

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

EXIT

List two different sources that can be used to find information about 2D design.

2 marks

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Section B, Question 2

EXIT

Turbo Couriers

The yellow hat in Edward de Bono's Six Thinking Hats creative technique focuses on the benefits and good points of the topic being discussed.

Identify and explain one example in relation to the above logo, using the yellow hat's point of view.

2 marks

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Section B, Question 3

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The website design at the right is for a company called Troppo Holidays, which specialises in 'all natural, environmentally sensitive tropical holidays'.



- a. Identify and explain one example of how the design communicates the theme of 'all natural'.

1 mark

- b. Identify and explain one example of how the design principle emphasis has been implemented in the web page design.

1 mark

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Section B, Question 4

EXIT

- a. Why are sans-serif typefaces considered to be more readable on computer screens?

1 mark

- b. Name one sans-serif typeface commonly used to display text on a web page.

1 mark

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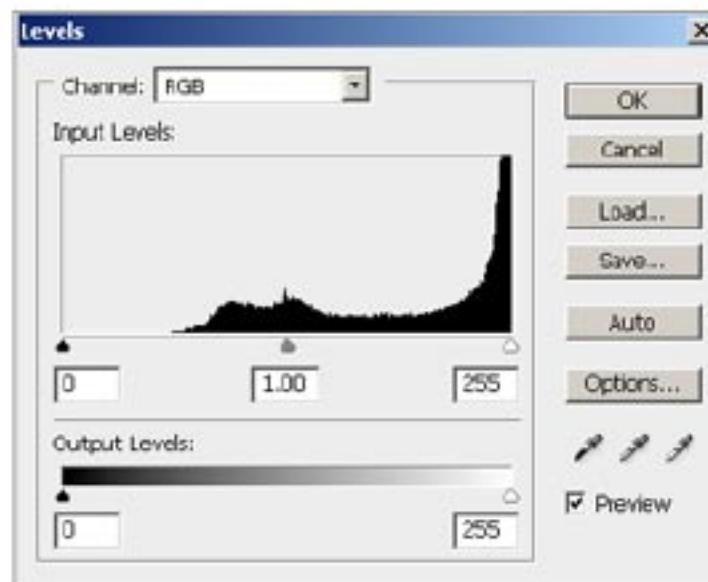
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Section B, Question 5

EXIT



The image above shows a digital photograph open in an image editing application.

a. What is the histogram used for?

1 mark

b. What does the histogram display about the image?

1 mark

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Section B, Question 6

EXIT

A furniture manufacturing company, specialising in high quality antique reproductions for owners of exclusive period homes, commissions you to write promotional copy for its website.

a. Describe the target audience.

1 mark

b. What writing style would you use for the promotional copy?

1 mark

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Section B, Question 7

EXIT

The following paragraph appears in the 'Sport and Fitness' section of a university's website.

Students who engage in sport and exercise activities will benefit from utilising the MSC, which offers muscle pumping gym equipment, enviro friendly netball courts, archery, pilates and cutting edge swimming facilities, which makes the MSC the place to be for exercise!

Provide two ways in which the paragraph can be improved. Do not rewrite the text.

2 marks

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Section B, Question 8

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Before putting your website online, identify

a. one way you would test it.

1 mark

b. how you would validate it.

1 mark

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Section B, Question 9

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In regards to the web page on the right the text 'Qualifications' is blue coloured and underlined.

The screenshot shows a website with a navigation menu at the top: Home, About Us, Contact Us, FAQs, News & Media, Sitemap, Career. Below the menu are sub-menus for 'Early Years' (VEYLDF 0-8) and 'Senior Secondary' (VCE, VET, VCAL). The main content area is titled 'Interactive Digital Media' and features a list of links: Qualifications, Credit in the VCE, ATAR Contribution, Scored Assessment, Publications, and Past Exams and Assessment Reports. A 'Back to Top' link is also present.

a. What does this formatting indicate to the user?

1 mark

b. Identify and explain one navigational aid that would improve the web page's useability.

1 mark

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Section B, Question 10

EXIT

Describe the technical differences between lossy compression and lossless compression.

2 marks

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Section B, Question 11

EXIT

When devising a naming convention to be used in a large multimedia project, what are two types of information that should be reflected in the actual file names?

2 marks

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Section B, Question 12

EXIT

In video compression, keyframes are used at certain points in the data stream.

a. What is the defining characteristic of a keyframe used in video compression?

1 mark

b. At what points in the video are keyframes generally generated?

1 mark

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Section B, Question 13

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- a. In regards to the animation on the right, identify and explain what animation technique has been used.

2 marks



- b. Your client has asked you to make the ball bounce more realistically. Identify and explain an animation technique you could use.

2 marks



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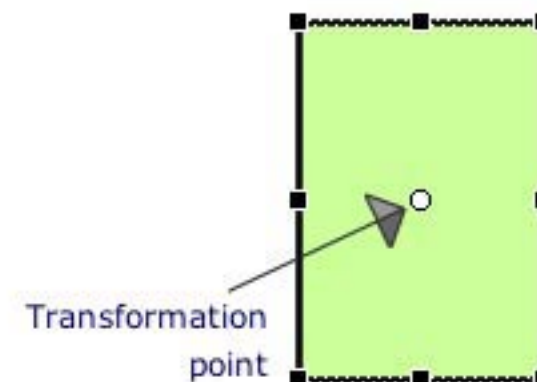
Section B, Question 14

EXIT

In Flash animation software, what is the purpose of

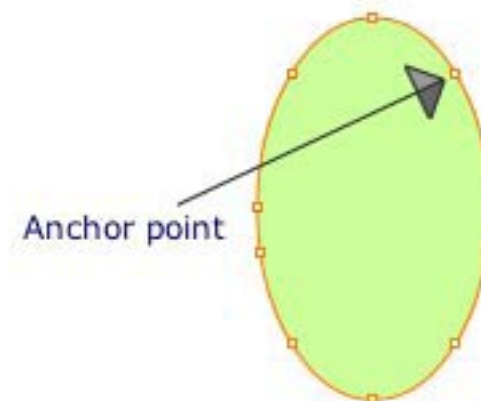
- a. the transformation point of the object pictured on the right?

1 mark



- b. an anchor point of a line as pictured on the right?

1 mark



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End of Section B

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