

## Section C, Instructions

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## SECTION C – Practical task

**40 marks**

A shortcut to your practical work folder has been placed on the desktop.  
Use this shortcut to move from the examination to your practical work folder.  
The shortcut to your practical work folder is called  
'Shortcut to 87654321A Practical Work'.

Complete **all** parts of this task.

You are required to complete this task using:

- the software applications installed on your computer
- the assets for the practical task contained in your practical work folder.

Your answers to this section will **not** be saved automatically.

You **must** save your finished work to your practical work folder.

Remember to save your work at each step.

You should spend approximately 60 minutes on Section C.

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## Section C, Website Brief

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### Brief

Madness Confectionary is extending its product range with a lollipop branded Lollepop. To launch Lollepop, Madness is sponsoring a Lollepop Madness Funday at St Kilda Beach and has commissioned you to complete two web pages to promote Lollepop and the Funday.

The home page and the Cascading Style Sheet (CSS) files are supplied.

You are required to:

- modify, create, name and link pages as directed
- create, apply and modify CSS styling
- compose an image from supplied image files and add it to the second page
- create a promotional heading for supplied text and add the heading and supplied text to the second page
- create an animation using supplied elements and add it to the index page.

The web pages must be laid out according to the design guide and formatted according to the instructions given.

### Website assets provided

*index.html*

*lollepop.css*

*lunaPark.psd*

*mapStKildaBeach.psd*

*lollepop.png*

*lollepop\_StKilda.png*

*content.txt*

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## Design guide



### About Madness

The sweet world of Madness Confectionery started in Kensington in 1975. By the 80s, Madness had become a nationally known brand and today our products are sold globally. At Madness we live and breathe lollies. For us, lollies mean happiness, smiles and wacky madness.

#### Lollepops

We are committed to increasing our product range with fun, tasty and quality lollies. Our latest confectionery is Lolipop, a delicious mouth-watering range of long-lasting lollipops made with real juices and natural flavours and colours. Lolipop lovers will be delighted with the Lolipop selection.

#### Citrus Attack

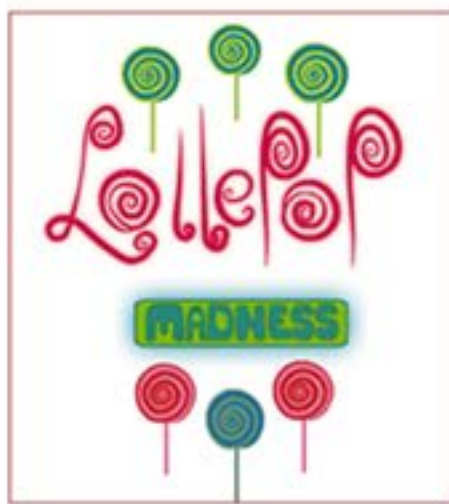
Bursting with intense lime and lemon flavour. Citrus attack provides the perfect taste explosion of sweet and sour fruitness.

#### Berry Mania

Delight your tastebuds with the ultimate berry mix of strawberries, raspberries and blackberries. Berry Mania is beyond yummy - it is scrumbour!

#### Blue Heaven Bliss

The lip-smacking taste of delicious blueberries blended with blue heaven vanilla will delight even the most discerning fans of lollipops.



Home page



### Your new heading goes here

To launch Lolipop, Madness Confectionery is hosting a free family Funday at St Kilda Beach on Sunday 24 January 2015 from 11.30 am to 4.00 pm. Families are welcome to enjoy a day of free entertainment, activities and giveaways. These include:

- inflatable slide
- jumping castle
- face painting
- lolly making
- magicians
- free Lollepops.

Families, look out for the big black-and-white striped Madness marquee. It will be located near the St Kilda Marina. Make a whole day of it and bring a picnic, your bathers or skateboards. You can swim in the bay at beautiful St Kilda beach, picnic on the foreshore, visit Luna Park, skate at Skate Space or head down to funky Acland St for an ice-cream or cake.

It will be a Funday filled with Madness.



Second page

Roll mouse over to expand

Task continues on the next screen.

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**Website (20 marks)****Step 1**

Open the supplied *index.html* and modify the style *#nav* so that the navigation is aligned to the right.

Move the navigation so that it is positioned above the banner, as per the design guide.

2 marks

**Step 2**

Duplicate the file *index.html* and save it as *madnessFunday.html*.

In *index.html*, link the menu item 'Funday' to *madnessFunday.html*.

2 marks

**Step 3**

Using CSS, replace the *lollepop.png* banner image in *madnessFunday.html* with *lollepop\_StKilda.png*, ensuring that *lollepop.png* remains on the index page, as per the design guide.

1 mark

**Step 4**

Run a spell check on the first paragraph of text in *index.html* and fix any spelling errors.

Replace the text in *madnessFunday.html* with the text found in *content.txt*. Ensure the text formatting is consistent with the design guide.

Write a promotional heading of five to six words that summarises the text from *content.txt* and replace the 'About Madness' heading with your promotional heading. Ensure the heading is on one line only.

Create an unordered list of a selection of the text, ensuring it has the correct spacing, as shown in the design guide.

5 marks

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**Website (continued)****Step 5**

Open *mapStKildaBeach.psd* and *lunaPark.psd*. Extract the facade of Luna Park from the image and copy across to *mapStKildaBeach.psd*. Resize and position the extracted Luna Park image as shown in the design guide.

3 marks

**Step 6**

Create a rectangle, colour #cadfaa with a drop shadow and position as shown in the design guide.

Add the text 'Map of St Kilda Beach' using font Myriad pro, size 30 pt, bold, colour red, as shown in the design guide.

Position the text and logos in the rectangle, as shown in the design guide.

3 marks

**Step 7**

Resize *mapStKildaBeach.psd* to 330 pixels width and 365 pixels height, and save in the appropriate file format at less than 30 kilobytes in size.

Add to *madnessFunday.html*, as shown in the design guide, with the alt tag *map St Kilda Beach*.

4 marks

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### Animation demonstration

Construct the animation, as shown in the demonstration and the digital concept drawings, according to the steps below.

Ensure correct layering, timing and component placement.

The assets have already been imported into the *lollepop.fla* and reside in the Illustrator Symbols folder.

#### Symbol assets provided

*berry*

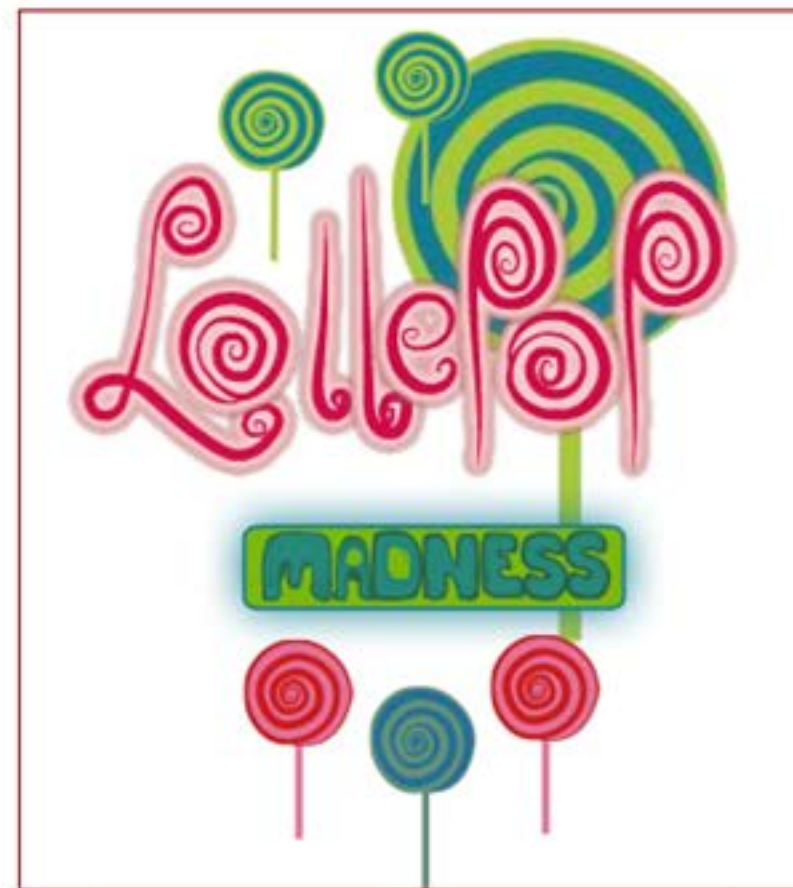
*citrus*

*lollepopLogo*

*madness*

**Note:** The controls are provided for you to step through the animation demonstration. You do not have to create the controls.

#### Demonstration



4.2 seconds

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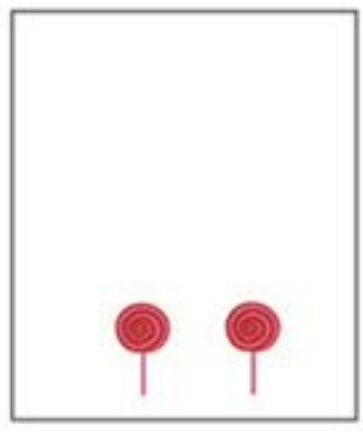
## Digital concept drawings

**Border, blue Lolipop and Madness logo**



Border, blue Lolipop and Madness logo appear frame 1 and stay on stage 6 seconds

**Berry Lolipops**



Berry Lolipops animate from 0-4 seconds  
Remain still 4-6 seconds

**Lolipop logo**



1-2 seconds: Lolipop logo fades in (no alpha) and expands to width of stage with full alpha  
2-3 seconds: reduces in size, then stays on stage for rest of animation

**Left citrus Lolipop**



Left citrus Lolipop comes on stage at 1 second and reaches end position at 3 seconds

**Centre citrus Lolipop**



0-2.5 seconds: centre citrus Lolipop rotates into position

**Right citrus Lolipop**



2-3.5 seconds: right citrus Lolipop rotates at 180°  
From 3.5-5 seconds: it moves to end position

Task continues on the next screen.

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## Animation (20 marks)

Construct the animation, as shown in the demonstration and digital concept drawings, according to the steps below.

Ensure correct layering, timing and component placement.

The assets have already been imported into the *lollepop.fla* and reside in the Illustrator Symbols folder.

### Step 1

Open *lollepop.fla* and set the size of the stage to width 330 pixels and height 365 pixels. Set the frame rate to 10 fps.

1 mark

### Step 2

Add a 2 pixel red border in the required position on stage.

2 marks

### Step 3

Create a blue Lollepop from the *berry* symbol and place it in the required position on stage.

2 marks

### Step 4

Animate the *berry* Lollepop, as shown in the demonstration and digital concept drawings.

3 marks



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### Animation (continued)

**Step 5**

Place the *madness* symbol in the required position and add to it a blue, 20 pixel blur.

1 mark

**Step 6**

Animate the *lollepopLogo* symbol, as shown in the demonstration and digital concept drawings.

3 marks

**Step 7**

Animate the three citrus Lollepops, as shown in the demonstration and digital concept drawings.

7 marks

**Step 8**

Add the completed animation to the website, as indicated in the design guide.

1 mark

*End of Section C*

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