

Instructions for Section B

EXIT

SECTION B – Short-answer questions

Answer **all** questions.

Each question is answered by typing a response into the answer field which will automatically load to your screen.

All the text you enter will be automatically saved.

You can review and change your answer at any time.

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Task 1
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Reading time skipped.

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Section B, Question 1

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Task 1
Task 2

Hadfield Senior Medical Centre provides a range of health care services to help keep elderly patients healthy and active. The centre wishes to install a multimedia kiosk to deliver health information to waiting patients.

Describe two features of this multimedia interface design that would target the elderly audience.

2 marks

Reading time skipped.

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Section B, Question 2

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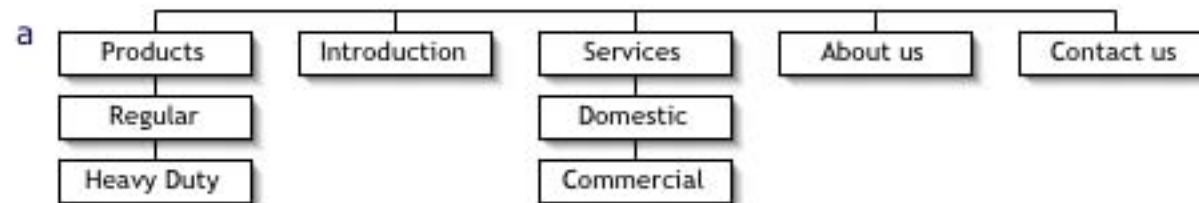
Task 1

Task 2

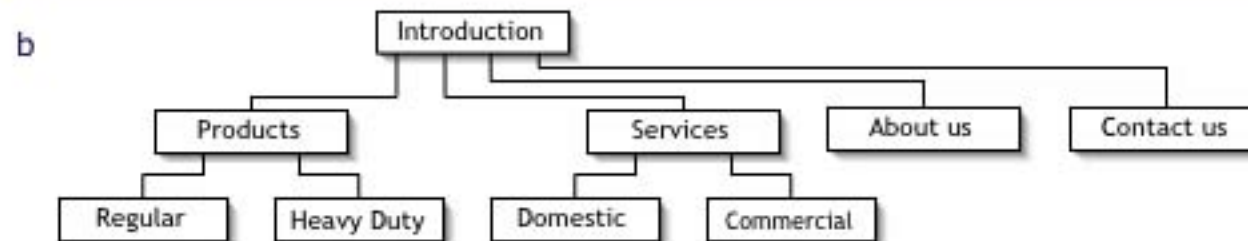
A client has provided the following brief for their website.

From all top-level pages the user will be able to select any of the following top-level pages – Introduction, Products, Services, About Us and Contact Us. Under Products there will be two subcategories – Regular and Heavy Duty. Under Services there will be two subcategories – Domestic and Commercial.

Explain why each of the following site maps do not fit this brief.



1 mark



1 mark

Reading time skipped.

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Section B, Question 3

EXIT

Identify one of the following design elements used in the interface below and explain how it has been used in relation to the product, Sunshine Holidays.

line, colour, texture, form, shape, tone



2 marks

Reading time skipped.

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Section B, Question 4

EXIT

You have been asked to build an image gallery for your customer – a design school – to publish examples of students' drawings and photographs on the web.

Below are two images for the gallery. What file format should you use for each of the images so that the file size is as small as possible while keeping the image quality?

a.



1 mark

b.



1 mark

Reading time skipped.

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Section B, Question 5

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Task 1

Task 2

You are creating a home page on your local computer. Three images are included using the following code.

```
  
  

```

When this file is opened on another computer or uploaded to the web, one of the images does not display.

a. Which image does not display?

1 mark

b. Explain why.

1 mark

Reading time skipped.

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Section B, Question 6

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Task 1

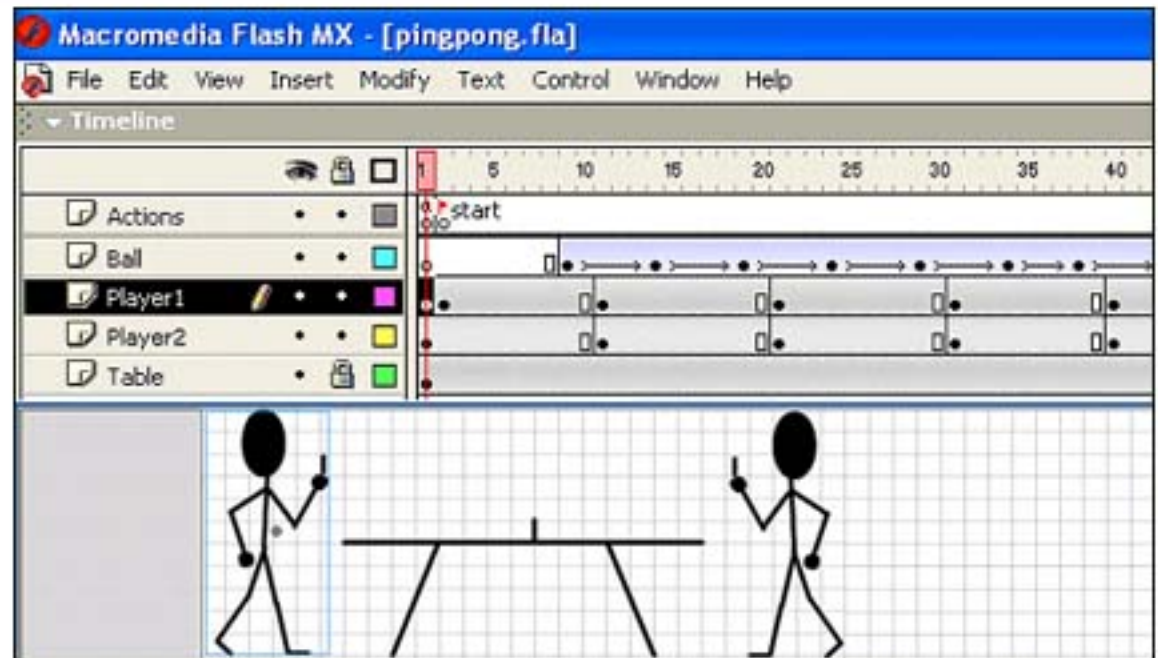
Task 2

Select preferred animation package:

 Flash

 Director

You can change your selection at any time during reading or working time.



- a. In the screenshot shown above, name the animation technique that has been used to move the ball.

1 mark

- b. Describe an alternative way of making the ball move.

1 mark

Reading time skipped.

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Section B, Question 7

EXIT

Select preferred animation package:

Flash

Director

You can change your selection at any time during reading or working time.

'The player figures are both sprites of the same cast member.'

a. Explain the meaning of this statement.

2 marks

b. State one advantage of making the players sprites of the same cast member.

1 mark

Reading time skipped.

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Section B, Question 8

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Section C

Task 1

Task 2

State **two** reasons why an algorithm should be prepared before scripting is started.

2 marks

Reading time skipped.

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Section B, Question 9

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Task 1

Task 2

Select preferred scripting language to view the related question:

 JavaScript ActionScript Lingo

You can change your selection at any time during reading or working time.

Javascript

The following script calculates the driver licence fee required in various states. The function takes two parameters, *ageinyears* and *state*. The function returns a variable *message* depending on these parameters.

```
01 function calculatefee(ageinyears, state) {
02     var minimumage = 18;
03     var message = "";
04     if (ageinyears >= minimumage) {
05         if (state == "Victoria") {
06             licencefee = 150;
07         }
08         else {
09             licencefee = 200;
10         }
11         message = "your licence fee is $" + licencefee;
12     }
13     else {
14         message = "you must be over 18 to get a licence";
15     }
16     return message;
17 }
```

- a. If *state* is set to 'Western Australia' and *ageinyears* is set to 22, what value will the variable *message* contain at the completion of the function?

1 mark

This question continues on the next screen.

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Section B, Question 9 (continued)

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Task 1
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b. Explain the reason for your answer to a.

2 marks

c. Write lines of script to allow users in South Australia to pay \$300.
Answers written in syntax or pseudocode are acceptable.

Indicate the line number above which you would insert the new lines in the script.

4 marks

Reading time skipped.

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Section B, Question 10

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Task 1
Task 2

The new chocolate 'Poffle Bar' requires copy for its marketing campaign. The copy will be used on posters, television and radio.

Rewrite the following sentence as a concise promotional description for the new chocolate treat. Decide what information is critical and limit your answer to 20 words or less.

'Poffle Bars are crunchy and made of chocolate and nuts and contain a soft filling made of a cream that tastes like maple syrup and tastes good.'

3 marks

Reading time skipped.

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Section B, Question 11

EXIT

As part of your job in writing copy for a multimedia product you are required to research the subject of 'Childhood'. The Internet is one example of a source of information and reference.

List three others.

1 mark

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Section B, Question 12

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Task 1
Task 2

Identify **two** problems in the writing style or structure of the following piece of writing.

The obsession is seen by some to be a source of great opportunity both commercially and socially, while others are justifiably concerned that the current trend might be breaking down much of Western social structure and eroding the interactive capacity of younger people. Communication of this nature is bringing us closer to the brink of planetary-techno overload with more handsets and new towers being built every day in every country on every continent. Some are fearing that the advent of the mobile phone may ultimately result in an incapacity for humans to interface directly on personal levels. Others are pointing out how neat they are. And either way you happen to be looking at mobile phones, they are staying here.

2 marks

Reading time skipped.

End Section B

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