

Section B, Instructions

- TIME
- MATERIALS
- INSTRUCTIONS
- STRUCTURE
- EXIT

Section A

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Section B

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Section C

- Brief
- Guide
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- Demo
- Concept
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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

TIME	MATERIALS	INSTRUCTIONS	STRUCTURE	EXIT
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Section A

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Section B

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Section C

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|-------|---------|
| Brief | Guide |
| 1 | 2 |
| Demo | Concept |
| 1 | 2 |

The poster shown appears on a local community noticeboard near a beach.

Describe **two** ways in which this yoga business could improve its poster to more effectively promote itself to the local community and tourists staying in the area.

2 marks



Section B, Question 2

- TIME
- MATERIALS
- INSTRUCTIONS
- STRUCTURE
- EXIT

Section A

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Section C

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Kelly is an occupational health and safety (OH&S) adviser who has been employed to consult with James's graphic design studio and his employees regarding safe practices.

What is an important OH&S practice that would be appropriate to check regularly in this workplace?

1 mark

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Section B, Question 3

Section A

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Section C

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In the poster shown, identify one dominant design principle.

Describe how its use in the design of the poster gains the attention of the target audience.

Design principle1 mark

Description1 mark



Section B, Question 4

- TIME
- MATERIALS
- INSTRUCTIONS
- STRUCTURE
- EXIT

Section A

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Section B

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Section C

- Brief
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- 1
- 2

Give **two** reasons why it is important for businesses to ensure that they have responsive websites.

2 marks

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Section B, Question 5

Section A

- 12
- 34
- 56
- 78
- 910
- 1112
- 1314
- 1516
- 1718
- 1920

Section B

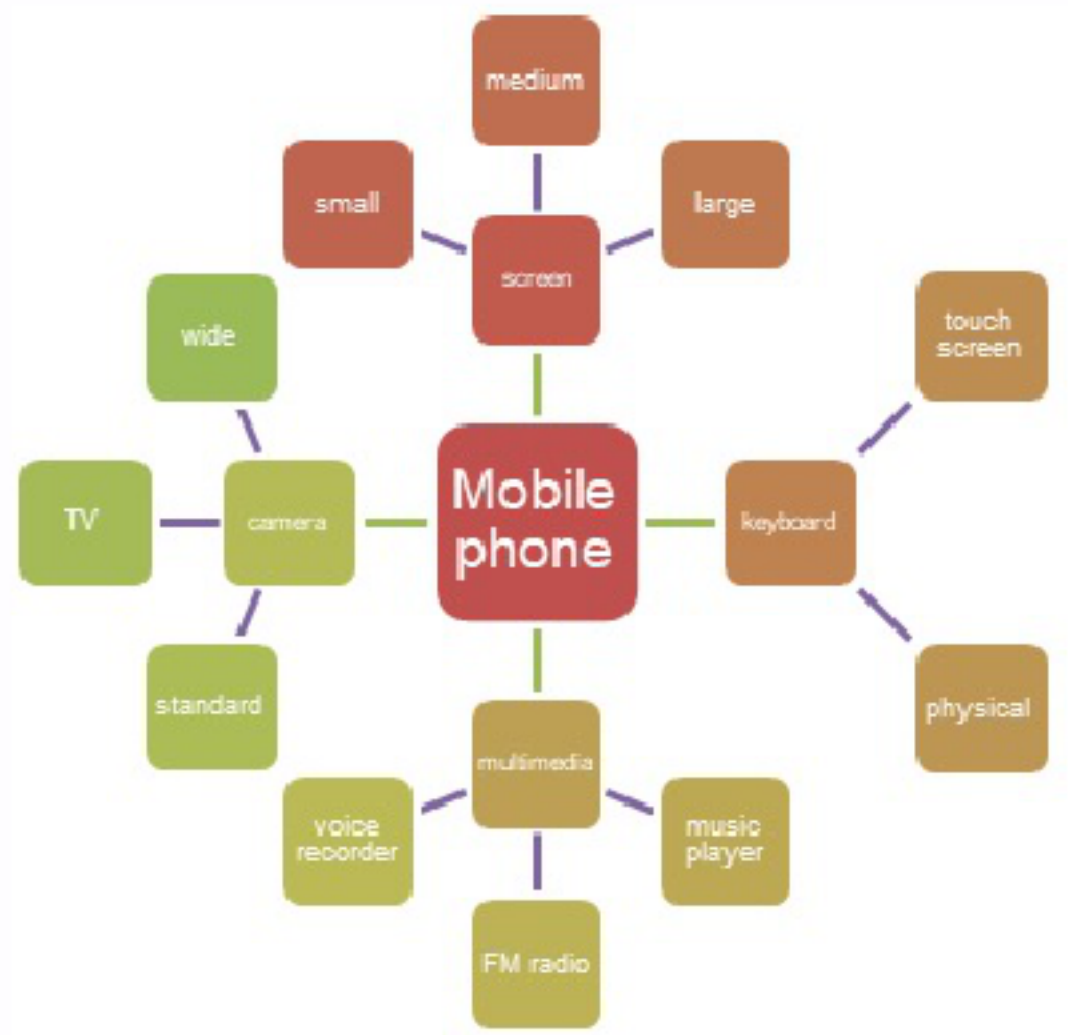
- 12
- 34
- 56
- 78
- 910
- 1112
- 1314
- 15

Section C

- BriefGuide
- 12
- DemoConcept
- 12

a. Name the creative-thinking technique used in the diagram shown. 1 mark

b. Describe the use of this technique in the design process. 1 mark



Section B, Question 6

TIME

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Section B

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Section C

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Consider the image shown. In fewer than 12 words, write an original caption for this image, promoting tourism in Queensland.

3 marks



BACK

NEXT

Section B, Question 7

TIME

MATERIALS

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EXIT

Section A

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Section B

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Section C

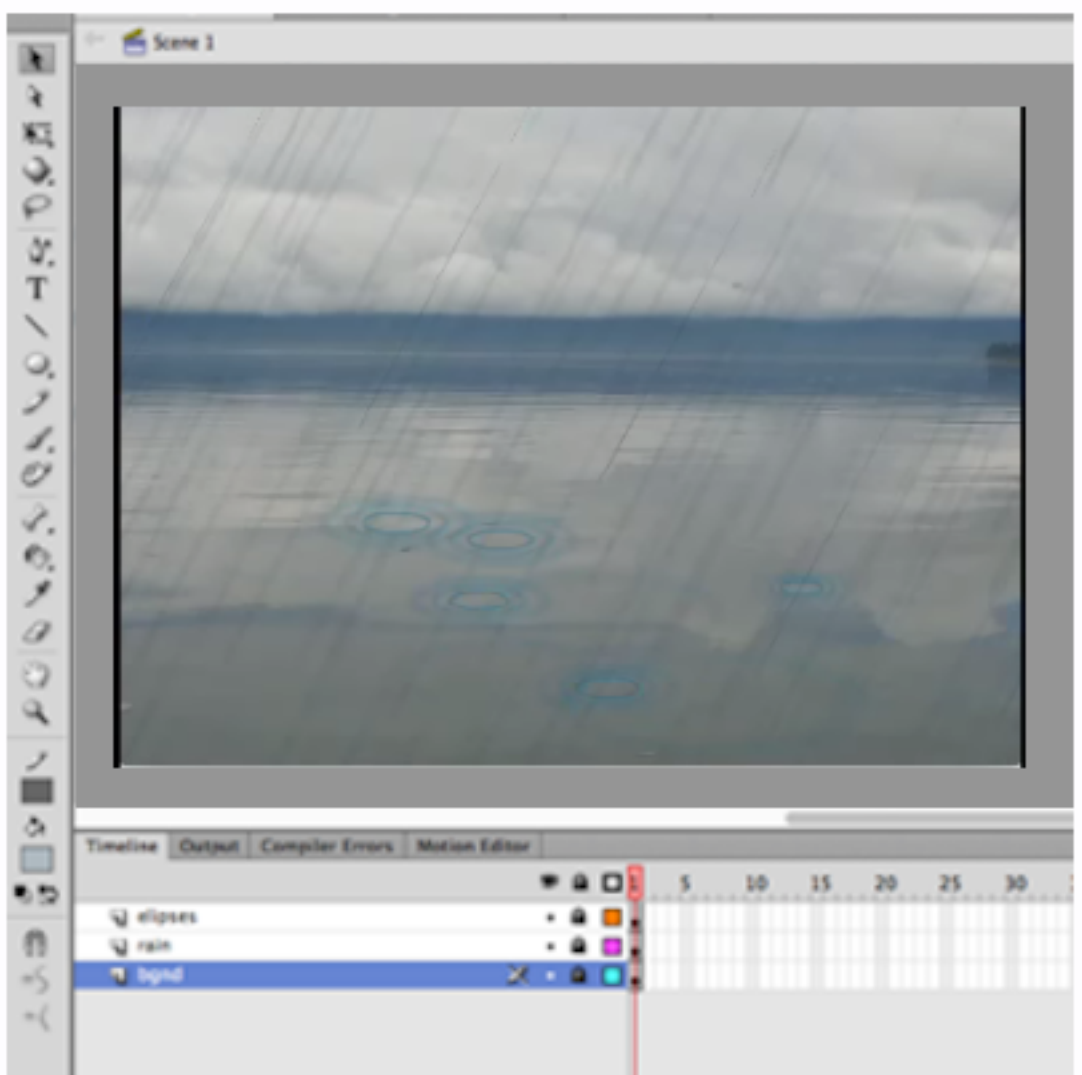
- Brief Guide
- 1 2
- Demo Concept
- 1 2

The animation shown was created using two MovieClip symbols and a background.

Give two reasons why the animator chose to use MovieClip symbols in this animation.

Reason 1 1 mark

Reason 2 1 mark



Section B, Question 8

- TIME
- MATERIALS
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Section A

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Section C

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What are **two** ways of obtaining relevant data about prospective users and target audiences?

2 marks

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Section B, Question 9

Section A

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Section B

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Section C

- Brief Guide
- 1 2
- Demo Concept
- 1 2

The three designs shown have been presented to a design team as part of the process of developing logos for a client. The designs have been candidly annotated by various team members.

Suggest **two** ways in which this type of document could be used in the design process.

2 marks

Client : Farafra Table Settings

Designs for logo
Prototypes only; for discussion

Idea 1



Comments JB

I think Idea 1 reflects the kind of colour scheme the client already uses. but is a bit dated. Line weight is also a bit clunky.

Idea 2 is a nice mix of 'traditional' desert design

Idea 3 might be too pop arty for client

Idea 2



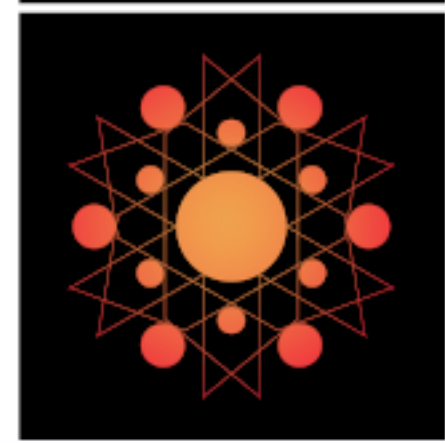
Comments JM

I like idea 3. I think it is a clean break from the client's previous branding. It needs mor develop-ment.

Given the client is marketing Sahara style table settings, Idea 2 might have more appeal to their customers.

Idea 1 might work if it was developed into a richer, more textile looking design.

Idea 3



Comments RT

Are we stuck with the dark backgrounds? I know the client wanted bright colours on a dark ground but it is limiting.

Idea 2 is closest to the mark. Heavier line weights or more colour within the design would improve it.

Idea 3 is a bit too '60s SCi Fi for me. I like the desert colour scheme in 2 and 3.

Section B, Question 10

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Section C

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Backing up and archiving serve two different purposes.

What are these purposes?

Backing up 1 mark

Archiving 1 mark

Section B, Question 11

TIME

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Section C

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Some principles of animation have been applied to the animated clip shown.

Identify one animation principle and explain how it has been used.

Animation principle 1 mark

Explanation 1 mark



BACK

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Section B, Question 12

TIME

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Section B

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Section C

- Brief Guide
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- Demo Concept
- 1 2

Testing is an essential part of developing a multimedia product, such as animations, advertisements or websites, for a client.

Give **one** reason why testing is essential and support your answer with an example.

2 marks

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NEXT

Section B, Question 13

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Section C

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Name **one** important feature that should be included in a storyboard and explain why it is important.

2 marks

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Section B, Question 14

TIME

MATERIALS

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Section A

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- 78
- 910
- 1112
- 1314
- 1516
- 1718
- 1920

Section B

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Section C

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Discuss **two** ways of applying presentation techniques to enhance the readability of written content on a website.

2 marks

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Section B, Question 15

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Section C

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The concept image shown has been developed for a book cover. The target audience for the book is children between three and five years of age.

Describe two characteristics of the image that make it suitable for this target audience.

Characteristic 11 mark

Characteristic 21 mark

