

Section B, Instructions

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Section C

Brief Guide

1 2

Demo Concept

1 2

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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- a. Explain why the vector image of the triangle shown would have a much smaller file size than that of the bitmap image.

1 mark



Image 1 - Vector



Image 2 - Bitmap

- b. You are asked to optimise a TIFF file (400px x 300px) for the web.

What would you need to do?

1 mark

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How many bits are needed to display the image shown?
Explain your answer.

2 marks



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| 1 | 2 |

a. Explain the term 'moral rights'.

1 mark

b. Give **one** example of how a moral right is applied to a creative work.

1 mark

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The image shown is being developed in Photoshop for a historical-travel website.

Describe **two** ways you could improve the readability of the text in this image while maintaining its style.

2 marks



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| 1 | 2 |

Select two of the four creative thinking techniques given below and briefly explain how each technique could be applied in the creative design process:

- Edward de Bono's Six Thinking Hats
- morphological analysis
- making associations
- use of metaphors

Creative thinking technique 1

Explanation

1 mark

Creative thinking technique 2

Explanation

1 mark

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Apart from using ergonomic furniture and equipment, describe **two** ways occupational health and safety (OH&S) standards can be ensured for a web designer working on a computer for long periods of time.

2 marks



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| 1 | 2 |

Describe **two** communication principles that should be used when creating copy for a website.

2 marks

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- a. Besides music, name another type of audio asset that may be included in an animation.

1 mark

- b. Explain how audio assets help to enhance an animation.

1 mark

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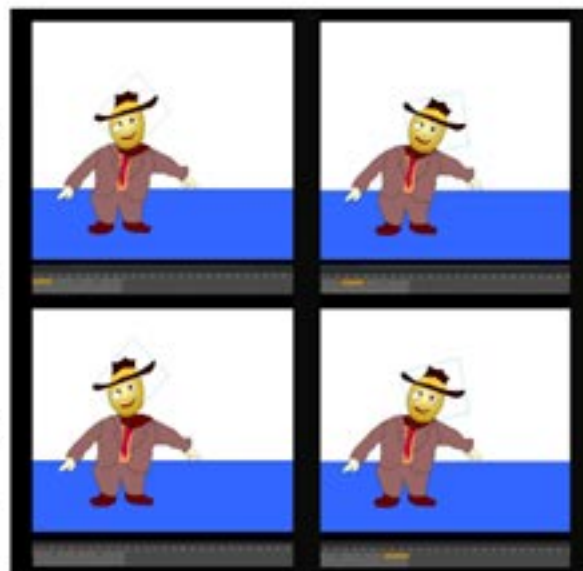
This image shows four keyframes in an animation sequence.

- a. What is the animation technique used to create movement?

1 mark

- b. Name the visual design composition technique used in this animation.

1 mark



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- a. Explain the main difference between an ID selector and a class selector.

1 mark

- b. Give an example of a class selector using Cascading Style Sheet (CSS) code.

1 mark

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a. What is the colour mode used for screen output?

1 mark

b. Explain how the colour white is made with this colour mode.

1 mark

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Give **two** advantages of using CSS styles in web design.

2 marks

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List **two** reasons for using media encoding software to package video assets.

2 marks

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Explain what happens to lossy data when it is encoded and decoded.

2 marks

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- a. Videos encoded using a variable bit rate are often of a higher quality than videos encoded with a constant bit rate.

Explain why.

1 mark

- b. What is **one** disadvantage of encoding a video using a variable bit rate instead of a constant bit rate?

1 mark

End of Section B

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