

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

VCE VET Creative and Digital Media

Online Examination

Friday 8 November 2024

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

Approved materials

- Pens, pencils, highlighters, erasers, sharpeners and rulers

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.

Contents

Section A (20 questions, 20 marks)

Section B (12 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 (A.–D.) in the radio box provided.
 - Save this PDF on a regular basis.
-

Question 1

CSS is used to style and control the layout of webpages.

What does CSS stand for?

Cascading Style Sheets

Controlling Style Sites

Creating Style Structure

Cascading Site Structure

Question 2

This animation was created in Adobe Animate and the rotating sun is very jerky.

What could be done to make the movement smoother?

Change from a motion tween to a shape tween.

Decrease the frames per second (fps).

Increase the fps.

Change from a classic tween to a motion tween.

Question 3

A secondary colour is

a neutral colour.

a colour resulting from the mixing of two primary colours.

the combination of primary and tertiary colours.

the combination of two colours on opposite ends of the colour wheel.

Question 4

Consider the following scenario:

While checking her website, Jane, a local business owner, found that last month several new reviews had been posted about her business by a competitor, Mark. The reviews claim that Jane's products were substandard, and that her business engaged in unethical practices. Jane's business's sales fell by 50% in the following six months.

Is this an example of defamation?

Yes, because after the reviews were published they attracted local news coverage and this caused distress.

No, because the reviews did not include personal information about Jane such as her full name and address, so she was not personally damaged.

No, because Mark is a competitor, not a customer, and is therefore not liable.

Yes, because it was published to a third party, Jane's business was identifiable, the claims were untrue, and it resulted in decreased sales.

Question 5

Prenak has completed a 2D digital design for his portfolio and needs it to be printed in colour on A3 paper.

Which colour model should Prenak use?

LAB

CMYK

RGB

greyscale

Question 6

Which of the following is the correct name for an HTML attribute applied to image tags for use as a text alternative by search engines and screen-reading software?

alternative

alternator

altered

alt

Question 7

It is recommended that graphic designers use non-destructive methods for editing illustrations and photographs.

What is one reason this is recommended?

to maintain high image quality throughout the editing process

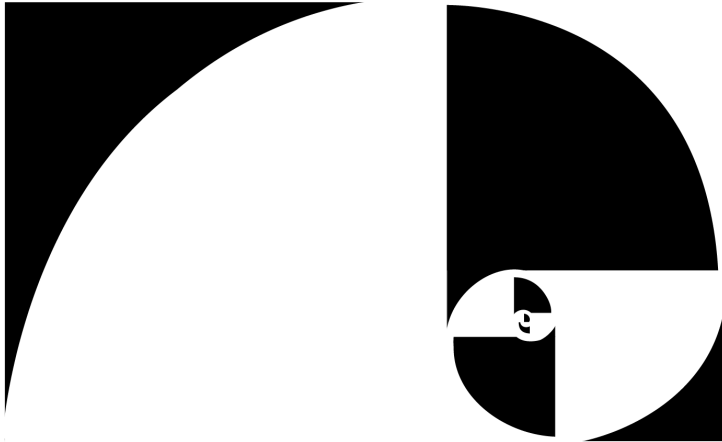
to reduce the overall file size of the final design

to maintain file compatibility throughout the editing process

to make the design process more environmentally friendly

Question 8

Which two design principles have predominantly been used to create this image?



scale and unity

contrast and proportion

balance and unity

contrast and balance

Question 9

Which of the following images is most likely to be available to use for free without violating copyright?

a photograph of graffiti

a meme found in an online post

an image found through a popular image search engine

a historical image from 1901

Question 10

What is the term given to the technique of creating animation by tracing over video stills?

copying

outlining

rotoscoping

tweening

Question 11

Lily is about to start developing a 2D digital design that will be used to enhance the imaging of a mobile application.

Which one of the following is the most appropriate type of graphic to use for this project?

bitmap

scalene

raster

vector

Question 12

When aiming to maximise the readability of a website, which of the following is not an important consideration for content writers?

Chunking and using headings and subheadings to aid scanning.

Minimising word count and using bullet points to reduce amount of text to be read.

Contrasting text colour with background and leaving white space.

Conducting a readability test to ensure language used suits the age and education of the audience.

Question 13

Which typographical technique has been used below?

Wellbeing

Wellbeing

leading

kerning

spacing

flipping

Question 14

Select the correct passive form of the sentence below:

The client explained the new project to Ahmed.

The new project was explained to Ahmed by the client.

The client explained to Ahmed the new project.

The new project was explained by Ahmed to the client.

Ahmed listened to the client explain the new project.

Question 15

Which of the following HTML link attributes can be used to open a webpage in a new window or tab?

target = “_self”

target = “_parent”

target = “_blank”

target = “_top”

Question 16

You are working alone on a design and want to come up with a range of ideas.

Which of the following would be the most appropriate creative thinking technique to use?

SCAMPER

a detailed sketch

round-robin brainstorming

creating a flow chart

Question 17

When creating an image for the web, the best format to save a photographic image with a transparent background is

GIF.

TIFF.

JPG.

PNG.

Question 18

The best type of diagram to show the navigation flow from one webpage to another is a

storyboard.

wireframe.

sitemap.

mood board.

Question 19

When evaluating ideas for an animation, which of the following is the most important question to consider?

Which software should be used to create the animation?

Is the idea technically feasible?

Which output format should the animation be saved as?

Which music should be used in the soundtrack?

Question 20

In the design process, what is meant by the term 'proof'?

a printed copy of the final design to be checked

completing a spelling and grammar check

evidence that the task meets the brief

creating an archive of the final work

Section B – Short-answer questions

Instructions

- Answer **all** questions in the spaces provided.
-

Question 1 (3 marks)

A dog food company is looking for a new logo to be placed on its products.

- a. During a client interview, you want to visually communicate your initial thoughts on the design.

Identify the quickest method to do this.

1 mark

- b. Explain why the method identified in **part a** is an appropriate choice in the context of a client interview.

2 marks

Question 2 (2 marks)

Read the following article excerpt of a school newsletter that is using the inverted pyramid style. Write an appropriate first sentence for the article. You must consider both content and style.

. This leadership-focused school camp will take place two hours away by bus, on the edge of a pristine national park. The principal of Harmonee Haven Primary School, Mrs Fraser, says 'This camp presents an invaluable opportunity for our Grade 6s to set themselves up for a successful final year of primary school.' Students will take part in a range of team-building activities in the great outdoors. We look forward to families coming down to school to wave their kids off in the first week of February.

Question 3 (3 marks)

The 12 Principles of Animation were first defined during the Golden Age of animation in the 1930s. Three of these principles are:

- squash and stretch
- anticipation
- secondary action.




Select **one** of these principles and answer the following questions.

a. Define your chosen principle. 1 mark

b. Give an example of how you could use this principle in an animation to help convey an idea. 2 marks

Question 4 (2 marks)

A new cattery has nearly finalised the graphic for use on its promotional stickers. It has been exploring a range of different ideas, as shown in the table below.

		
Image 1	Image 2	Image 3

Explain why it is important that the cattery is exploring different ideas for its stickers. In your response, refer to the images above.

Question 5 (3 marks)

'Class' and 'ID' are used in HTML and CSS code.

a. What are **two** differences between Class and ID?

2 marks

b. The following CSS rule is missing the selector.

Fill in the blank so that the rule applies to an ID called *Urgent*.

1 mark

```
{  
  
  color: red;  
  
  font-weight: bold;  
}
```

Question 6 (3 marks)

The image shown is designed to encourage tourists to travel to India.



a. Identify the design principle that makes the text in front of the building difficult to read.

1 mark

b. Give **two** examples of how the designer could improve this advertisement's readability.

2 marks

Question 7 (2 marks)

Graphic designers and website designers are prone to injury from poor ergonomics, especially when using a keyboard.

Provide **two** recommendations for using a keyboard ergonomically.

Question 8 (3 marks)

The image below has been developed for a new hotel website. The design team are using de Bono's Six Thinking Hats to reflect on the image.



a. Describe the role of the person 'wearing' the Red Hat.

2 marks

b. Give **one** example of feedback that might be given in response to this image when wearing the Red Hat.

1 mark

Question 9 (2 marks)

Write the following sentences as instructed.

- a. Change the following sentence into the active voice.

Exam revision was completed by Alicia during study break.

1 mark

- b. Change the following sentence into the second person.

He enjoys pottery lessons on Thursday nights.

1 mark

Question 11 (2 marks)

ELF Tel is a phone company that sells devices for a range of target audiences.

Select the most appropriate statement from the drop down menu so they match each target audience profile with the most appropriate slogan.

Empower your tomorrow: Unleash infinite possibilities with ELF Tel – where innovation meets passion!	
Simplicity redefined: Embrace connectivity confidently with ELF Tel.	
Elevate your vibe: ELF Tel – because your world deserves a splash of fun!	
Peace of mind in every call: ELF Tel – keeping families connected.	

Question 12 (3 marks)

A client has hired you to create an animated web advertisement. Read the following excerpt from a client meeting.

I'd like you to create an animated advertisement that we can use on social media. Our company, 'Inkografix', creates custom artworks based on photographs. You can create art based on pets, famous people, friends – it's the perfect gift for your best friend to decorate their bedroom or school locker. Our artworks have a flowing ink style in pastel tones, and we get a lot of requests for illustrations of pop music artists and flowers. It'd be great if the animation filled the whole screen while the user is scrolling through their socials on their phone.

- a. Based on the client meeting, describe the target audience for the animation. 1 mark
- b. Based on the client meeting, what is a creative specification that you would include in the brief? 1 mark
- c. Based on the client meeting, what is a technical specification that you would include in the brief? 1 mark

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

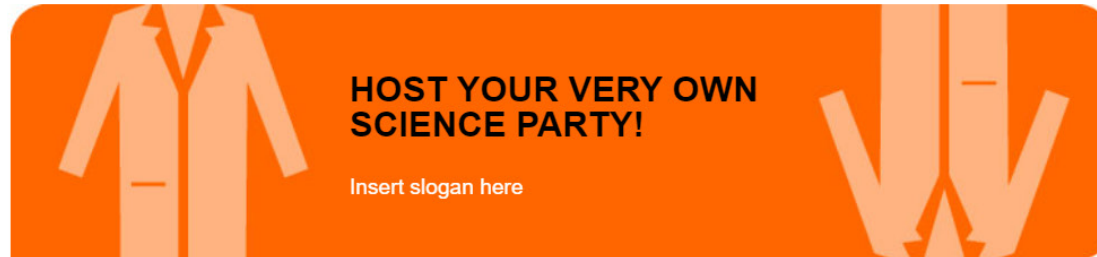
Bubble's Beaker Birthdays is a party-planning company with a focus on providing STEM (science, technology, engineering and mathematics) themed birthday parties for children. As part of their service, they send email invitations, run activities for the party and provide themed gift bags to every attendee.

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.html*
- *invitation.html*
- *mystylesheet.css*
- *coat.jpg*
- *labitems.png*
- *reversedCoat.jpg*
- *logo.png*
- *Background.png*
- *GiftBag.psd*
- *logoBBB.png*
- *scienceItems.jpg*
- *TestTubes.png*

Screenshot 1



Navigation

[Home](#)
[About](#)
[Design My Party](#)
[FAQ](#)
[Contact](#)




Give your child the gift of discovery for their birthday with Bubble's Beaker Birthdays.

Pick your theme and we'll do the rest!

Attendees will take part in fun experiments, play science games and go home with our unique Bubble's Beaker Birthdays gift pack.

We organise every step of the way, so you can just enjoy the day with your young scientist!



index.html

Screenshot 2



**Bubble's
Beaker
Birthdays**



**HOST YOUR VERY OWN
SCIENCE PARTY!**

Navigation

- Home
- About
- Design My Party**
- FAQ
- Contact



Invitation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris pretium aliquet mauris sit amet ornare. Integer maximus urna non odio dictum gravida.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

[RSVP: 20th November, 2024](#)



**THREE STEPS
FOR THE
PERFECT
STEM PARTY**

invitation.html

Website (20 marks)**Step 1** (1 mark)

Open the file *index.html* from the practical work folder.

Attach the external stylesheet (*mystylesheet.css*) to *index.html*. You will find it located in the CSS folder.

Step 2 (1 mark)

Create and save a new Photoshop file with:

- dimensions of 1264 px width × 1517 px height
- a file name of *partyTreats.psd*

The file should be saved into the Website/images folder.

This file will be used for Steps 3–8. Save this file after each step.

Step 3 (2 marks)

Import the following files into the Photoshop file:

- Website/images/Background.png
- Website/images/GiftBag.psd
- Website/images/TestTubes.png

Assemble as shown in the sample image. Guidelines with measurements have been added to help with positioning.



Step 4 (1 mark)

Change the colour of the liquid inside the white test tube to pink.



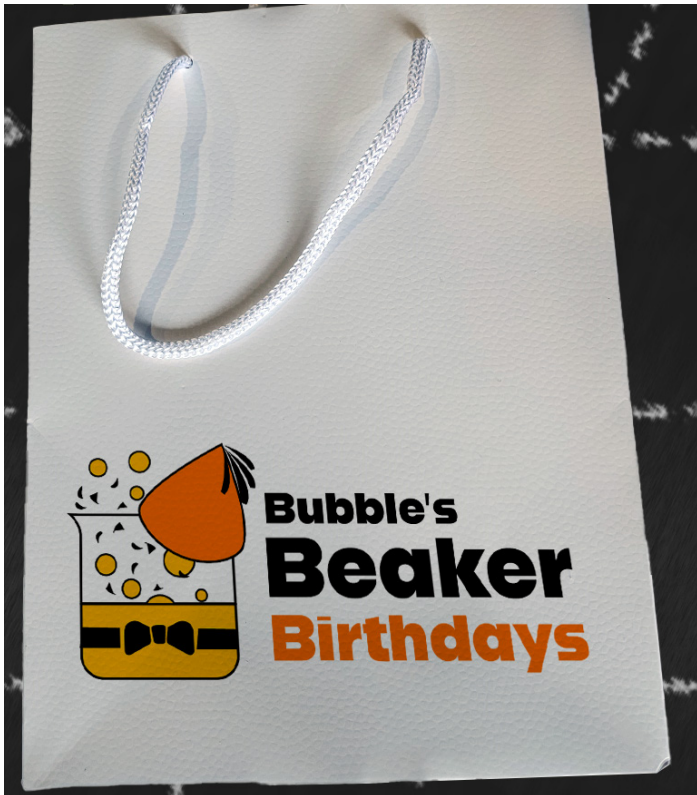
Step 5 (1 mark)

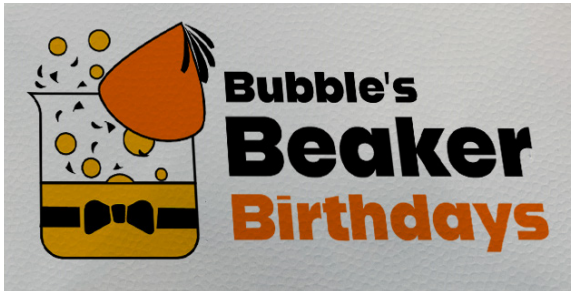
Import *logoBBB.png* from Website/Images into the Photoshop file.

Make the following changes to the gift bag to match the sample image:

- Distort the logo to match the shape of the gift bag.
- Change the blending mode of the logo to match the final image.

The blacks in the logo should be opaque and the texture of the paper bag should be visible through the colours of the logo.

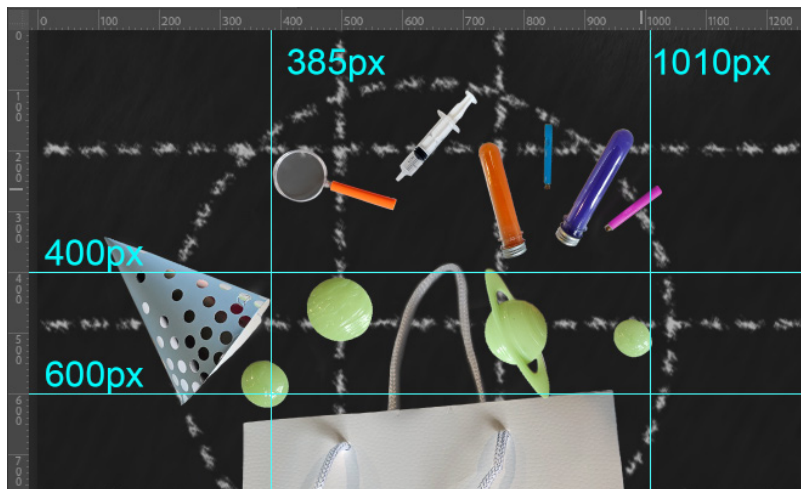


**Step 6** (2 marks)

Import *scienceltems.jpg* into your Photoshop file. Then make the following changes:

- Use a mask to remove the background.
- Move and rearrange the objects so they are placed as shown in the sample image.

Guidelines with measurements have been added to help with positioning.



Step 7 (1 mark)

Export *partyTreats.psd* in an appropriate format for the web. Make sure the final file is saved in Website/images and the dimensions are unchanged from Step 2.

Step 8 (3 marks)

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

Use HTML to resize the image in the webpage to 250 px width × 300 px height and add an appropriate ALT tag.

Step 9 (2 marks)

On the *index.html* page, write an original promotional slogan for Bubble's Beaker Birthdays that will convey its business message of fun, science-themed parties.

Add this slogan as a Heading 2 inside the div ID *slogan*.

Step 10 (2 marks)

In *mystylesheet.css*, add a new rule that will style any link in the side navigation panel with the following features:

- white
- no underline.

Other links on the page should **not** be changed by the rule.

Step 11 (3 marks)

Bubble's Beaker Birthdays is running a party for children aged 6–8. For this audience, use the following key information to write a sample invitation for this party.

You must use an entertaining and concise style and include the following information. The birthday party:

- is for a child called Oliver
- will feature exciting chemistry experiments
- will be held on 1 December 2024 from 1pm to 2pm
- will be held at Rosy Park in Blytonville.

Add the blurb as a part of the div tag ID *content*, which should replace the 'Lorem Ipsum' placeholder text on the *invitation.html* page.

Step 12 (1 mark)

Add an email link to the RSVP text. The link should email 'rsvp@bubblebeakerbirthdays.com'.

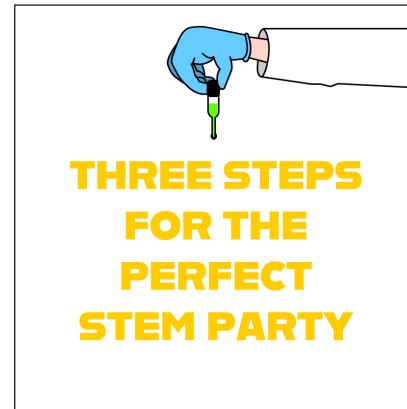
Animation demonstration



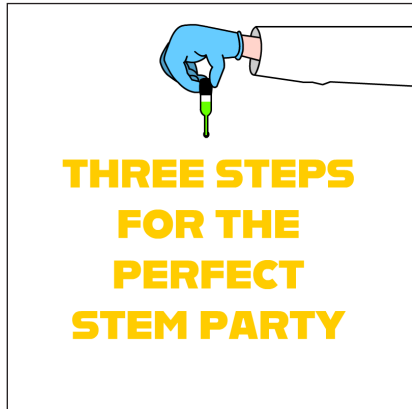
Main storyboard



0 seconds
Text on screen
Hand enters frame from the right.

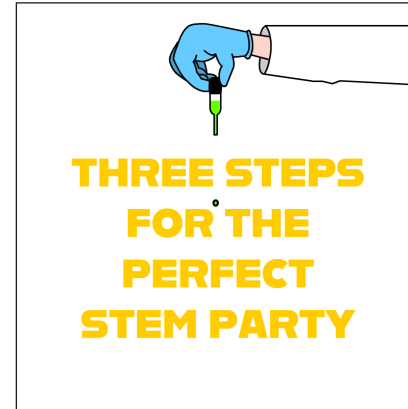


1 second
Hand reaches centre of the screen.



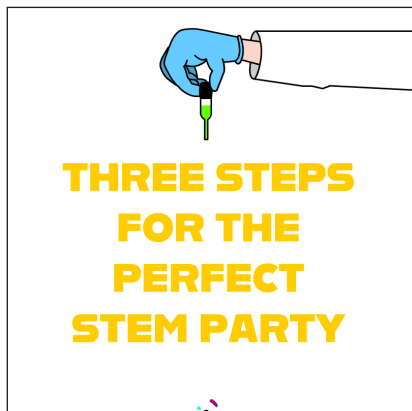
1.5 seconds

Hand squeezes, a drop appears and starts to fall.



2 seconds

Hand completes squeeze, starts to move off the screen.



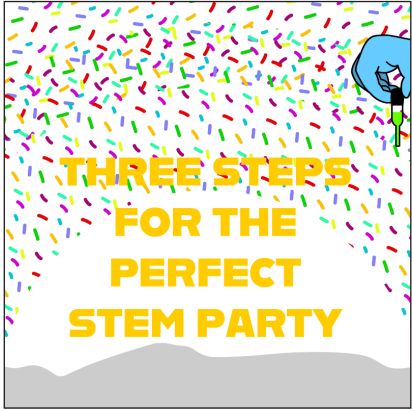
2.5 seconds

Droplet exits the bottom of the screen, then first confetti wave appears.



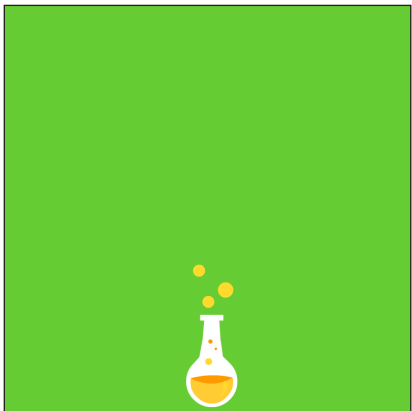
3 seconds

Second wave of confetti appears. Smoke starts to appear.



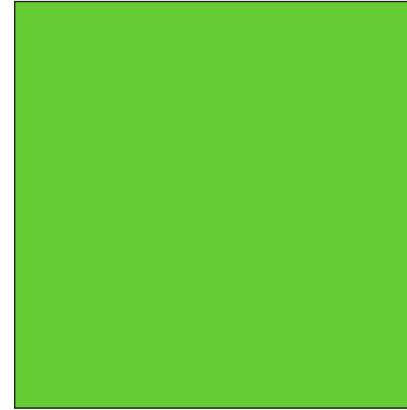
4 seconds

Smoke gets darker and fills bottom of the screen.



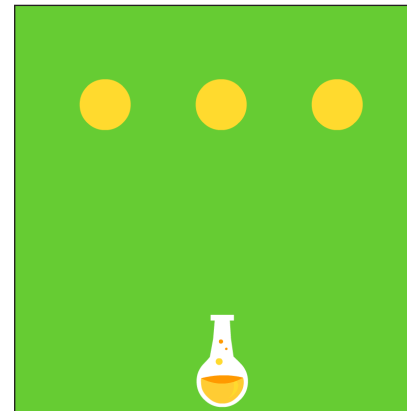
6 seconds

Flask stops in final position.
Bubbles begin to move in gentle waves upwards.



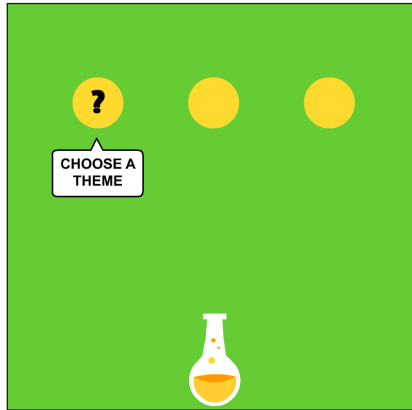
5 seconds

Smoke turns green and covers screen. Flask begins to move up.

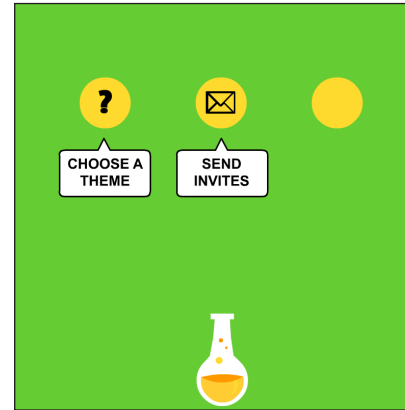


7 seconds

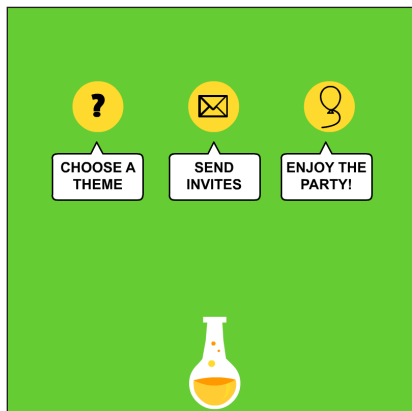
Bubbles are 100 px width × 100 px height, and are evenly distributed on the screen.



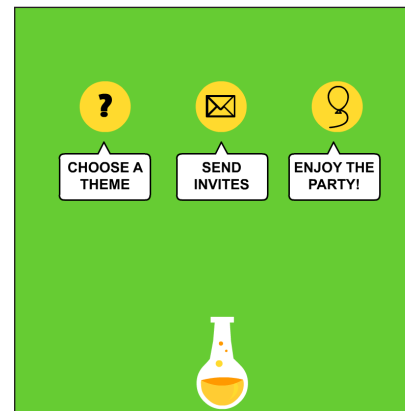
7.5 seconds
First text box and icon
fade into position.



8 seconds
Second text box and icon
fade into position.



8.5 seconds
Final text box and icon
fade into position.



10 seconds
There is no movement between
8.5 and 10 seconds.

Animation (20 marks)**Step 1** (1 mark)

Open *animation.fla* in Adobe Animate.

Resize the stage to 800 px width × 800 px height with a frame rate of 12 frames per second (fps).

Step 2 (1 mark)

Add a layer called *Text* and add the following text:

THREE STEPS FOR THE PERFECT STEM PARTY

Use a sans-serif font with a fill colour of #FFCC00. Position the text as shown in the storyboard.

Step 3 (3 marks)

Use the following symbols from the library to assemble the arm and animate it as shown in the storyboard:

- arm
- thumb
- pipette.

Make sure that the pivot point of the thumb is changed so that it rotates from where it is connected to the hand.

Step 4 (2 marks)

Add the *drop* symbol from the library onto a new layer. Animate the drop so that it emerges and accelerates as it falls, as shown in the storyboard.

Step 5 (2 marks)

Inside the *explosion* symbol, animate the shape of a doughnut, as shown in the storyboard. It should increase in size from 215 px width × 215 px height to 11000 px width × 11000 px height.

Make sure the animation is centred and the doughnut expands from the middle.

Change the doughnut animation layer to a mask as shown in the animation demonstration.

Step 6 (1 mark)

Add two instances of the *explosion* symbol to the main timeline, as shown in the storyboard.

Step 7 (3 marks)

Use a shape tween to add a cloud and add the appropriate movement and timing as shown in the animation demonstration and the storyboard.

The shape should be similar to that shown in the animation demonstration but does not need to be exact.

The colour should change from #666666 to #CCCCCC to #66CC33, as shown in the animation demonstration.

Step 8 (3 marks)

Use the symbols from the library that are listed below to animate the flask and the three bubbles as shown in the animation demonstration and storyboard. Each bubble should follow a curving path.

The symbols to use are:

- bubble1
- bubble2
- bubble3
- flask.

Step 9 (2 marks)

Animate the three icons and text so that they fade in as shown in the storyboard. The symbols to use are:

- chooseTheme
- sendInvites
- enjoyParty.

Step 10 (1 mark)

Hold the final frame until the end of the animation, which is at 10 seconds.

Save your finished animation.

Step 11 (1 mark)

Export the animation with the filename *animation.mp4* in the Website/video folder. Use the format mp4/H.264 video with a size of 250 px width × 250 px height. Embed it in the *animationPlaceholder* div tag on *invitation.html*.