

Section B, Instructions

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SECTION B – Short-answer questions

30 marks

Answer all questions.

Type a response into the answer field provided.

Answers will be automatically saved.

You can review and/or change your answers at any time.



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Section B, Question 1

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Section C

- Brief Guide
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Identify **two** possible resources that may have been used in the creation of the Pet Habits logo and justify your answer.

2 marks

Empty text input area for the student's answer.



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Section B, Question 2

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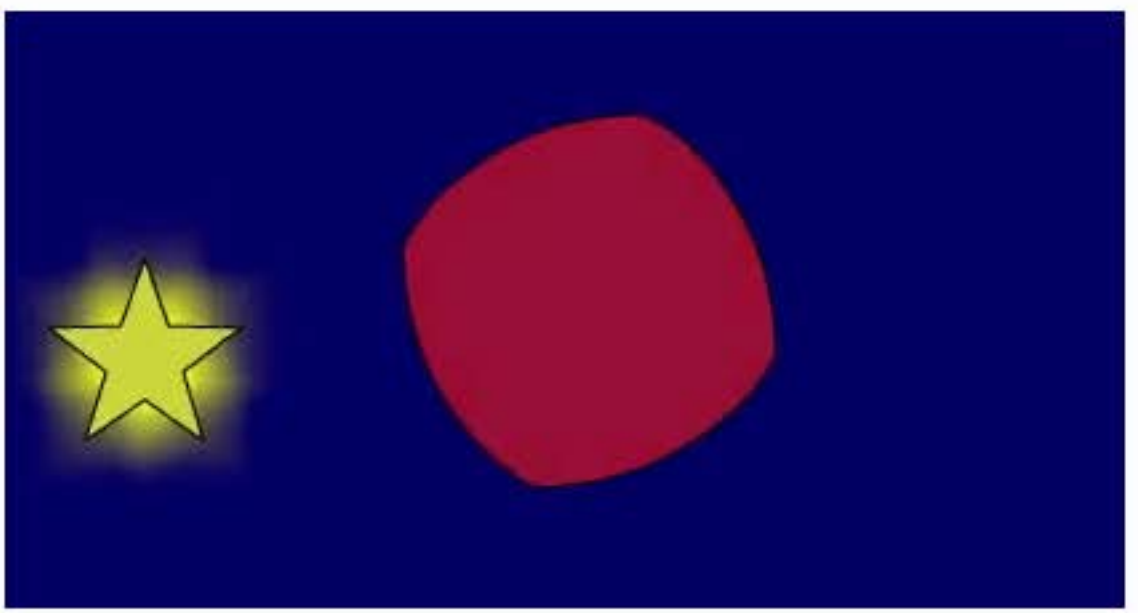
- 1 **2**
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Section C

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Identify the most suitable animation techniques to create the two components shown in the animation.

Technique 1 — Red circle transforms into blue square 1 mark



Technique 2 — Star moves in an arc 1 mark

Section B, Question 3

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Musicalistic is a concert that features a fusion of classical music and didgeridoo. It is trying to attract new music lovers without alienating fans of classical music.

a. Identify **one** principle of design used in the poster shown.

1 mark

b. Explain how the principle identified in **part a.** is used to appeal to the target audience.

1 mark

MUSICALISTIC

FUSION OF CLASSICAL SONG WITH DIDGERIDOO
MYSTICAL CONCERT



FEATURING JAZZY BOURNE

VICTORIAN MUSIC & ART CENTRE
3 CLASSICAL CRESCENT, ART BANKS VIC 3877
20 - 28 DECEMBER 2019
06:30 PM - 09:30 PM

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```

1 <!DOCTYPE html>
2 <HTML>
3 <HEAD>
4 <TITLE>Rose Above Florists</TITLE>
5 </HEAD>
6 <BODY>
7 <H1>Rose Above Florists
8 <P>Welcome to Rose Above Florists, where we meet your professional florist needs.</P>
9 </BODY>
10 </HTML>

```

a. Identify the problem in the HTML code shown.

1 mark

b. Correct the HTML code shown by rewriting the problem identified in part a.

1 mark

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Consider the billboard shown.

Name **one** design element used in the billboard and explain how it effectively promotes the product for the company.

2 marks



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Section C

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- 1 2

Copyright and trademark are two types of legal protection.
 Select one of the following and use your selection to answer all parts of question 6.

- copyright
- trademark

a. What does your selection protect? 1 mark

c. What is the duration of protection for new work? 1 mark

b. How is this type of protection registered? 1 mark

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Adobe Flash/Animate allows a user to create symbols to help produce an animation. Two options are MovieClip and Graphic symbols.

Identify **two** differences between these types of symbols.

2 marks

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Section C

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- 1 2

Rose Above is a new florist opening in the city. The business has employed a graphic designer to assist it with the development of its logo. Rose Above has selected the image shown to be worked into a logo.

Suggest **two** ways in which the image could be worked into a logo and explain how each would make the logo appropriate for the business.

2 marks



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Section C

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Complete the CSS code shown so that the text is displayed as indicated in the HTML code.

2 marks

HTML

```
<p class="red">This is red text</p>
<p class="bold">This is bold text</p>
```

CSS

```
.red { }
.bold{ }
```

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Name a creative-thinking process and explain the steps that would be used in this creative-thinking process to generate a range of ideas when designing a logo for a client.

3 marks

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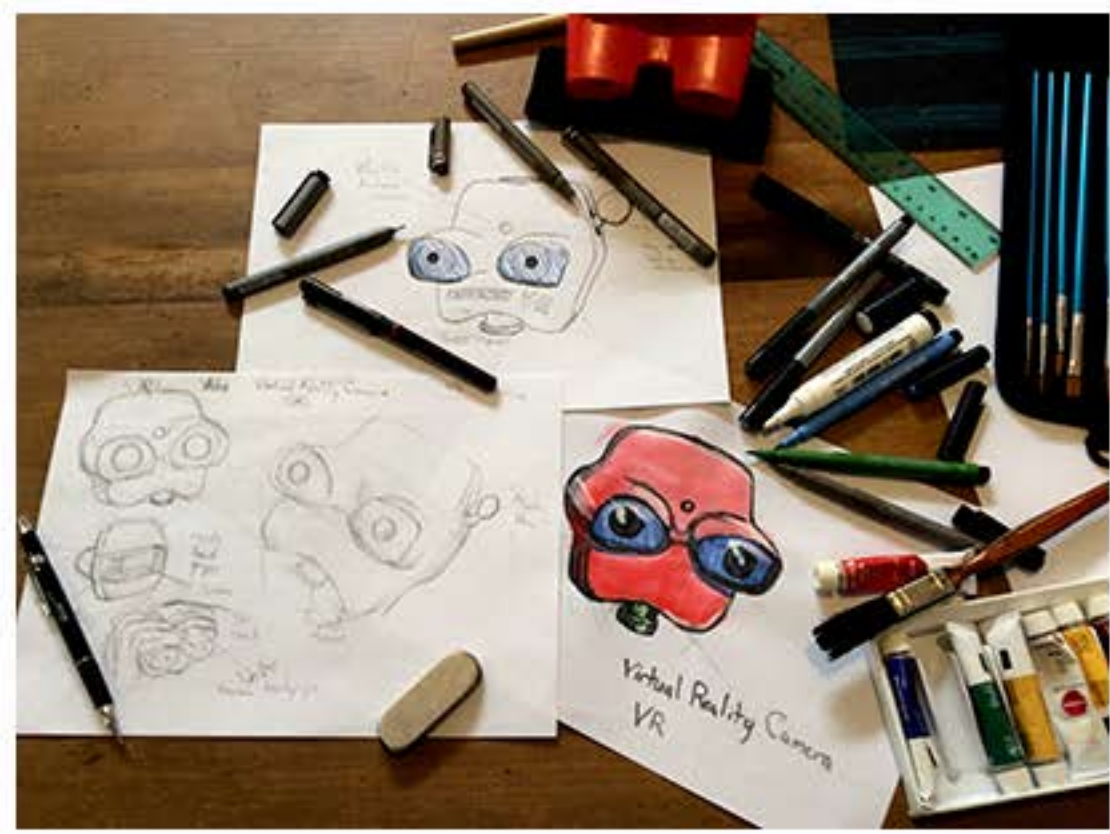
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Section C

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The image shows a designer's desk during the process of creating concept drawings for a consumer virtual reality camera.

a. Based on the image, describe a traditional method the designer has used in developing ideas. 1 mark



b. Why might the designer choose to use the method described in part a. in the concept stage of the design process? 1 mark

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Part of the Cascading Style Sheet (CSS) for a website is shown.

Explain how this part of the CSS will affect the heading format and the paragraph format.

2 marks

```

<style>
h1 {
  background-color:red;
  text-decoration: underline;
  font-size: 14px;
}
p {
  color: #000000;
  font-family: sans-serif;
  font-size: 10px;
}
</style>

```

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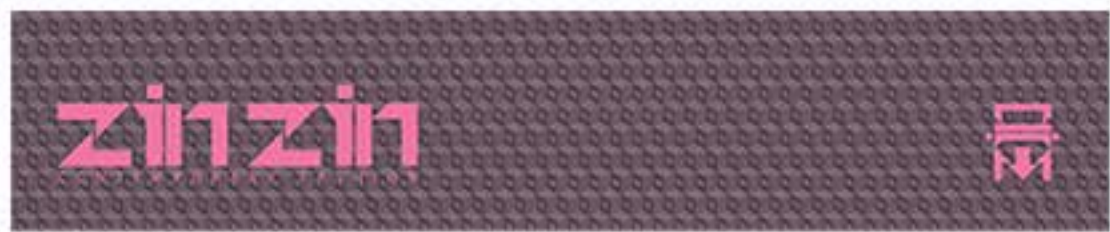
Section C

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A designer has created three possible web banner designs for the online fashion label ZIN ZIN. The audience the company is trying to appeal to is female, within the medium to high socio-economic range and mainly shops online.

Select the design that would have the greatest appeal to the audience and provide **two** reasons to justify your selection.

2 marks



DESIGN ONE



DESIGN TWO



DESIGN THREE

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Develop a caption for the image shown in a sentence that uses the active voice, is in the first person and is between six and 12 words.

2 marks



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