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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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You are a designer and work mostly on a computer.

- a. Name one occupational health and safety risk you may face while doing this job.

1 mark

- b. Provide a possible solution to minimise the risk.

1 mark

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Section B, Question 2

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A client has provided you with Image 1 to be placed on a textured background (as shown in Image 2) on their business website. The client wants to maintain as much of the texture as possible between the colours of Image 1.



Image 1

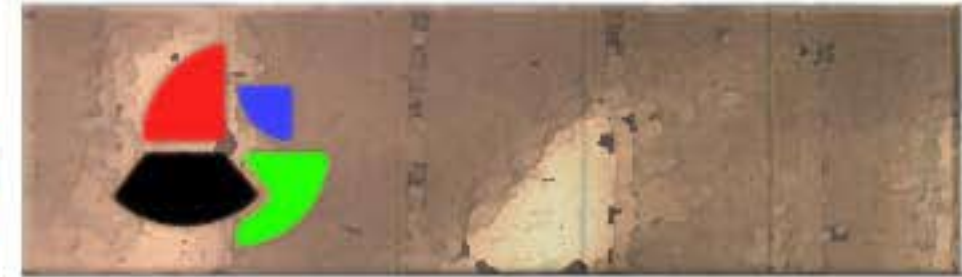


Image 2

a. Identify a suitable file format to save Image 1 in.

1 mark

b. Explain why you would use this file format.

1 mark

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Name **two** factors that should be taken into account when designing visual components for a specific audience.

2 marks

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You are working as a concept designer attempting to achieve a 2-D design outcome. You are asked to experiment with possibilities.

a. What is the purpose of experimentation?

1 mark

b. How can you test the results of the experiments?

1 mark

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A client has asked you to create an animatic of their concept.

a. What is an animatic?

1 mark

b. Identify one element or technique that can be used in an animatic to help convey its purpose.

1 mark

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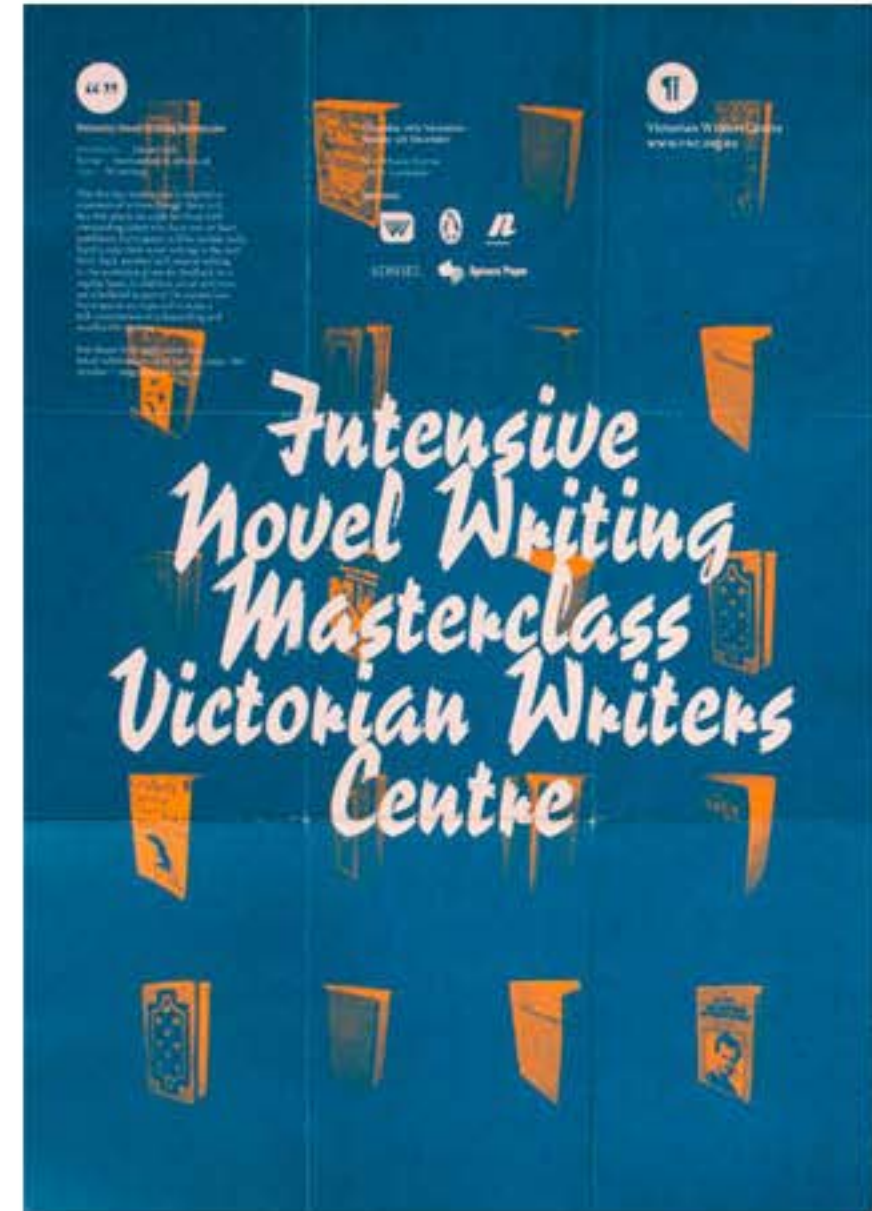
5

- a. Identify one source of information on 2-D design that could have been used to create this poster.

1 mark

- b. Explain how the information was applied to the design.

1 mark



Source: Matthew Tambellini

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Provide **two** reasons why a designer would initially use pencils in the creative design process.

2 marks

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Other than the default 'blue underlined' hyperlink style, name **two** ways in which you could tell your user to click on something to go to another page.

2 marks

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- a. Within a web design program, such as Dreamweaver, what is a template file?

1 mark

- b. Provide **two** reasons for using a template when building a corporate website for a client.

2 marks

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The html image tag presenting the image shown is

```

```

Rewrite the image tag with an appropriate alt attribute.

2 marks



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You are a member of a team preparing a multimedia presentation for a client. You are the writer of the copy to be presented.

Your copy needs to be ready by a certain date before the presentation.

Provide **two** reasons why it is important to meet this deadline.

2 marks

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What is one advantage of using word processing software when preparing text-based content?

1 mark

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You have created a storyboard using some supplied concept drawings.
Name **two** additional pieces of information that could be added to the storyboard to explain your ideas further.

2 marks

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Your creative director at work has asked you to pitch an idea to a client by rotoscoping their concept.

- a. Describe the visual appearance of a rotoscoped animation.

1 mark

- b. Explain **two** stages of the rotoscoping production process.

2 marks

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Name **three** different platforms for which a video clip can be formatted.

1 mark

End of Section B

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