

Section B, Instructions

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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 have been asked to build a short animation, including sound.

a. You have been provided with a sound file.

How can you fade in the sound using Flash only?

1 mark

b. The sound file plays for longer than the animation.

How can you ensure that the sound stops playing exactly when the animation ends?

1 mark

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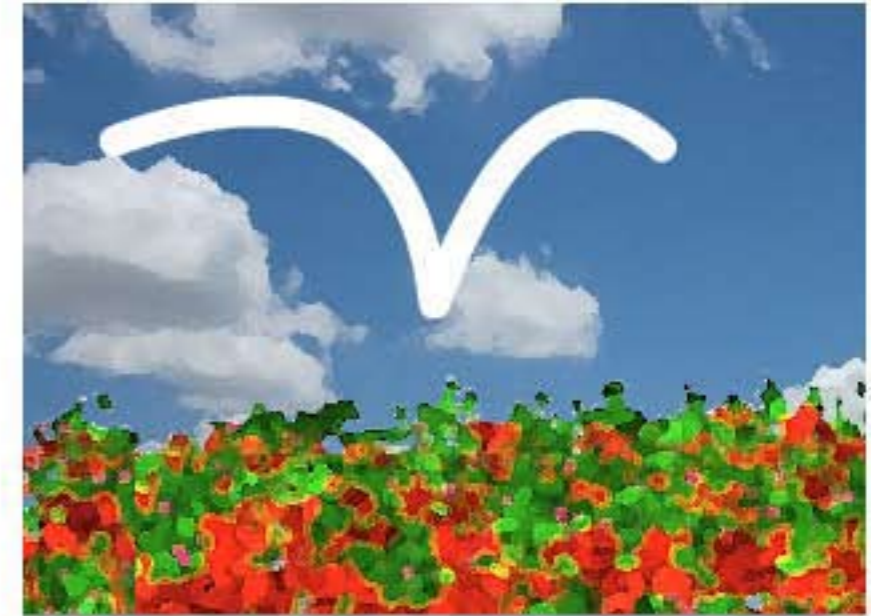
- | | |
|-------|--------|
| Brief | Guide |
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| 1 | 2 |

- a. The animation of the bird shown was created in Flash using one of two possible techniques. Identify **one** of them.

1 mark

- b. Provide **two** advantages of the technique you have identified above.

2 marks



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An animator is creating an animated banner using Flash. He chooses to use the text tool in Flash, rather than a bitmap image of the text.

Give **two** reasons for this choice.

2 marks

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A writer is contracted to write content for a website. She is required to provide between 200 and 250 words.

Give **one** probable reason for this limit on the number of words.

1 mark

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Demo StoryB

1 2

The three paragraphs at right (labelled A, B and C) are being drafted into a news item for a gaming news website.

- a. Drag and drop the three paragraphs into the grey boxes in the order which follows the inverted pyramid.

1 mark

A. EgameOn.com managing director Luis Ortega said, "Altitude Cruiser's popularity has never been greater. It's a real success".

B. Gamers from 34 countries will be able to download the latest version of popular flight-simulation game Altitude Cruiser free of charge for 72 hours commencing at midnight tonight.

C. Media company EgameOn.com explained that gamers could get the free download via a simple online registration process. The move is part of a continuing campaign to increase market share.

- b. Write a heading for the news item, using no more than five words.

2 marks

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Rewrite the following sentence in active voice.

The train timetable changes were not noticed by the majority of commuters.

1 mark

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A national retailer has commissioned you to develop promotional material for a sale.

- a. The retailer requires you to use their company colours of deep green and white extensively in the promotional material.

Suggest why they would require this.

1 mark

- b. The retailer requires you to incorporate a graffiti-style font in the promotional material.

Suggest why they would require this.

1 mark

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A screen displays an image of a simple shape filled with 255 red, 255 green and 255 blue.

a. What colour is the shape?

1 mark

b. Give the bit depth of this image.

1 mark

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You are designing a logo for a swimming school.

- a. Describe how you could use the design element of line to express the theme of the swimming school effectively.

1 mark

- b. Describe how you could use the design principle of unity to express the theme of the swimming school effectively.

1 mark

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A change should be made to this text so that it can be read easily.

a. Describe the specific change required.

1 mark

b. Give the correct typographical term for the required change.

1 mark

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- a. Give **one** reason why video files with low bit rates are suitable for internet delivery.

1 mark

- b. Other than bit rate, identify **one** factor to consider when choosing an appropriate codec for compressing video.

1 mark

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A codec usually consists of two components: an encoder and a decoder.

a. Explain the role of the encoder.

1 mark

b. Explain the role of the decoder.

1 mark

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Identify **one** reason why it is important to assign metadata tags when packaging video assets.

1 mark

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A website containing high-quality images loads slowly.

Identify **one** change that could be made to these images to improve loading time.

1 mark

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Give **two** reasons why a website may appear differently when viewed in different browsers.

2 marks

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When updating a website using FTP, you may need to 'get' files.

You may also need to 'put' files.

Explain the meanings of 'get' and 'put' in this context.

2 marks

End of Section B

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