.

Question 2

Which of the following is not a video file format?

- A. AVI
- B. FLV
- C. DVD
- D. MOV

Question 3

A FLV video is typically displayed by

- A. a DVD player.
- B. an embed avi file.
- C. a digital television.
- D. an embed Flash file.

Question 4

When compressing video with a set bit rate, greatly increasing the number of keyframes generally results in

- A. faster download.
- B. smoother play back.
- C. better image quality.
- D. deteriorating image quality.

Question 5 (2 marks)

In relation to digital video delivery, what are metadata tags used for?

Question 6 (1 mark)

To which platform are 3GP video files best suited?

Question 7 (5 marks)

The following script describes a part of a video.

- person working hard at computer, cutaways to see sweat and nervousness with poor light
- shot over screen into persons eye, wide and staring
- shot over shoulders to see feverish typing
- shot over shoulder to see clock hands sweeping to imply a lot of time has passed

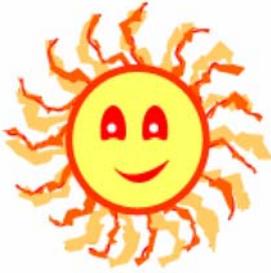
Provide a comprehensive set of five metadata tags for indexing this content

Question 8 (2 marks)

Describe one technical difference between video and frame-by-frame animation.

CUFDIG304A Create Visual Design Components

Question 1



The image above is **most likely** to have come from

- A. a website on weather aimed at children aged 10–13.
- B. a 3D animated space travel game aimed at teenage boys.
- C. a DVD on holiday travel aimed at businessmen aged 35–55.
- D. a technical publication on the effects of UV exposure aimed at medical practitioners.

Question 2

Anti-aliasing of bitmapped images

- A. decreases the images size.
- B. improves the colour of images.
- C. reduces rough edges or jaggies.
- D. gives the images a textured look.

Question 3



ROAD

PROMOTIONS

In the logo above, the use of the two typefaces is an example of

- A. concordant typography.
- B. contrasting typography.
- C. conflicting typography.
- D. proportional typography.

Question 4 (2 marks)

Below is the logo of Merit Media Arts, an animation production company which specialises in corporate training animations. Its target audience is Human Relations Managers of corporations.



Describe how an element of the logo's design conveys the meaning of stability to the company's target audience.

Question 5 (3 marks)

Sunshine Holidays wishes to update the interface below to communicate the message that the company now specialises in ski holidays. The two photos will be updated appropriately. The only other changes will be to the colours on the website.



Suggest two colour changes that will assist in the communication of the required message and explain why these are appropriate.

Question 6 (1 mark)

Clock Workers is a company that designs wall clocks. The first two letters of the word 'Clock' form a clock face.



In design terms, what is this design relationship called?

Question 7 (2 marks)

An image of a mouse was provided by a client for use in his website. The website content deals with the dangers of rodents, including mice, in the spread of disease among humans. The client requested the graphic artist to alter the image to make the mouse appear more menacing. She has prepared the two versions below.



Image A

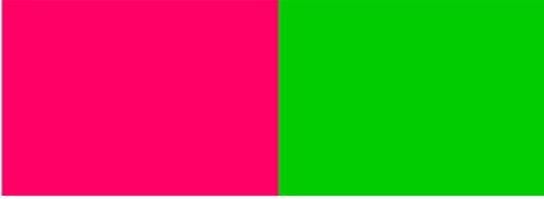


Image B

Which version, A or B, works **best** in conveying the website's message? Describe how **one** visual aspect of this version supports your choice

Question 8 (2 marks)

You are to design a new logo for the company Fifties Plus Funds Australia. Your client has asked you to consider the colours below in the logo design.



Are these colours suitable for the client's target audience? Explain your answer.
