

Section A, Instructions

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1 2

3 4

5 6

7 8

9 10

11 12

13 14

15 16

17 18

19 20

Section B

1 2

3 4

5 6

7 8

9 10

11 12

13 14

Section C

Brief Guide

1 2

Demo Storyb

1 2

SECTION A – Multiple-choice questions

20 marks

Answer all questions.

Choose the response that is correct or that best answers the question.

Click the button next to the correct answer. Your answer will appear in the box at the base of the question.

A correct answer scores 1; an incorrect answer scores 0.

Marks will not be deducted for incorrect answers.

Answers will be automatically saved.

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



BACK

NEXT

Section A, Question 1

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

Which one of the following is a presentation technique for written copy?

- A bullet points
- B active voice
- C passive voice
- D first person

Selected response:

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

BACK

NEXT

Section A, Question 2

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

-
-
-
-
-
-
-
-
-
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Section B

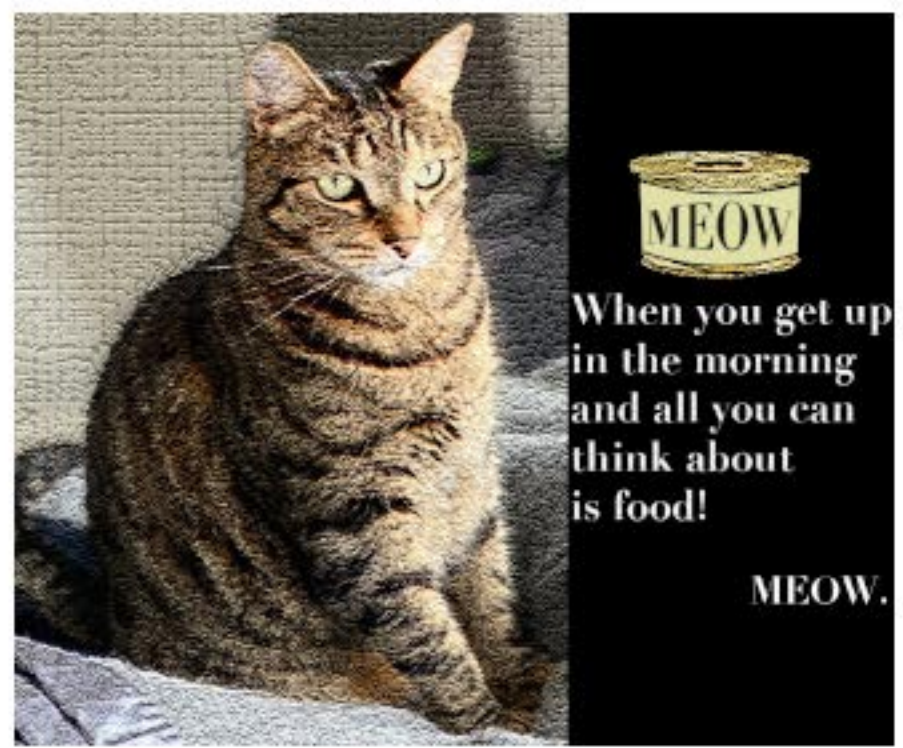
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Section C

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Which typographical element has been used to position the second instance of the word 'MEOW'?

- A balance
- B fonts
- C tracking
- D alignment



Selected response:

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

BACK

NEXT

Section A, Question 3

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

Which one of the following is a design principle?

- A line
- B harmony
- C colour
- D shape

Selected response:

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

BACK

NEXT

Section A, Question 4

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1 2

3 4

5 6

7 8

9 10

11 12

13 14

15 16

17 18

19 20

Section B

1 2

3 4

5 6

7 8

9 10

11 12

13 14

Section C

Brief Guide

1 2

Demo Storyb

1 2

A designer has developed an advertisement. The advertisement will be used on a billboard. The Photoshop file is set to A4 landscape and has dimensions of 297 mm × 210 mm at 600 dpi.

If the final resolution of the billboard is to be no less than 50 dpi, what is the maximum width of the billboard that this file can support?

 A 60.00 m B 2.52 m C 35.00 m D 3.56 m

Selected response:

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

BACK

NEXT

Section A, Question 5

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

Sadie has created a photorealistic animated header with a high colour depth that she would like to publish on her blog.

Which one of the following file formats would be the most appropriate for the animation on Sadie's blog?

 A .mov B .gif C .mp4 D .avi

Selected response:

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

BACK

NEXT

Section A, Question 6

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

Alex posts an entry on his blog, which includes racist content that many people would find offensive.

This is

- A permitted under free speech.
- B permitted as it is a blog.
- C not permitted under defamation law.
- D not permitted under the *Racial Discrimination Act*.

Selected response:

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

BACK

NEXT

Section A, Question 7

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

```
h2{
  colour: yellow;
  background-color: black;
  text-align: center;
}
```

What will be the result of applying the Cascading Style Sheet (CSS) code shown?

- A The H2 class will have a black background with yellow text.
- B Heading 2 text will have a black background and centred text.
- C The H2 class will have a yellow border colour and the text will be centred.
- D Heading 2 text will be yellow with a black outline.

Selected response:

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

BACK

NEXT

Section A, Question 8

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

'I imagined I climbed to the top of the hill. From there I could see the coastal road that followed the line of the golden beach all the way to the town.'

The extract above is an example of

- A visualisation.
- B storytelling.
- C mind mapping.
- D trigger techniques.

Selected response:

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

BACK

NEXT

Section A, Question 9

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

`Link to My Website`

What does the value **_blank** indicated by the **target** attribute do in the HTML code above?

- A It opens the link in the same window or tab.
- B It opens the link in a new window or tab.
- C It opens the link in the parent frame.
- D It opens the link in the full body of the window.

Selected response:

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

BACK

NEXT

Section A, Question 10

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1 2

3 4

5 6

7 8

9 10

11 12

13 14

15 16

17 18

19 20

Section B

1 2

3 4

5 6

7 8

9 10

11 12

13 14

Section C

Brief Guide

1 2

Demo Storyb

1 2

You are a graphic designer. B&E Legal, a firm specialising in workplace injuries, has asked you to come up with a promotional slogan that will be used with its logo in online advertisements. A mock-up of the advertisement is shown.

Which one of the following slogans is most appropriate for this purpose?

- A 'Turn your pain into payday'
- B 'Got a workplace injury? Come to B&E Legal and we'll help you get a payout that will change your life forever!'
- C 'Workplace Legal Services'
- D 'Representing Victorian workers for personal injury claims and workplace compensation'



Selected response:

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

BACK

NEXT

Section A, Question 11

Section A

- | | |
|----|----|
| 1 | 2 |
| 3 | 4 |
| 5 | 6 |
| 7 | 8 |
| 9 | 10 |
| 11 | 12 |
| 13 | 14 |
| 15 | 16 |
| 17 | 18 |
| 19 | 20 |

Section B

- | | |
|----|----|
| 1 | 2 |
| 3 | 4 |
| 5 | 6 |
| 7 | 8 |
| 9 | 10 |
| 11 | 12 |
| 13 | 14 |

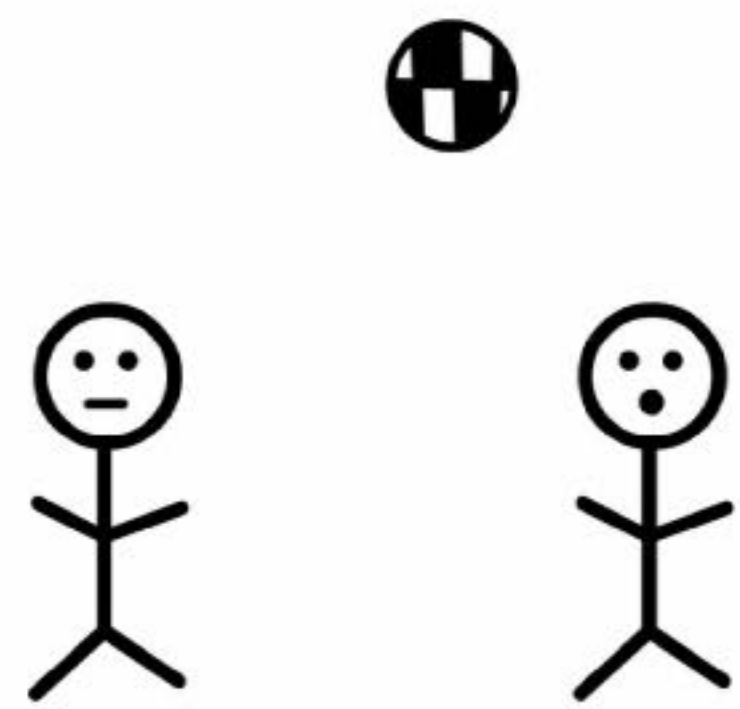
Section C

- | | |
|-------|--------|
| Brief | Guide |
| 1 | 2 |
| Demo | Storyb |
| 1 | 2 |

A soccer coach has created an animation to demonstrate a move for their players.

Which animation technique and principle has the coach used?

- A shape tween and point of view
- B easing and arc
- C motion path and arc
- D anticipation and rotation



Selected response:

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

Section A, Question 12

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1 2

3 4

5 6

7 8

9 10

11 12

13 14

15 16

17 18

19 20

Section B

1 2

3 4

5 6

7 8

9 10

11 12

13 14

Section C

Brief Guide

1 2

Demo Storyb

1 2

When writing content for a family adventure park webpage, which one of the following writing techniques is **least** appropriate?

- A the inverted pyramid structure
- B simple language that avoids jargon
- C use of bulleted or numbered lists
- D passive voice

Selected response:

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

BACK

NEXT

Section A, Question 13

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

Which of the following image file formats are supported by websites?

- A JPEG, GIF, PNG and SVG
- B JPEG, GIF, CSS and HTML
- C JPEG, PSD, PDF and SVG
- D JPEG, WebP, PNG and HTML

Selected response:

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

BACK

NEXT

Section A, Question 14

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

The ALT attribute is useful for accessibility purposes on a website because it will

- A make a displayed image clearer and add more contrast.
- B display text as a caption with a loaded image.
- C enable screen readers to read the ALT attribute for users with a visual impairment.
- D make search engines find the ALT attribute before a website is displayed in full.

Selected response:

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

BACK

NEXT

Section A, Question 15

Section A

- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14
- 15 16
- 17 18
- 19 20

Section B

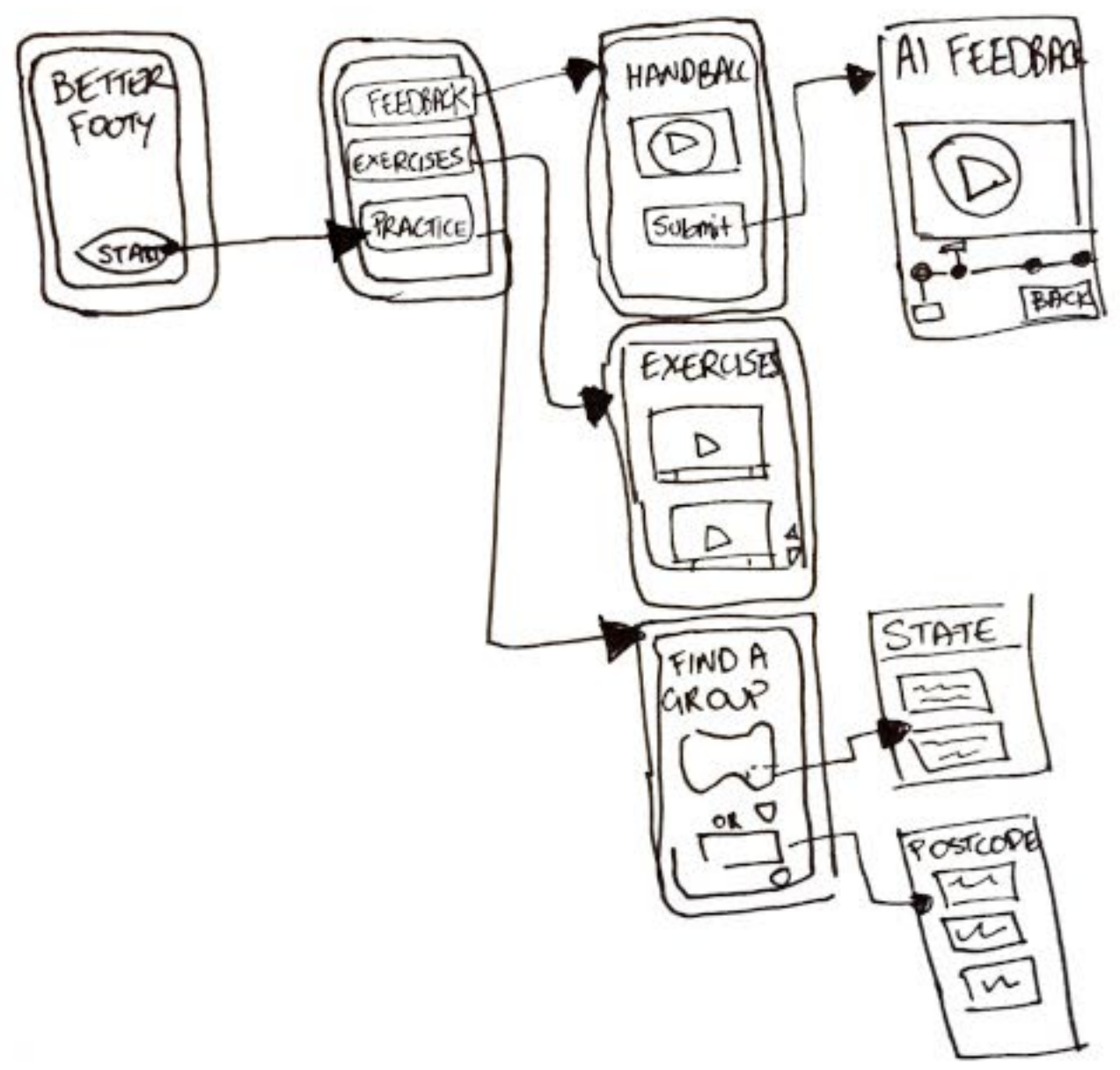
- 1 2
- 3 4
- 5 6
- 7 8
- 9 10
- 11 12
- 13 14

Section C

- Brief Guide
- 1 2
- Demo Storyb
- 1 2

The diagram shown is an example of

- A SCAMPER.
- B brainstorming.
- C a mind map.
- D a flow chart.



Selected response:

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

Section A, Question 16

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1 2

3 4

5 6

7 8

9 10

11 12

13 14

15 16

17 18

19 20

Section B

1 2

3 4

5 6

7 8

9 10

11 12

13 14

Section C

Brief Guide

1 2

Demo Storyb

1 2

When producing marketing designs for the promotion of rooftop solar panels, the marketing team must first

- A develop concept sketches.
- B research similar designs and resources.
- C identify the target audience.
- D decide on the appropriate design elements and principles.

Selected response:

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

BACK

NEXT

Section A, Question 17

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

De Bono's thinking hats is a creative thinking technique designed to help teams and individuals consider a range of perspectives. Each hat represents a different mindset.

Which thinking hat should designers use at the beginning and at the end of a creative thinking session?

- A red hat (intuition and feeling)
- B blue hat (organisation and process)
- C green hat (creativity and new ideas)
- D black hat (cautious and looking for issues)

Selected response:

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

BACK

NEXT

Section A, Question 18

Section A

- | | |
|----|----|
| 1 | 2 |
| 3 | 4 |
| 5 | 6 |
| 7 | 8 |
| 9 | 10 |
| 11 | 12 |
| 13 | 14 |
| 15 | 16 |
| 17 | 18 |
| 19 | 20 |

Section B

- | | |
|----|----|
| 1 | 2 |
| 3 | 4 |
| 5 | 6 |
| 7 | 8 |
| 9 | 10 |
| 11 | 12 |
| 13 | 14 |

Section C

- | | |
|-------|--------|
| Brief | Guide |
| 1 | 2 |
| Demo | Storyb |
| 1 | 2 |

You are a graphic designer and you have been hired to create a logo for Z Tours Africa, a virtual reality (VR) video game. While surfing the internet, you find a photograph of a zebra on a blog. You create a vector outline of the zebra for the logo.



Is this permissible?

- A yes, because you have changed a significant part of the photograph
- B yes, under fair use provisions
- C no, unless you get permission from the copyright holder of the photograph
- D no, because it is a violation of moral rights



Selected response:

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

Section A, Question 19

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

Bob has been a freelance graphic designer since 2005 and he has finally had the chance to organise his filing system. Bob will be deleting some files and transferring some files onto a hard drive for future use and record keeping.

This process is best known as

A archiving.

B saving.

C deleting.

D moving.

Selected response:

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

BACK

NEXT

Section A, Question 20

TIME

MATERIALS

INSTRUCTIONS

STRUCTURE

EXIT

Section A

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Section B

1

2

3

4

5

6

7

8

9

10

11

12

13

14

Section C

Brief

Guide

1

2

Demo

Storyb

1

2

Jennifer is working from home and spending long periods on the computer. She has noticed that she has started to lean towards the computer screen and has headaches towards the end of the day.

Which one of the following actions should Jennifer take to help reduce her headaches?

- A Return the screen as it is not right for her.
- B Make use of an adjustable headset with volume control.
- C Turn the screen brightness down.
- D Look away from the screen and into the distance to rest her eyes every 10–15 minutes.

Selected response:

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

BACK

NEXT