



EXIT



VICTORIAN CURRICULUM
AND ASSESSMENT AUTHORITY
Victorian Certificate of Education
2023

VCE VET CREATIVE AND DIGITAL MEDIA
Computer-based examination

Friday 3 November 2023

Reading time: 3.00 pm to 3.15 pm (15 minutes)

Writing time: 3.15 pm to 5.15 pm (2 hours)

Structure of test

Section	Number of questions or tasks	Number of marks
A – multiple-choice questions	20	20
B – short-answer questions	13	30
C – practical task	1	40

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Please enter the start code to begin the examination



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Instructions

Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners and rulers.

Students are NOT permitted to bring into the examination room: blank sheets of paper or unauthorised electronic devices. An instruction book with space for notes is provided.

The examination will be completed using the computer you have been allocated.

All written responses must be in English.

The writing time has started. You can enter answers now. You can review and change your answers at any time.

Software supplied

Adobe Photoshop 2020 and above
Adobe Dreamweaver 2020 and above
Adobe Animate 2020 and above
Adobe Media Encoder 2020 and above
A web browser
A text editor
A calculator

A folder containing all assets needed for the practical task.
A shortcut to this folder is on the desktop. It is called **'12345678A Practical Work'**.

Navigation

Move through the examination using the questions menu on the left or the arrow keys on the keyboard.
Press the right or down arrow to go to the next page.
Press the left or up arrow to go to the previous page.

Reading time skipped



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Section A – Multiple-choice questions (20 marks)

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INSTRUCTIONS

Answer **all** questions.

Select the option 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.

Answers will be automatically saved.

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

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

Questions menu key



selected question



question has not been answered



question has been answered



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In the example logo for Deco Delight Café, which design principle is most prominent?

☐ A

shape

☐ B

pattern

☐ C

typography

☐ D

balance



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A wedding photographer is about to save a photograph from Kit and Ricky’s wedding. The photograph is of the wedding rings and was taken during the ceremony.

Which one of the following would be an acceptable file name according to standard naming conventions?

- A

KitRicky_2023_rings_closeup_final_final.jpg
- B

KitRicky_140223_ceremony_003.jpg
- C

Wedding Kit & Ricky Rings.jpg
- D

140223_kitricky.jpg

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```
<html>
<head>
<title> </title>
</head>
<body>
<p style = "color:blue;font-size:14pt;">I am a big
<strong> blue </strong> paragraph </p>
</body>
</html>
```

The highlighted code is an example of

- A inline CSS.
- B external CSS.
- C extension HTML.
- D internal or embedded CSS.

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You have been asked to write a slogan for a brand, comparing its product favourably with that of its closest competitor.

Which law would you need to consider in the completion of this task?

- A

copyright
- B

moral rights
- C

Equal Opportunity Act
- D

defamation

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Section B

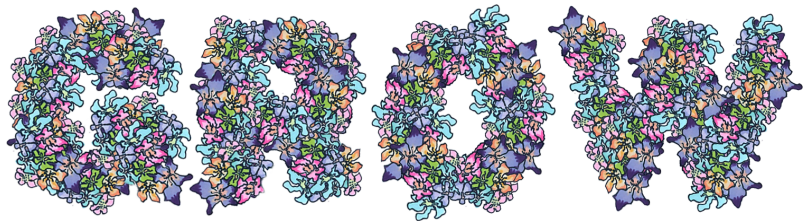
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A designer produces this illustration to go on gift vouchers for a local nursery.



Which design element is used the **least** in the design above?

- A shape
- B typography
- C form
- D colour

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Which one of the following is the best reason to use a CSS class rather than an ID?

- A

to style an element that occurs multiple times in an HTML document
- B

to change the layout of the page
- C

to style an element that occurs once in an HTML document
- D

to apply a CSS rule with a higher priority

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As part of the 12 principles of animation, anticipation can be described as

- A

the continuation of movement after a main action is completed.
- B

the movement of an object that is gradually getting slower.
- C

the action provided to prepare for the main movement to happen.
- D

the sense of weight and volume applied to an animated object.

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SCAMPER is a creative thinking technique that can help to generate new ideas and challenge assumptions.

Which one of the following is a part of SCAMPER?

- A swap
- B model
- C augment
- D put to another use

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Which one of the following readability test results is most likely to indicate an appropriate reading level for an audience of teenagers?

- A

Flesch-Kincaid Grade Level 5
- B

Flesch-Kincaid Grade Level 3
- C

Flesch-Kincaid Grade Level 12
- D

Flesch-Kincaid Grade Level 10



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Section A – Question 10

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In Edward de Bono's Thinking Hats, the White Hat is defined as thinking about facts and data.

Which one of the following is the best example of a statement made using the White Hat?

A

'Our users feel frustrated when using the new website on their phone.'

B

'Our users are checking their phones about every five minutes.'

C

'If we make the layout responsive, we will improve the usability of the site.'

D

'The website takes too long to load on a phone.'



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Section A – Question 11

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When compared with Example 1, the text in Example 2 is showing an increase in

A kerning.

B leading.

C x-height.

D cap height.

Text
Text
Text

Example 1

Text
Text
Text

Example 2

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In the animation environment of 25 frames per second (fps), which formula below can be used to calculate the required number of frames for a 5-second animation?

A

$25 + 5 = 30$ frames

B

$25 \div 5 = 5$ frames

C

$25 \times 5 = 125$ frames

D

$25 - 5 = 20$ frames

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You are trying to cut the ducks out of the photograph and place them on another design.

Which one of these Photoshop techniques and tools would be the **least** helpful in successfully isolating the ducks?

- A

masking
- B

object select
- C

lasso tool
- D

marquee tool



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The diagram shown is known as a

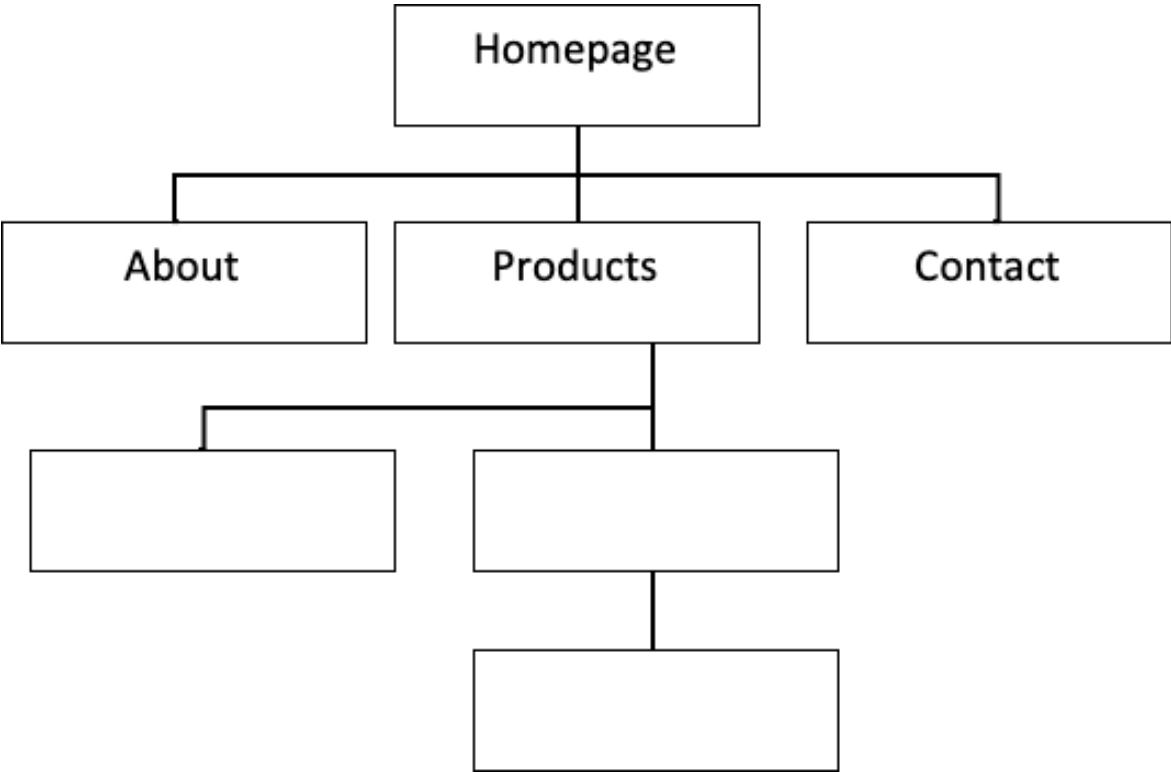
- A

mock-up.
- B

sitemap design.
- C

website design.
- D

storyboard design.



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Fredrick produces a song called ‘All the broken crayons’. He wants to make sure that no one else can copy that song title.

What should he do?

- A

investigate registering the song title as a trademark because copyright does not apply to song titles
- B

nothing; copyright is automatically applied on creation in Australia
- C

nothing; moral rights are automatically applied on creation in Australia
- D

investigate registering the song title as a patent because copyright does not apply to song titles

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Which one of the following texts is most likely to be written in the passive voice?

- A

a recipe for banana bread
- B

a court report
- C

the caption for an influencer’s social media post
- D

a principal’s speech to welcome students back after the holidays



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Section A – Question 17

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What is a benefit of using the Movie Clip symbol in Adobe Animate to animate an object?

- ☐ A The animation inside the symbol can be previewed within the main timeline.
- ☐ B Each frame within the symbol is used to indicate a different state (up, over, down and hit).
- ☐ C The symbol can be used for character rigging.
- ☐ D The symbol plays independently of the main timeline.

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A storyboard is a useful tool for an animator because it allows them to

- A

refer to visual guides throughout the animation process.
- B

create engaging animation and develop media assets.
- C

develop a backup file when the animation project is completed.
- D

receive sign-off approval from a client when the animation project is completed.

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The most appropriate image file format for a photo gallery on a travel website is

- A GIF.
- B HTML.
- C JPEG.
- D HEIC.

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You are in charge of the content for a cooking website.

Which writing style would you recommend for the recipes?

- A

persuasive
- B

creative
- C

expository
- D

narrative



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Section B – Short-answer questions

(30 marks)

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INSTRUCTIONS

Answer **all** questions.

Type a response into the answer fields provided.

Answers will be automatically saved.

Press tab to move between answer fields.

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

Questions menu key



selected question



question has not been answered



question has been answered

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Section B – Question 1

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A designer has created this image to advertise an autumn sale for a children's clothing brand. The image will be used in marketing emails.

- a. Identify **one** aspect of the design that makes it appropriate for use by a children's fashion brand.

1 mark

|

- b. Make **one** suggestion for how the design could be improved for the marketing email. In your response, you must identify **one** design principle.

2 marks



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When working long hours creating animations, artists need to be aware of potential ergonomic issues that may occur.

- a. Identify **one** ergonomic issue that an animation artist may experience.

1 mark

- b. How could this ergonomic issue be addressed?

1 mark

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When developing websites and webpages, both relative and absolute links can be used.

Explain the difference between the two types of links. Use an appropriate example in your response.

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Designers can make use of both digital and traditional tools to create 2D designs.

a. Describe how a designer might combine the use of digital and traditional tools to create the design of an ebook cover for a children’s book about astronauts.

In your answer, you must provide an example of each type of tool.

2 marks

b. What is a benefit of combining both digital and traditional tools in the creation of a 2D design?

1 mark

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Sia is a website designer who has been hired to develop a new website for a school.

- a. Why should Sia check the website on different browsers before publishing the site?

1 mark

- b. Sia is also concerned about making sure that the website is accessible.

Identify **one** technique that she could use to test and evaluate the website’s accessibility.

1 mark

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Writing content for websites has specific requirements to help with readability.

Provide **two** pieces of advice you would give to a person you are coaching in order to improve their website.

2 marks



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Section B – Question 7

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Benny is a graphic designer who is working with a video game company. They have asked him to produce the posters for their game. He is currently working with them to write a project brief.

- a. Identify **one** technical requirement that would be important for Benny to include in the project brief.

1 mark

- b. Identify **one** creative requirement that would be important for Benny to include in the project brief.

1 mark

- c. Provide **two** reasons why it is important to have a comprehensive project brief when working in the creative industries.

2 marks

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Arty Bathy is a company that wants to make bath time a creative experience.

- a. Describe how the logo design provided uses a design element to convey a feeling of creativity and fun.
- 1 mark

- b. Part of the brief provided to the designer states that 'The design should be useable in both a small format (for example, on a business card) and on advertisements, including billboards.'

The logo is currently in a PNG format with dimensions of 580 × 590 pixels.

What steps should be taken to ensure that the final delivery to the client fits the size requirements of the brief?

1 mark



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‘Squash and stretch’, ‘ease in, ease out’ and ‘exaggeration’ are three commonly used animation principles.

Briefly define **one** of these principles and describe how an animator might use this principle to help make the movement feel more realistic.

2 marks



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When inserting sound into the timeline of an Adobe Animate project, there are two main types: event sounds and stream sounds.

Briefly explain the difference between these types.

2 marks

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Gill and Henry are having an argument regarding the order of precedence for CSS rules and attributes.

Using the drag-and-drop function, place the components where they belong on the box model.

1 mark

contentpaddingbordermargin

drop zone 1

drop zone 2

drop zone 3

drop zone 4

Reset

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a. Change the following sentence into the passive voice.

Noisy monkeys swing through the canopy.

1 mark

b. Change the following sentence into the active voice.

The trampoline was jumped on by the children.

1 mark

c. Change the following sentence into the first person.

Amir enjoys gardening in the summer.

1 mark

Section A

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Order the following information to reflect the inverted pyramid style of writing.

1 mark

- a.

The Ghostville mayor commented that ‘this initiative is an essential support to improving the literacy of our children’.
- b.

A new library will be opening in Ghostville in 2024.
- c.

The last time that Ghostville had a functioning library was in 1911.
- d.

The library is a community-led initiative and will be located on John Street, next to the leisure centre.
- e.

A group of parents have been meeting monthly since 2022 to coordinate fundraising and lobby local authorities.

Reset



EXIT

Section C – Practical task

(40 marks)

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INSTRUCTIONS

A shortcut to your practical work folder has been created on the desktop.
It is called '**12345678A Practical Work**'.

Complete **all** parts of the 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.



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Pedro’s Pet Palace is a new pet hotel in Melbourne. It provides its clients with a ‘royal’ experience, whether it is for a short stay or a long stay. The owners of Pedro’s Pet Palace, Peter and Paula, would like you to redesign their website.

You are required to construct the website and its introductory animation by following the steps provided.

You have been provided with the following assets for the website:

- *index.htm*
- *contact.htm*
- *styles.css*
- *crown.png*
- *PedroLogo.png*
- *voice.png*
- *dog.jpg*



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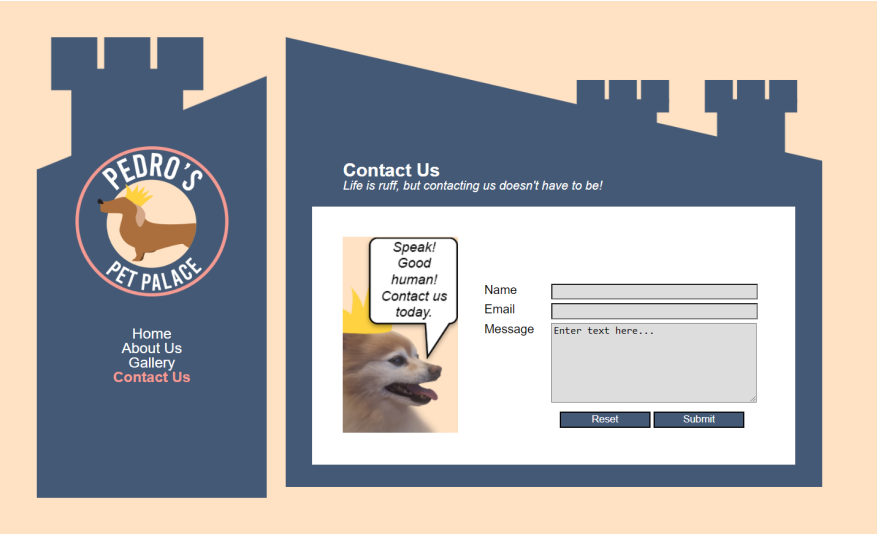
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index.htm

Show larger image



contact.htm

Show larger image



EXIT

Section C – Website page 1

INTRODUCTION

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Step 1 (1 mark)

Open the files *index.htm* and *contact.htm* from the practical work folder. Attach both files to the external stylesheet (*styles.css*) located in the CSS folder.

Step 2 (1 mark)

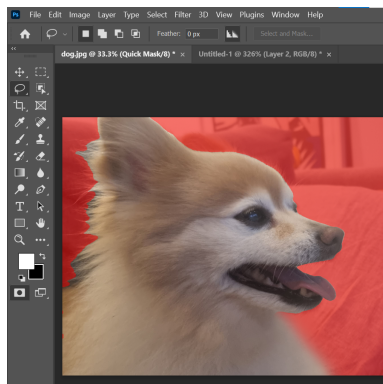
Create and save a new Photoshop file with:

- dimensions of 150 px width × 260 px height
- a transparent background colour
- a file name of *contactUs.psd*

Step 3 (2 marks)

Open the *dog.jpg* file and, using an appropriate selection technique, isolate the dog as shown in the screenshot provided.

Copy and paste the isolated dog into the file *contactUs.psd*.



Screenshot demonstrating selection technique for Step 3

[Show larger image](#)**Step 4** (1 mark)

Reduce the size of the dog to 9%.

The placement of the dog should be the same as the screenshot provided.

Step 5 (1 mark)

Import the file *crown.png* and rotate the image to an angle of -33°.

The placement of the crown should be the same as the screenshot provided.

Step 6 (1 mark)

Import the file *voice.png*.

Flip and place it so that it is the same as the screenshot provided.

Step 7 (1 mark)

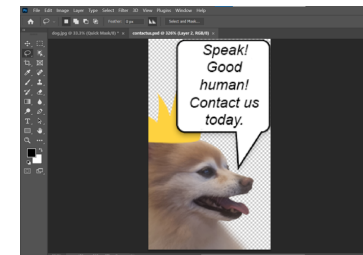
Add a drop shadow layer style to the voice layer.

Step 8 (1 mark)

Add the text 'Speak! Good human! Contact us today.' as shown in the screenshot provided.

It should be:

- in a sans serif font
- size 18
- italics
- centre aligned.



Screenshot for Steps 4–8

[Show larger image](#)



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Step 9 (1 mark)

Export *contactUs.psd* in a suitable format for the web.

Step 10 (2 marks)

Insert the image saved from Step 9 onto the page *contact.htm* in the div tag with the ID *contactImage*.
Add an appropriate ALT tag to the image.

Step 11 (2 marks)

On the *index.htm* page, write a promotional slogan for Pedro's Pet Palace that will convey its business message of luxury pet care.
Add this slogan to the div tag with the ID *contentHeading*, under the welcome text.

Step 12 (2 marks)

In *styles.css*, add a new rule that will style, in italics, any H2 tag in the div tag with the ID *contentHeading*.
Format the slogan with the H2 tag.

Step 13 (3 marks)

For an audience of prospective Pedro's Pet Palace clients, use the following key information to write a short blurb for the 'Introduction' section of the website. It should not be longer than a paragraph.

You must use a promotional style and include the following facts:

- perfect record of pet safety
- five-star ratings by more than 90% of customers
- *TopPets Magazine* says 'Pedro's is an investment in your pooch's prosperity'.

Add the blurb as a part of the div tag with the ID *textContent*, which should replace the 'Lorem Ipsum' placeholder text.

Step 14 (1 mark)

Link the *index.htm* page to the *contact.htm* page using the 'Contact Us' text.



EXIT

Section C – Animation demonstration

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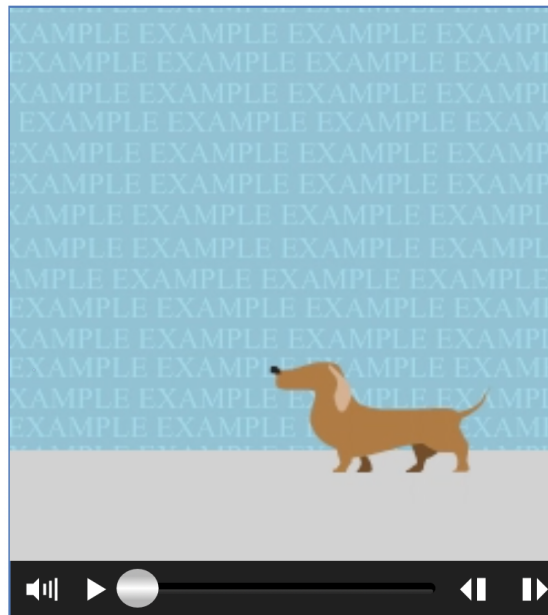
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0.0 seconds



EXIT

Section C – Animation storyboard

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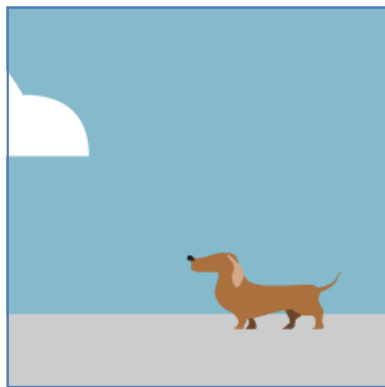
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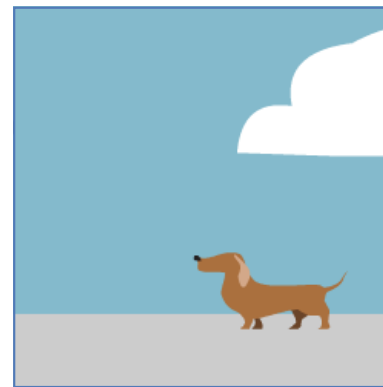
NEXT

*0 seconds*

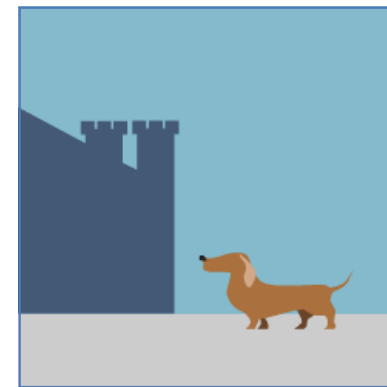
Pedro the dog starts walking.

*1 second*

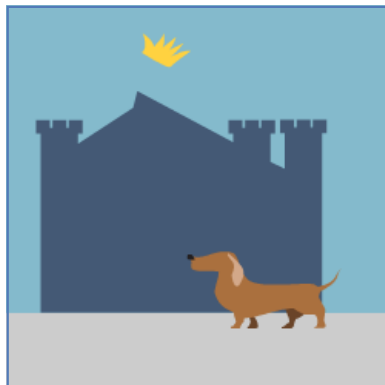
The cloud first enters the frame at 0.5 seconds and leaves at 5 seconds.

*4 seconds*

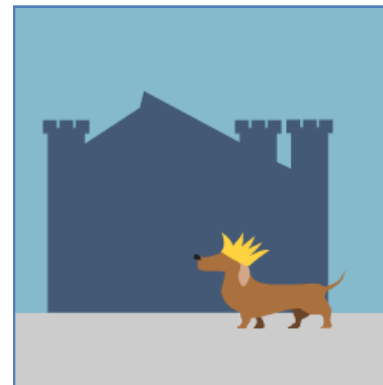
The castle first enters the frame at 4 seconds and reaches its final position at 6 seconds.

*5 seconds**6 seconds*

The dog and the castle stop moving. A crown appears, moving in an arc from behind the castle.

*7 seconds*

The crown slows down as it reaches the peak of the arc at 7 seconds. It speeds up as it falls.

*8–10 seconds*

The crown reaches its final position at 8 seconds. There is no movement between 8–10 seconds.

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Step 1 (1 mark)

Create a new Adobe Animate file that is set up for an ActionScript 3.0 platform. Name the file *pedro.fla*.

The stage should have a 250 px width × 250 px height and the frame rate should be 20 frames per second (fps).

Step 2 (1 mark)

Set the background colour to #84BACC.

Add a layer called *ground*. Create a 250 px × 50 px rectangle with a fill of #CCCCCC. Position it as shown in the storyboard.

- Step 3** (1 mark)
- Import the following assets to the library:
- *backleft.svg*
 - *backright.svg*
 - *body.svg*
 - *castle.svg*
 - *cloud.svg*
 - *crown.svg*
 - *frontleft.svg*
 - *frontright.svg*
 - *tail.svg*

If prompted, select the following option:

☒

Import all paths into the same layer and frame

☐

Import each path to different layer

☐

Import each path to different keyframe

Step 4 (2 marks)

Create a graphic symbol called *pedro*.

Inside this symbol, assemble the dog with the assets from the library. Each asset should be layered and positioned as shown in Frame 1 of the walk cycle storyboard below.

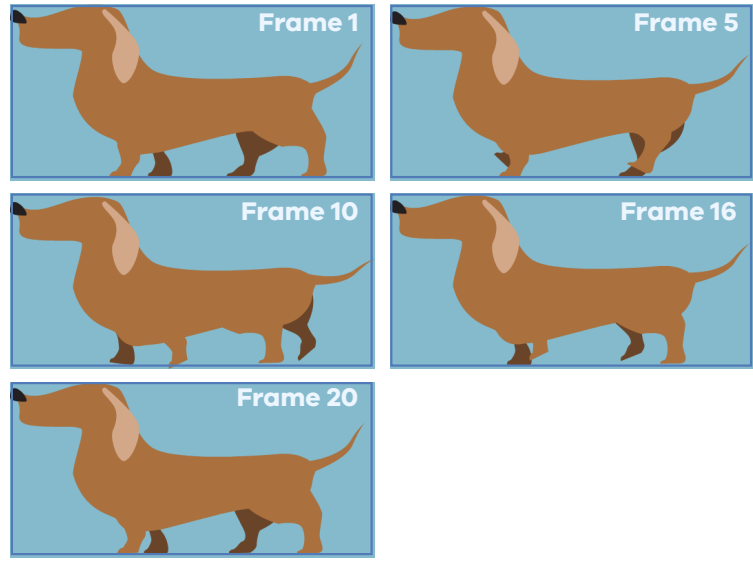
Step 5 (1 mark)

Convert the body, legs and tail into symbols.

Change the pivot points for the legs and the tail so that the symbols will rotate from the appropriate joints.

Step 6 (5 marks)

Animate the walk cycle for Pedro’s legs and tail as shown in the walk cycle storyboard below.



Walk cycle storyboard



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Step 7 (1 mark)

Add the *pedro* symbol to the main timeline of your animation. It should have the dimensions of 100 px width × 50 px height, with a position of x = 120, y = 150. The symbol should loop until 6 seconds, as shown in the main storyboard.

Step 8 (1 mark)

Add the cloud so that it has the movement and timing as shown in the main storyboard and the animation demonstration.

Step 9 (1 mark)

Add the castle so that it has the movement and timing as shown in the main storyboard and the animation demonstration.

Step 10 (4 marks)

Animate the crown so that it moves from behind the castle in an arc and lands on the dog's head.

It should decelerate while rising, pause briefly at the top of the arc, then accelerate as it descends to the dog's head.

Step 11 (1 mark)

Ensure that the total length of the animation when in Adobe Animate is 10 seconds. During this time, both the dog and the ground should always be visible.

Save your finished animation.

Step 12 (1 mark)

Export the animation as an mp4/H.264 video with the filename *pedro.mp4*.

Embed the animation in the *animationContent* div tag on *index.htm*.