

Write your **student number** in the box above.

# VCE VET Creative and Digital Media

Online Examination

VCE Examination – Friday 7 November 2025

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- Reading time is **15 minutes**: 3.00 pm to 3.15 pm
- Writing time is **2 hours**: 3.15 pm to 5.15 pm

## Materials supplied

- Student Instruction Book

## Instructions

- All responses must be in English.

Students are **not** permitted to bring mobile phones and/or any unauthorised electronic devices into the examination room.

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## Contents

**Section A** (20 questions, 20 marks)

**Section B** (13 questions, 30 marks)

**Section C** (1 task, 40 marks)

## Section A – Multiple-choice questions

### Instructions

- Answer **all** questions.
  - Choose the response that is **correct** or that **best answers** the question.
  - A correct answer scores 1; an incorrect answer scores 0.
  - Marks will **not** be deducted for incorrect answers.
  - Select your answer using the radio boxes provided.
  - Save this PDF on a regular basis.
- 

### Question 1

Which of the following is the most appropriate alternative to Adobe Dreamweaver for editing HTML/CSS codes?

Notepad/TextEdit

Microsoft Word

Microsoft Excel

Adobe Photoshop

### Question 2

Which one of the following is an example of safe ergonomic practice for an animator?

The animator positions the screen about half an arm-length away from their face.

The animator's wrists are in an extended position on the keyboard.

The animator's chin is slightly raised when they are looking at the screen.

The animator's eye level is slightly below the top of the screen.

### Question 3

If you were reviewing the digital 2D logo design you completed for a beachside cafe, which of the following would be the most appropriate way to identify areas for improvement?

Assume that your design is perfect and skip the review process.

Reflect on the strengths and weaknesses of your design based on the original brief.

Compare your work to an unrelated design to look for inspiration.

Focus solely on the visual appeal of your work.

#### Question 4

The landing page for a newspaper often contains snippets of different articles about current events.

How can layout and presentation techniques improve the way users read this written content?

by organising articles into clear sections, using headlines and subheadings to guide users, and by prioritising important stories

by using visuals, such as images, alongside text to make content more attractive and colourful

by presenting all stories in a single-column format to ensure there is equal focus on all content, regardless of relevance

by incorporating tools such as search bars and menus to help users find specific content

#### Question 5

When developing a website, why would a designer use the GIF file format instead of JPEG?

to display photographs on the internet

to retain layers in the file

to display a simple animation

to reduce file size with lossy compression

**Question 6**

Which of the following pairs of colours are complementary on the colour wheel?

orange and pink

red and green

blue and yellow

blue and red

**Question 7**

An animator records a friend performing their own version of a popular song from a current artist. They want to use this in an animation that they will be sharing online for free.

This use is

allowed, because new versions of the song are copyright-free.

allowed, because the animation is not-for-profit.

not allowed, because the song is protected by copyright.

not allowed, because the song is protected by a trademark.

**Question 8**

Jelly's Pet Vacation has updated its website to promote its new service – a relaxing experience for cats, away from their owners. The business plans to feature the following image on its website.



Which of the following would be the most appropriate promotional caption for this image?

A cat on an adventure!

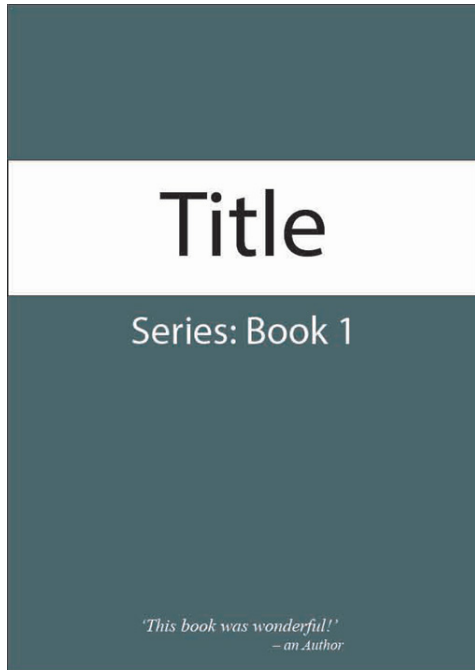
Resting at Jelly's Pet Vacation.

Take your cat to Jelly's Pet Vacation, where pets unwind in comfort.

Playtime at Jelly's Pet Vacation – where every cat stays active and playful.

**Question 9**

An example of a book cover is shown below.



Which visual design concept is applied to make sure that the user reads the title first?

hierarchy

typography

proximity

white space

**Question 10**

Which one of the following animation techniques would be most useful for capturing realistic motion based on a video?

rotoscoping

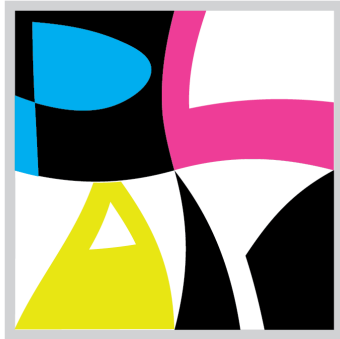
pose-to-pose animation

tweening

vector animation

**Question 11**

Which design principles are best represented in the logo below?



**PLAY**  
ART CAFÉ

shape and movement

contrast and colour

colour and balance

balance and contrast

**Question 12**

Which HTML tag is used to create a numbered list?

`<ul> </ul>`

`<ol> </ol>`

`<uniquelist> </uniquelist>`

`<orderedList> </orderedList>`

**Question 13**

A Melbourne-based vlogger runs a YouTube

channel. Which one of the following statements about media laws and codes of practice is true?

The vlogger must follow Victorian laws that apply to media outlets on court reporting, because the episodes are filmed locally.

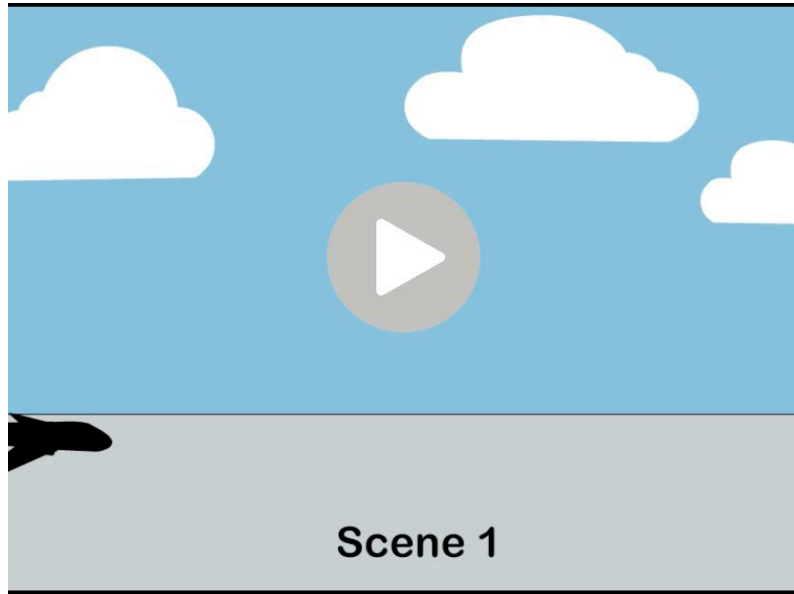
The vlogger can disregard Australian laws because the channel is online and viewed globally, but the videos must comply with community guidelines.

The vlogger should only follow international media laws, as the channel has a global audience and is not subject to Australian regulations.

The vlogger must follow the laws of the country where the company hosting the video is based, not Australian laws.

**Question 14**

Watch the animation and compare the two scenes that show a plane taking off.



What has been changed between Scene 1 and Scene 2?

In Scene 2, a motion guide has been added.

In Scene 2, a mask has been added.

In Scene 2, an ease in has been added.

In Scene 2, an ease out has been added.

**Question 15**

An image is not displaying on a webpage.

What is the best way for the web designer to investigate the issue?

Check the ALT tag of the image.

Copy the source image to the root folder.

Check the SRC location of the image.

Ensure that the width and the height of the image are symmetrical.

**Question 16**

You are developing a leaflet promoting a retirement village.

Which one of the following approaches is the most appropriate to help you identify the needs and perspectives of the target audience?

Focus on feedback from current residents to feature their testimonials, and showcase aspects of the village they find most appealing.

Analyse the demographic and lifestyle data of potential residents to design a leaflet that highlights the village's relevant features, such as community activities and onsite services.

Gather insights from the family members of potential residents in order to emphasise safety, healthcare and peace of mind in the leaflet's messaging.

Use general marketing trends for senior citizens to create a one-size-fits-all leaflet without considering specific local preferences or needs.

**Question 17**

During the design process, a sample may be used to show how a product works.

What is this artefact called in the design industry?

a hard copy

a design example

a soft copy

a prototype

**Question 18**

Paulie is part of a small design team tasked with creating the user interface for a mobile app for a local sporting club. Paulie and the team need to generate multiple design concepts quickly because of a tight deadline.

Which one of the following creative-thinking techniques would be most appropriate for Paulie and the team to use when generating ideas for this design?

de Bono's Red Hat

empathy mapping

SWOT analysis

brainstorming

**Question 19**

Which kind of font is traditionally considered the most legible for the text of printed books?

display fonts

serif fonts

monospace fonts

sans serif fonts

**Question 20**

Si is working for a gardening company that needs a logo for use on staff shirts, shorts and caps.

During the creative design process, what is the benefit of using experimentation to explore different ideas?

It helps Si to quickly finalise the logo design by picking the first idea that works.

It helps Si to refine design concepts by evaluating how they look in different contexts, such as clothing and marketing materials.

It enables Si to see how different design ideas might appeal to a wider audience before making the final decision.

It allows Si to test various design concepts, ensuring that the final logo is visually effective and works across different mediums, such as shirts, shorts and caps.

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**End of Section A**

## Section B

### Instructions

- Answer **all** questions in the spaces provided.
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#### Question 1 (1 mark)

Identify and describe a communication tool that can be used to explain animation ideas to a client.

#### Question 2 (2 marks)

A university is redesigning its course website to make it more engaging for prospective students. After creating the initial design, the marketing team seeks feedback from students and staff during a session in which they use de Bono's Six Thinking Hats.

Explain what kind of thinking would occur during the Green Hat stage of the session. In your response, include an example of a contribution that a student or staff member might make during this stage.

**Question 3** (4 marks)

Deep Sea Cleaning Services is a cleaning company that uses an animation as part of its web advertising campaign. The company wants the advertisement to get attention and communicate the fact that the company is both efficient and friendly. The following sample animation and logo have been produced.



- a. Identify **one** animation principle used in the sample animation and describe how it links to the purpose of the animation. 2 marks
- b. Deep Sea Cleaning Services has a target market of local business owners.  
Identify **one** visual design principle and describe how it could be used to help improve its logo for this demographic. 2 marks

**Question 4** (2 marks)

It is industry best practice to use non-destructive editing techniques on photographs and designs. An example of a non-destructive editing technique is using masks in Photoshop rather than erasing parts of an image.

Give **two** reasons why this approach is recommended.

**Question 5** (3 marks)

A website designer is creating a website for a pottery studio. The landing page will include video content with the artist talking about their process.

- a. The website designer is concerned that the video content will not be accessible for people who are deaf or hard of hearing (DHH).

What is **one** method from the Web accessibility standards that could be used to ensure that the video is accessible for DHH people?

1 mark

- b. Ensuring that the website meets Web accessibility standards provides access to people who have auditory, cognitive, neurological, physical, speech and/or visual disabilities.

What are **two** other benefits of ensuring that your website meets the Web accessibility standards?

2 marks

**Question 6** (2 marks)

Readability tests can be used to check written content.

List **one** readability test and explain why it may be used.

**Question 7** (2 marks)

A freelance designer intends to sell T-shirts on their own website. They have spent some time thinking creatively and have generated a broad range of design ideas.

a. What should the designer do next in the creative design process? 1 mark

b. What is the benefit of using a creative design process, even in situations where there is no external client? 1 mark

**Question 8** (3 marks)

a. Describe the kind of image that would be best saved in a vector format.

1 mark

b. What are **two** benefits of using a vector format for an image?

2 marks

**Question 9** (2 marks)

Some common website tests include:

- functionality testing
- usability testing
- compatibility testing.

Select **one** test from the list above and briefly explain its purpose. Include an example of how a designer might complete the test.

**Question 10** (3 marks)

Barbara wants to throw a party. She has created a digital invitation, which is shown below.



a. Identify **two** ways to improve the text design in the digital invitation. Use appropriate typographic terms in your response.

2 marks

b. Barbara would like to send this digital invitation via email to all of her friends.

What is the most suitable file format for exporting the completed image?

1 mark

**Question 11** (3 marks)

Abi plans to create a community newsletter to support her local council representative in an upcoming election. She is debating whether to publish the newsletter online as a website or to use a traditional medium, like print, for delivery to local residents.

Which publishing medium would be more suitable for Abi’s newsletter and how would it affect the way that the content is written? Justify your response.

**Question 12** (1 mark)

Below are three examples of CSS rules.

Select the option to match the name of the selector with the example.

Option 1	Option 2	Option 3
<pre>.highlight {   color: #0000FF; }</pre>	<pre>H1 {   color: #0000FF; }</pre>	<pre>#highlight {   color: #0000FF; }</pre>

class	
element selector	
ID	

**Question 13** (2 marks)

You are writing a picture book. The first page includes the following sentence.

This is Lily and she enjoys playing with bubbles in the park.

a. Rewrite the sentence in the first person.

1 mark

b. Rewrite the original sentence in the passive voice.

1 mark

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**End of Section B**

## Section C – Practical task

### Instructions

- Complete **all** parts of this task.
  - You are required to complete this task using:
    - the software programs installed on your computer
    - the assets for the practical task contained in the practical work folder.
  - Your answers to this section will **not** be saved automatically.
  - You **must** save your finished work to the practical work folder.
  - Remember to save your work at each step.
  - You should spend approximately 60 minutes on Section C.
-

## Website brief

Galactic Bike Tours is a bike touring company based in country Victoria. The business specialises in night-time bike-riding experiences that are lit by the stars and UV lights. These tours provide a unique experience for groups of young adults.

You are required to update a website with a promotional image and an introductory animation by following the steps provided.

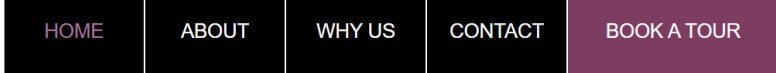
You have been provided with the following assets, found in the **Photoshop** folder, to create the promotional image:

- *background.jpg*
- *glowstick.png*
- *Logo.svg*
- *map.png*

You have been provided with the following assets, found in the **Website** folder, for the website:

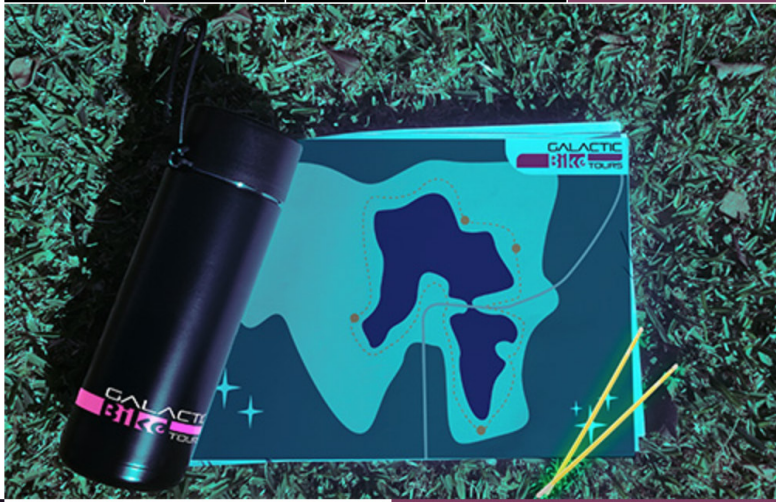
- Contents
  - *about.html*
- CSS
  - *stylesheet.css*
- Images
  - *contactMain.png*
  - *galacticBikeTourLogo.png*
  - *homepageSide.png*
- Video
- *index.html*

Screenshot 1



What an Experience

Sed mattis magna in nisl cursus pulvinar ut feugiat tortor. Nullam tristique convallis dictum. Curabitur laoreet, metus non pretium ornare, neque felis ornare felis, et ullamcorper tortor turpis sed nisi.



Galactic Bike Tours are suitable for anyone over the age of 16. We have a wide range of tours that are sure to interest every group!

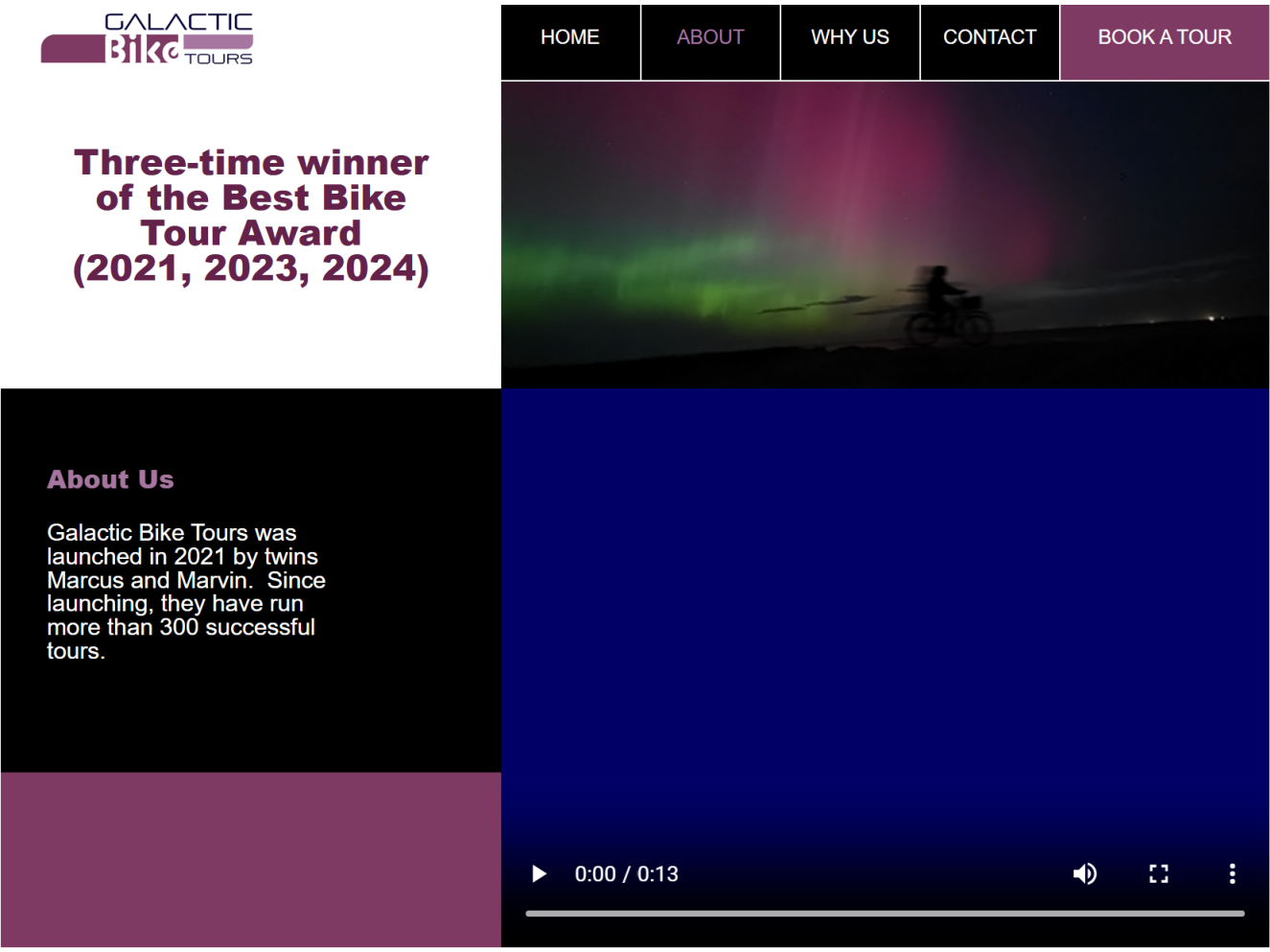
Please use our Contact Form to reach out if you have any questions about how we can cater to the requirements of your group.

"The whole tour had awesome vibes. It was like a party on wheels," Jack, 24  
"We booked Galactic Bike Tours for my 21st birthday party, and the photos were epic!" Mia, 21

© Galactic Bike Tours, 2025

index.html

Screenshot 2



© Galactic Bike Tours, 2025

*about.html*

**Website** (20 marks)

All assets required for Steps 1–7 are located in the Photoshop folder.

**Step 1** (1 mark)

Create a new Photoshop file with:

- dimensions of 2500 px width × 1600 px height
- the filename *galactic.psd*

Save this file in the Photoshop folder.

This file will be used for **Steps 2–7**. Save this file after each step.

**Step 2** (1 mark)

Import *background.jpg* into the *galactic.psd* file created in **Step 1**.

Assemble as shown in the Screenshot 3 below.

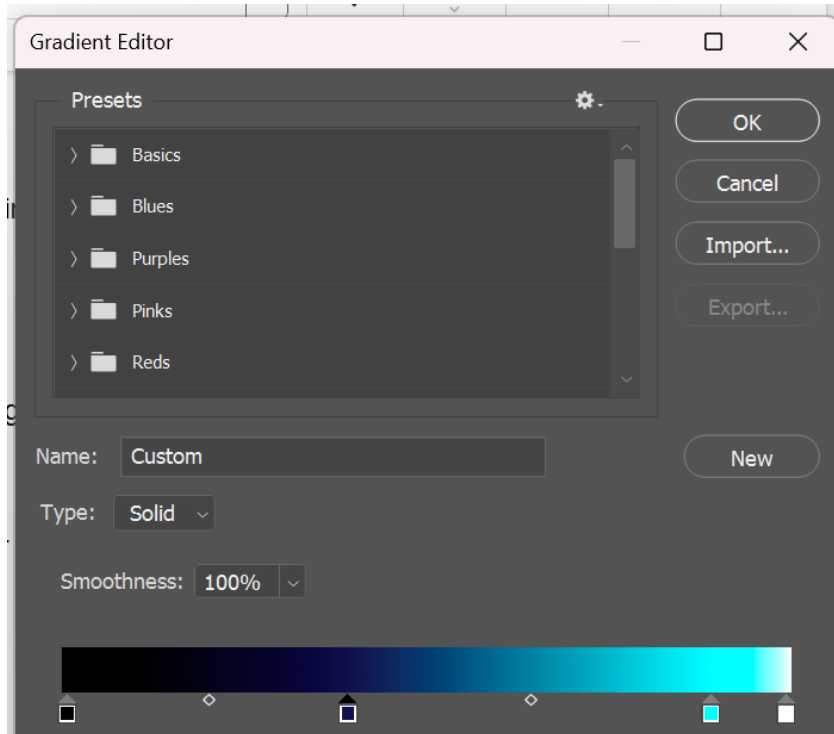
**Screenshot 3****Step 3** (2 marks)

Import *map.png* into the *galactic.psd* file and place as shown in Screenshot 1. Make the following changes:

- Change the layer blend mode to 'Multiply'.
- Mask the map so that it appears to be behind the drink bottle.

**Step 4** (2 marks)

Add a Gradient Map adjustment layer above the map and background layers to add night lighting. The settings on the Gradient Map should be similar to the settings shown in Screenshot 4 below. The Gradient Map should have an opacity of 50%.

**Screenshot 4**

**Step 5** (1 mark)

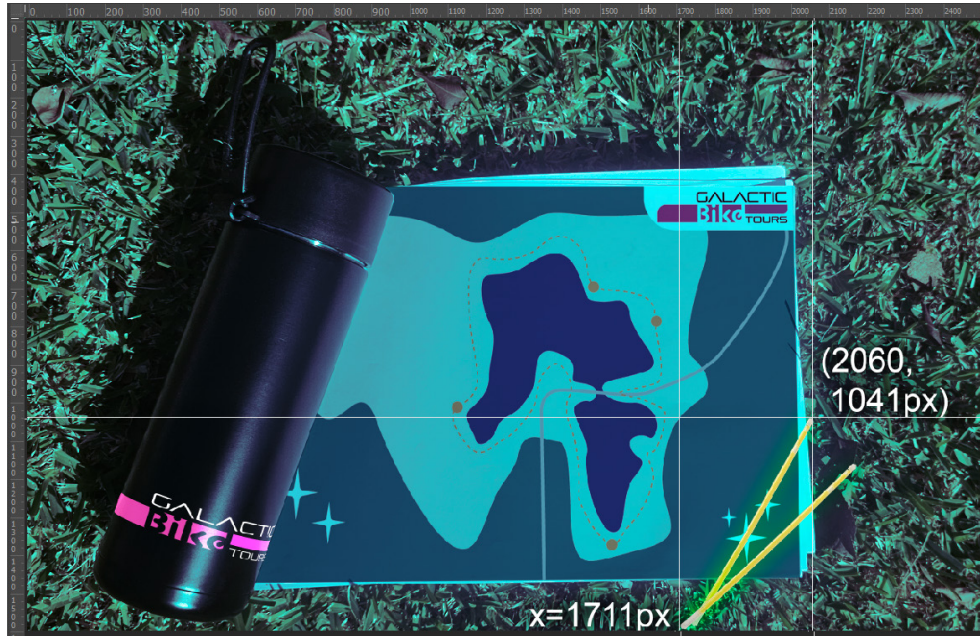
Import *Logo.svg* to the *galactic.psd* file. Make the following changes to the logo:

- Warp the logo so that it fits on the drink bottle.
- Change the blending mode of the logo to match Screenshot 1.

The whites in the logo should be opaque and the light reflection of the drink bottle should be visible through the logo.

**Step 6** (2 marks)

Import *glowstick.png* into the *galactic.psd* file. Use an outer glow to light up the glowstick. Duplicate and rotate to create the second glowstick as shown in Screenshot 5 below. Save the file.

**Screenshot 5**

**Step 7** (1 mark)

Export *galactic.psd* with an image size of 500 px width × 320 px height and in the most appropriate file format for use on the web. Save the final file in the Website/Images folder for use in the next stage of the task.

**All assets required for Steps 8–13 are located in the Website folder.**

**Step 8** (1 mark)

Open the file *index.html*.

Attach the external stylesheet, *stylesheet.css*, to *index.html*. You will find the external stylesheet in the CSS folder.

**Step 9** (2 marks)

Insert the image saved from **Step 7** onto the page *index.html* in the div tag with the ID *topRightContent*.

Add an appropriate ALT tag.

**Step 10** (3 marks)

On the *index.html* page, write a promotional blurb for Galactic Bike Tours. It should be a single paragraph of three sentences and be suitable for an audience of young adults. It should include the following information:

- night-time bike-riding tours
- adventure and fun
- dress in bright colours
- underneath the stars
- free drink bottle for groups of more than five people.

Add this blurb as a paragraph inside the div ID *topLeftContent*, under the title 'What an Experience'.

**Step 11** (2 marks)

Add a new CSS rule that will style the paragraphs in the ID *bottomRightContent* with the following features:

- text colour of #EDA6FE
- italics
- size 18 px

Define the rule so that it only affects the *bottomRightContent* ID on the index page. Do not add any new IDs or classes to the HTML document.

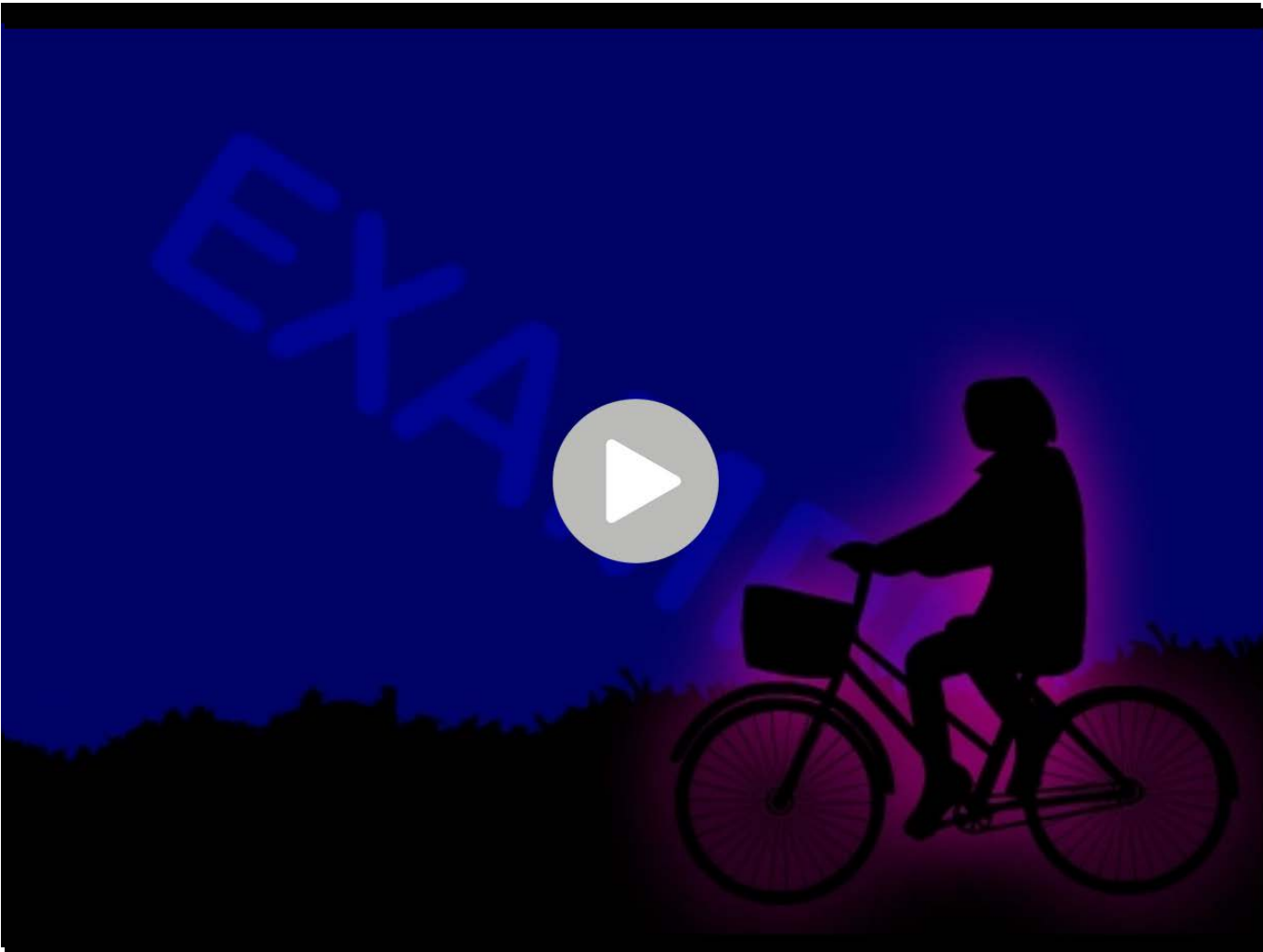
**Step 12** (1 mark)

Add a link from the word ABOUT to the *contents/about.html* page.

**Step 13** (1 mark)

Change the code in *stylesheet.css* to make the text in the *copyright* ID align to the right-hand side.

Animation demonstration



## Main storyboard



0–0.5 seconds  
Logo and stars fade in.



1–3.5 seconds  
Logo and stars move up and off the screen.



3.5–5 seconds  
Scene with bike moves up onto the screen.



5–13 seconds  
Background moves so that the bike appears to be riding towards the left-hand side of the screen.

Animation fades out between 12 and 13 seconds.

### Bike storyboard

The left leg has been coloured white to help identify the different movements. In the final animation, both legs should be black.



0 frames



10 frames



20 frames



30 frames



40 frames



50 frames



60 frames

**Animation** (20 marks)

All assets required for Steps 1–10 are located in the Animation folder.

**Step 1** (1 mark)

Open *animation.fla* in Adobe Animate.

Resize the stage to 550 px width × 400 px height with a frame rate of 20 frames per second (fps).

**Step 2** (1 mark)

Add the *logo\_stars* symbol from the library and place it at the location x: 115 px and y: 70 px, as shown in the main storyboard.

**Step 3** (2 marks)

Fade in the *logo\_stars* symbol, pause, then move it vertically off the screen, as shown in the animation demonstration and the main storyboard.

**Step 4** (3 marks)

Assemble the *bike\_rider*, *ground* and *tree* symbols, and move them up into the correct position, as shown in the animation demonstration and the main storyboard.

Use an ease of 100 on this motion tween.

**Step 5** (2 marks)

At 5 seconds, animate the *ground* and *tree* symbols so that they move towards the right of the stage. Make sure that the symbols are layered in the correct order, as shown in the animation demonstration and the main storyboard.

**Step 6** (2 marks)

Add a glow to the *bike\_rider* with the following settings:

- colour is #CC0099
- strength of 100%
- blur x at 34 px
- blur y at 34 px

**Step 7** (2 marks)

Have the *wheel* rotate counterclockwise showing a smooth movement, with one complete rotation every 6 seconds.

**Step 8** (5 marks)

Animate the legs of the *bike\_rider* so that the feet are always connected to the pedals, and the motion loops for 3 seconds, as shown in the animation demonstration and the bike storyboard.

**Step 9** (1 mark)

Fade out the screen between 12 and 13 seconds. Save your work in the *animation fla* file.

**Step 10** (1 mark)

Export the animation as an mp4/H.264 video:

- with the dimensions 500 px × 364 px
- with the filename *animation.mp4*
- in the Website/Video folder.

Embed the animation in the *video* div tag on *Website/Contents/About.html*.

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**End of examination questions**

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