

Section B, Instructions

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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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Car Loans for Business (CLB) offers a range of commercial car finance solutions for individuals and businesses seeking finance for vehicles. CLB's logo is shown on the right.

Describe two characteristics of the target audience that the designer is appealing to with the logo.

Characteristic 1

1 mark

Characteristic 2

1 mark



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Brief Guide

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1 2

You have been employed to write the copy for the do-it-yourself (DIY) web page of a bike store called Hell on Wheels. The bike store caters to cross-country mountain bike enthusiasts. The DIY page will explain simple bike maintenance procedures.

Identify which writing style you would use. Justify your response.

2 marks

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Demo Concept

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What are **two** benefits of providing captions/subtitles when using media assets?

2 marks

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Refer to the poster shown.

Identify one dominant design principle and describe how its use in the poster's design gains the attention of the target audience.

Design principle

1 mark

Description of its use

1 mark



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1 2

Demo Concept

1 2

Two-dimensional (2D) animation uses MovieClip symbols in Flash/Animate.

Explain the function of a MovieClip symbol.

1 mark

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Below is part of the Cascading Style Sheet (CSS) for a website.

```
<style>
nav a {
font-family: arial;
text-align: center;
color: dark grey;
}

nav a:hover {
color:red;
}
</style>
```

Explain how the CSS will affect the navigation of the site.

2 marks

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The animation shown uses two techniques to create the motion of a bird in flight.

Identify **one** of the techniques and describe how it has been used to create the realism of the motion of flight.

2 marks



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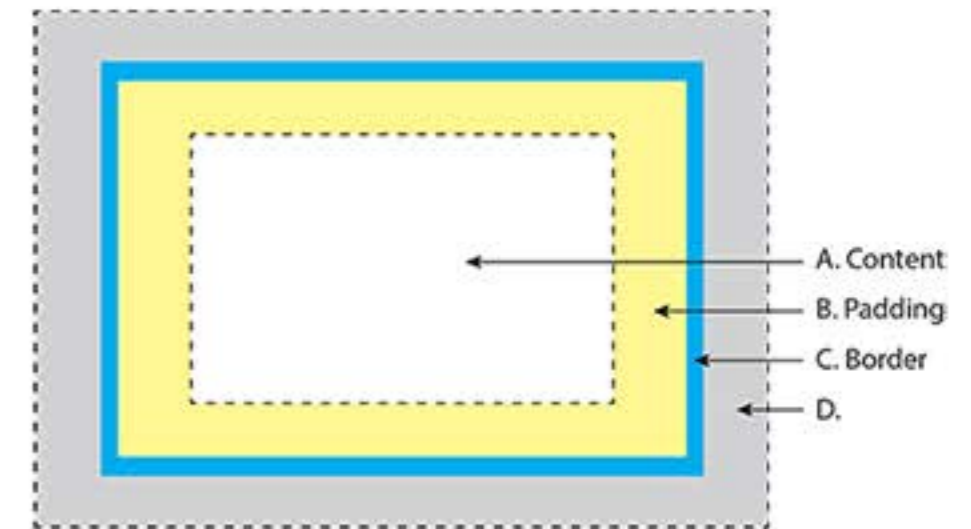
All HTML elements can be considered as boxes. In CSS, the term 'box model' is used in the context of design and layout.

The above image illustrates the CSS box model.

a. The grey area labelled D is known as

1 mark

An example of the CSS box model



b. Describe two characteristics and the purpose of D when creating a layout for a web page.

2 marks

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A freelance graphic designer has been approached to design a logo for a new toy business.

- a. What is a legal consideration that needs to be built into the contract before the graphic designer starts work?

1 mark

- b. What are **two** design considerations that need to be taken into account before starting the design of the logo?

2 marks

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A web development business expects all its developers to test their websites thoroughly prior to publishing.

a. Why is it important to test a website?

1 mark

b. Describe **one** testing technique.

1 mark

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Refer to the animation presented.

Staging, timing, anticipation and exaggeration are all principles of animation design.

Explain **one** of these principles and support your response with **two** examples of its use in the animation shown.

3 marks



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Give **two** reasons why it is important to classify, structure and sequence content when writing for the web.

2 marks

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Typography is a major influence on a product's appeal to the consumer.

Give **two** reasons why.

2 marks

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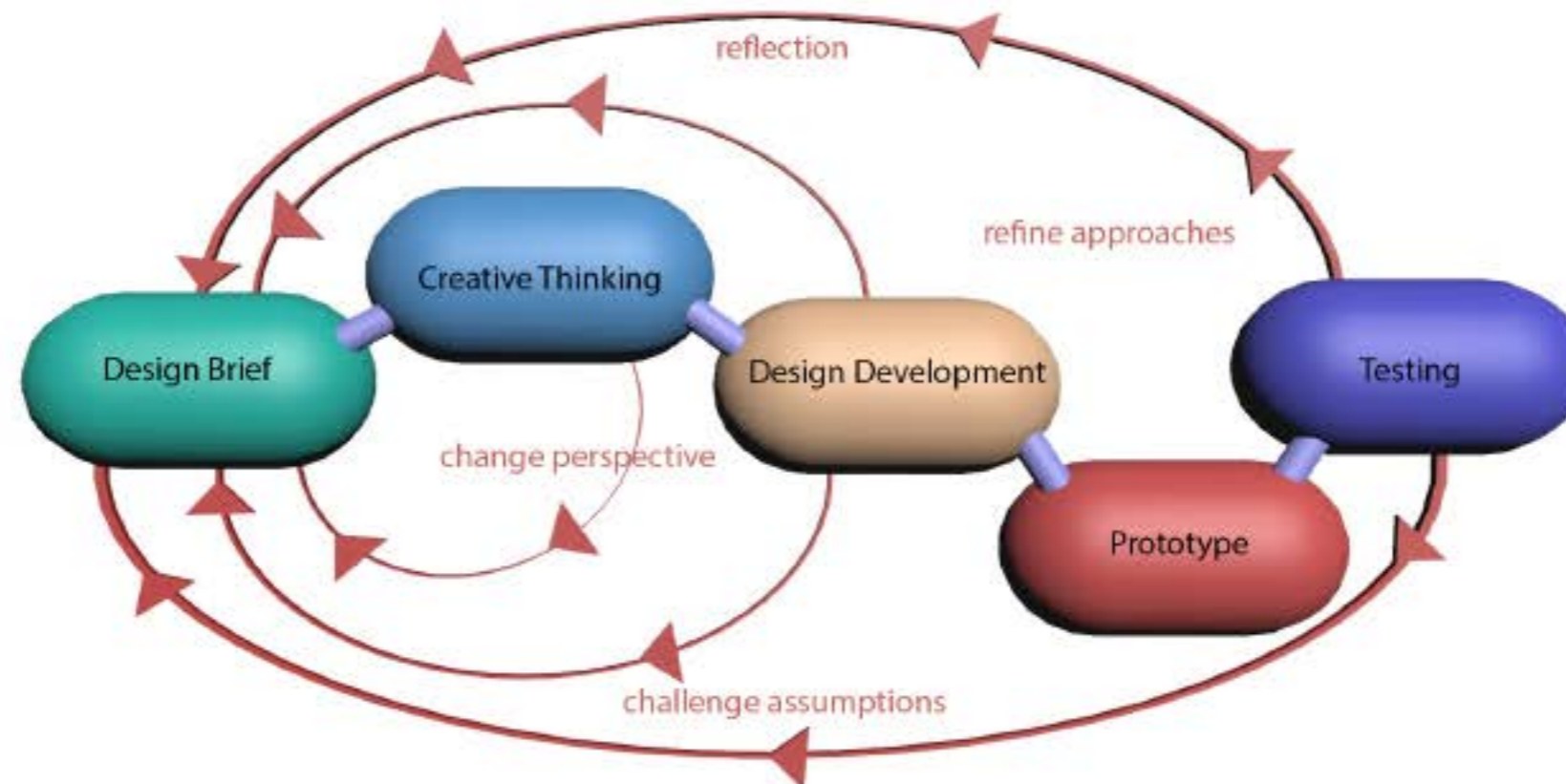
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The diagram shows part of a design process for a 2D product. The red arrows represent the need to reflect on the design brief at each of the four stages.

Choose **one** of the stages and give **two** reasons why it is necessary to relate it to the design brief.

2 marks



End of Section B

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