VICTORIAN CURRICULUM
AND ASSESSMENT AUTHORITY

VCE VET Creative and Digital Media

Computer-based examination – End of year

Sample questions

SECTION A – Multiple-choice questions

Question 1

An animator is required to create an animation of a bird gliding.

Which one of the following techniques would best create the impression of the bird gliding?

A. rotation

B. tweening

C. morphing

D. onion skinning

Question 2

A junior animator has been asked to quickly develop a short 2D animation in the most easily viewed web format.

Which format is most appropriate?

A. AVI

B. SWF

C. HTML

D. MPEG

Question 3

Which one of the following writing styles should be avoided in advertising copy?

A. point form

B. first person

C. active voice

D. passive voice

Question 4

An animator has been commissioned to create an educational animation on the Australian explorers Burke and Wills, who died in the desert in 1861. The audience for the animation will be secondary school students of Australian history.

The animator has written the notes below to help her generate creative ideas for the animation.

'The sun is a huge pulsating beast. Its rays strike the dying men like arrows.'

These notes are an example of the use of a

A. screen principle.
B. concept realisation.
C. functional component.
D. creative-thinking technique.

Question 5

Which one of the following members of a media production team is most likely to be responsible for supervising the production of interactive buttons for a 2D animated game?

A. technical director
B. programmer
C. producer
D. editor

Question 6

Which one of the following resolutions, in pixels per inch, is most appropriate for an image that will be used on the web?

A. 72
B. 150
C. 300
D. 600

Question 7

The number of colours that an image can contain is determined by the

A. bit depth.
B. pixel shape.
C. dots per inch.
D. screen resolution.

Question 8

The image above is most likely to have come from a
A. website on weather, aimed at children aged 10–13.
B. 3D animated space travel game, aimed at teenage boys.
C. DVD on holiday travel, aimed at businesspeople aged 35–55.
D. technical publication on the effects of UV exposure, aimed at medical practitioners.

Question 9
Anti-aliasing of a bitmapped image
A. decreases the image's size.
B. improves the colour of the image.
C. reduces rough edges or jaggies.
D. gives the image a textured look.

Question 10

In the logo above, the use of the two typefaces is an example of
A. concordant typography.
B. contrasting typography.
C. conflicting typography.
D. proportional typography.

SECTION B – Short-answer questions

Question 1 (3 marks)

When working in a commercial setting, why is it important to create a storyboard before beginning the animation? Give **three** reasons.

_____

_____

_____

Question 2 (2 marks)

Provide **two** examples of how copyright of images sourced from third-party material can be checked.

_____

_____

_____

Question 3 (3 marks)

'Are you ready to experience a work shoe unlike any other? Then slip on a pair of the new men's BizComs.'

a. What type of writing style is represented by the text above?   1 mark

_____

b. In what situation could such language be used?   1 mark

_____

c. In what situation should such language **not** be used?   1 mark

_____

Question 4 (2 marks)

'Boy bike hill'

Use the text above and any other words necessary to write a sentence in the active voice.

_____

_____

Question 5 (2 marks)

Describe **two** skills that an editor must have to enable them to carry out their job successfully.

_____

_____

_____

Question 6 (2 marks)

You are working as a graphic artist in a media production house that develops animations. You are required to create a storyboard for an animation.

Describe **two** major skills, other than drawing skills, that you are likely to use in creating the storyboard.

_____

_____

_____

Question 7 (2 marks)

Name a creative-thinking technique and describe an advantage of using this technique.

_____

_____

_____

Question 8 (4 marks)

Describe **two** elements and **two** principles of design as applied to 2D forms.

_____

_____

_____

_____

_____

Question 9 (1 mark)

The following Cascading Style Sheet (CSS) rule has been applied to a tag.

```
h3 {
    font-family: Arial, Helvetica, sans-serif;
    font-size: 16 px;
    color: #996600;
}
```

Explain the rule.

_____

_____

Question 10 (2 marks)

Outline when optimisation of image assets is necessary in the production of an interactive sequence.

_____

_____

_____

_____

Question 11 (2 marks)

```
<link href="gen.css" rel="stylesheet" type="text/css" />
```

What is the purpose of the code above?

_____

_____

Question 12 (1 mark)

What does 'cascading' mean in the acronym 'CSS'?

_____

Question 13 (2 marks)

List **two** advantages of using a CSS in the production of a website.

_____

_____

Question 14 (2 marks)

Describe **two** benefits of using a template in the production of a website.

_____

_____

Question 15 (2 marks)

Describe how the CSS rule *myrule* can be applied.

_____

_____

Question 16 (2 marks)

Below is the logo of Merit Media Arts, an animation production company that specialises in corporate training animations. Its target audience is Human Relations Managers of corporations.

Describe how an element of the logo's design conveys the meaning of stability to the company's target audience.

_____

_____

Question 17 (3 marks)

Sunshine Holidays wishes to update the interface below to communicate the message that the company now specialises in ski holidays. The two photos in the interface will be updated appropriately. The only other changes will be to the colours used on the website.

Suggest **two** colour changes that will assist in the communication of the required message and explain why these are appropriate.

_____

_____

_____

Question 18 (2 marks)

An image of a mouse was provided by a client for use on the client's website. The website content deals with the role of rodents, including mice, in the spread of disease among humans. The client requested that the graphic artist alter the image to make the mouse appear more menacing. The graphic artist prepared the two versions below.
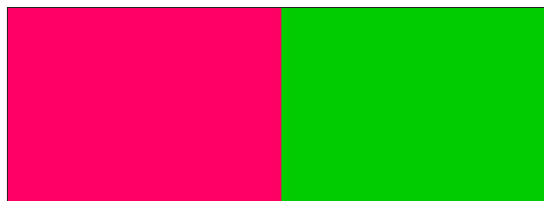

Image A

Image B

Which version, A or B, works best in conveying the website's message? Describe how **one** visual aspect of this version supports your choice

_____

_____

Question 19 (2 marks)

You are to design a new logo for the company Fifties-Plus Funds Australia. Your client has asked you to consider the colours below in the logo design.

Are these colours suitable for the client's target audience? Explain your answer.

_____

_____

Answers to multiple-choice questions

Question	Answer
1	B
2	B
3	D
4	D
5	A
6	A
7	A
8	A
9	C
10	B