

# Instructions for Section B

**EXIT**

## SECTION B – Short answer questions

**30 Marks**

Answer **all** questions.

Each question is answered by typing a response into the answer field provided.

All the text you enter will be automatically saved.

You can review and change your answers at any time.

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## Section B, Question 1

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You are in a group brainstorming session when someone suggests an idea that is not practical.  
Explain how you would respond.

1 mark

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## Section B, Question 2

EXIT



You are in a group brainstorming session to evaluate the above design for a rubbish recycling logo. Identify two positive aspects of the design and explain why these two aspects are positive.

2 marks

Reading time skipped.

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## Section B, Question 3

EXIT

**TINLID'S**  
**PLAY GROUP**

Logo A

**TINLID'S**  
P L A Y G R O U P

Logo B

A play group wants to target mothers with young children.  
Which one of the two logos above is the most suitable?

Select  Logo A or  Logo B

Explain your answer.

2 marks

Reading time skipped.

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## Section B, Question 4

EXIT

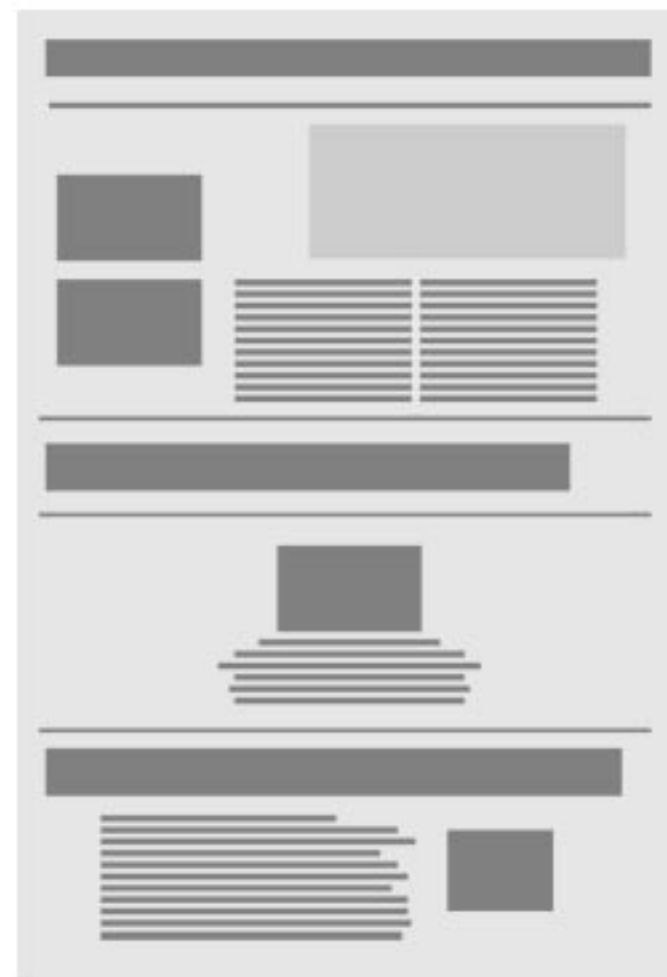
Regarding the web page design on the right,

- a. what layout technique could be used to improve its appearance?

1 mark

- b. Give two benefits of using the technique.

1 mark



Reading time skipped.

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## Section B, Question 5

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## Final Step

Place the nib at the end of the pin.  
Using No 213 epoxy glue only, place  
a small amount on each end and  
press together for 30 seconds.

In the above text, two typefaces have been used. Explain why the use of the two typefaces is not suitable.

1 mark

Reading time skipped.

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# Section B, Question 6

**EXIT**

During the drafting process content is refined and rewritten until it meets creative requirements.  
Identify and explain one other purpose of the drafting process.

2 marks

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## Section B, Question 7

EXIT

A charity is organising a campaign to sell Teddy Bears to young girls aged 4–10 years. The sale of the Teddy Bears will raise funds for the charity. The picture on the right will be used in the campaign.

Write a promotional caption for the campaign.  
The caption must make reference to the picture.

2 marks



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## Section B, Question 8

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Write a sentence in the passive voice to describe the picture on the right.

1 mark



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# Section B, Question 9

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Current model computers, mobile phones and older/low-spec computers may vary greatly in their capacity for smooth video or animation playback.

Identify two methods to help overcome these variations between delivery capabilities.

2 marks

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## Section B, Question 10

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- a. Give one reason why a web designer would include Cascading Style Sheets (CSS) styles in the head of the web page rather than in an external style sheet file.

1 mark

- b. Apart from using an external style sheet file or the head of a web page, where else can Cascading Style Sheets (CSS) code be located in a website?

1 mark

Reading time skipped.

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# Section B, Question 11

**EXIT**

Give two reasons why the use of a file-naming convention is important in a large video, web or animation production.

2 marks

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# Section B, Question 12

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One of the ways of viewing video is by streaming.

a. Explain what streaming video is.

2 marks

b. Outline two benefits of streaming video.

2 marks

Reading time skipped.

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# Section B, Question 13

**EXIT**

It is not considered good practice to use the MP3 format when archiving audio.

a. Explain why MP3 is not the best format.

2 marks

b. When archiving audio, what type of CODEC should be used?

1 mark

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# Section B, Question 14

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State two benefits of using sprites (Director) or symbols (Flash) for animation rather than using traditional frame-by-frame methods.

2 marks

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# Section B, Question 15

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Changing the point of view is a technique often used in animations.

Give one example of using this technique.

2 marks

Reading time skipped.

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