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SECTION A — Multiple-choice questions

20 marks

Answer **all** questions.

Click on the letter button to choose the response that is correct or best answers the question.
Your answer is confirmed in the box at the base of the question.

Click on the 'Next' button to navigate to the next question.

Each question is worth one mark. Marks will not be deducted for incorrect answers.

Answers will be automatically saved.

You can review and change your answers at any stage.

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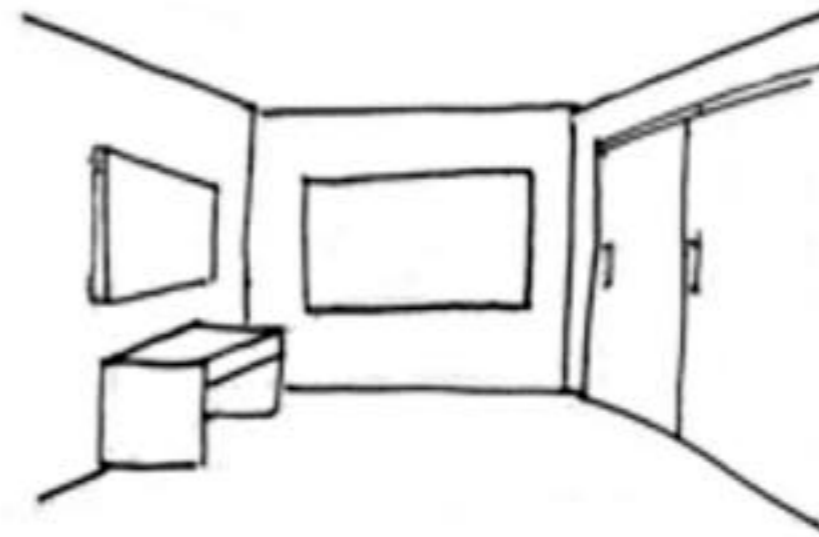
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This drawing is an example of

- A a tonal drawing.
- B a perspective drawing.
- C a dimensional drawing.
- D a perpendicular line drawing.



Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which three visual design elements have been used to produce this logo?

- A colour, shape, line
- B line, variety, colour
- C texture, tone, colour
- D tone, rhythm, proportion

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Complementary colours are any two colours that are directly opposite each other on the colour wheel.

Which of the images contains complementary colours?

A  green and purple

B  orange and red

C  green and red

D  orange and purple

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Who would be the most suitable person to ask about the advantages and disadvantages of a specific delivery platform?

- A supervisor
- B programmer
- C graphic designer
- D information architect

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which hexadecimal code represents the colour green?

A #FF0000

B #00FF00

C #009999

D #000011

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Testing the markup validity of web documents involves

- A using the W3C standards.
- B ensuring that all the links work.
- C careful checking by a colleague.
- D employing multiple browsers and workstations.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which of the following statements about copyright is correct?

- A Copyright is not enforceable by law.
- B Copyright protects intellectual property from unauthorised use.
- C An employee always holds the copyright to the work they create.
- D A patent is necessary for an author to hold copyright of a published work that they have created.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which of the following sentences is **not** written in active voice?

- A I ate a piece of birthday cake.
- B The policeman arrested the criminal.
- C I found the stolen money under the bridge.
- D 'Happy Birthday' was sung by the school choir at assembly.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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For what purpose is the following slogan likely to be written?

'Sam's Sensational Steam-Cleaning Service'

- A marketing
- B educational
- C networking
- D informational

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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As an animator, you have been asked to develop a short 2-D animation for television that will contain both a walk cycle and lip synch.

Which frame rate is most appropriate?

- A 6fps
- B 12fps
- C 25fps
- D 50fps

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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The movement in this animation was most likely produced by

- A shape tweening.
- B frame by frame animation.
- C motion tweening along a path.
- D motion tweening and frame by frame animation.



Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Today's date is 15 November. You have created version six of an image file as part of a large digital media project called Horizons. It is the 14th image of a sunset appearing in chapter three. It is to go in the directory: horizons/chapter03/images/sunsets/
Which of the following is the most suitable name for the file?

- A 14 v6 15-11-12.jpg
- B 14_151112_v006.jpg
- C 15-11-12sunset14v006Horizons.jpg
- D sunset 14 v006 Horizons 15 Nov 2012.jpg

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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The red dots labelled **a** and **b**, seen in the first frame of this animation, are

- A shape hints.
- B placeholders.
- C anchor points.
- D reference points.



Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Intra-frame compression occurs when

- A 25 fps have been compressed.
- B all frames have been compressed.
- C no frames have been compressed.
- D data within single frames has been compressed.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which of the following best describes metadata?

- A It encodes and decodes video data.
- B It contains the keyframes of a video file.
- C It controls the delivery of a video stream.
- D It is associated with a video file to make searching easier.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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What is the purpose of a container file?

- A reduce the size of a media file
- B keep the contents of a file secure
- C increase the quality of a media stream
- D provide one file delivering multiple media streams

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Which of the following output file formats is **not** a video file?

- A .flv
- B .jpg
- C .wmv
- D .mpeg

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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The brainstorming process for concept development is used to

- A remove poor ideas.
- B present refined ideas.
- C initiate ideas to be developed.
- D make improvements to existing ideas.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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Edward de Bono's white hat represents information.

The white hat focuses on

- A investigating the facts.
- B responding to the facts.
- C considering what the facts are.
- D finding the benefits in the facts.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

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A 2-D designer would store their final concepts in a format most suitable for

- A professional presentation.
- B re-evaluation of their ideas.
- C commentaries by colleagues.
- D reflecting on their application.

Selected response:

Click on an answer button (A, B, C or D) or use the keyboard to select your answer.

End of Section A

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