**Insert School Logo**

**Semester One Examination 2019**

**Question/Answer Booklet**

**APPLIED INFORMATION TECHNOLOGY UNIT 1**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teacher’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Time allowed for this paper**

Reading time before commencing work: ten minutes

Working time for paper: three hours

**Materials required/recommended for this paper**

***To be provided by the supervisor*** This Question/Answer Booklet Multiple Choice Answer Sheet

***To be provided by the candidate***

Standard items: pens (blue/black preferred), pencils (including coloured), sharpener,

correction fluid/tape, eraser, ruler, highlighters

Special items: nil

**Important note to candidates**

No other items may be taken into the examination room. It is **your** responsibility to ensure that you do not have any unauthorised notes or other items of a non-personal nature in the examination room. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

***Structure of this paper***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Section | Number of questions available | Number of questions to be answered | Suggested working time  (minutes) | Marks available | Percentage of total exam |
| Section One:  Multiple-choice | 15 | 15 | 20 | 15 | 15 |
| Section Two:  Short Answer | 7 | 7 | 50 | 86 | 25 |
| Section Three:  Extended Answer | 1 | 1 | 40 | 30 | 20 |
| Section Four:  Scenario | 1 | 1 | 70 | 58 | 40 |
|  |  |  | [Total marks] | | 100 |

***Instructions to candidates***

1. The rules for the conduct of School Curriculum and Standards Authority Council WACE examinations are detailed in the *Student Information* *Handbook*. Sitting this examination implies that you agree to abide by these rules.
2. Answer the questions according to the following instructions.

Section One: Answer **all** questions on the separate Multiple-choice Answer Sheet

provided. For each question shade the box to indicate your answer. Use only a blue or black pen to shade the boxes. If you make a mistake, place a cross through that square, do not erase or use correction fluid, and shade your new answer. Marks will not be deducted for incorrect answers. No marks will be given if more than one answer is completed for any question.

Sections Two, Three and Four: (Short, Extended and Scenario): Answer **all** questions. Write answers in this Question/Answer Booklet.

1. You must be careful to confine your responses to the specific questions asked and to follow any instructions that are specific to a particular question.
2. Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.

* Planning: If you use the spare pages for planning, indicate this clearly at the top of the page.
* Continuing an answer: If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question(s) that you are continuing to answer at the top of the page.

**Section One: Multiple-choice 15% (15 Marks)**

This section has **fifteen (15)** questions. Answer **all** questions on the separate Multiple-choice Answer Sheet provided.

For each question shade the box to indicate your answer. Use only a blue or black pen to shade the boxes. If you make a mistake, place a cross through that square. Do not erase or use correction fluid. Shade your new answer.

Marks will not be deducted for incorrect answers.

No marks will be given if more than one answer is completed for any question.

Suggested working time: 20 minutes.

Which of the following statements regarding the Copyright Act 1968 (Australia) is **correct**?

* 1. Copyright protects the information or ideas created by an individual
  2. Copyright protects the skill and labour involved in a particular expression of ideas in a physical medium
  3. A particular level of literary or artistic merit is required for copyright to exist for certain works
  4. Single words, slogans or titles can be protected by copyright.

For the following items, which one would **least likely** be considered eligible for receiving a registered Trade Mark under Australian Intellectual Property Law?

* 1. A phrase
  2. A logo
  3. A job title
  4. A single word.

1. When creating a picture gallery, a student copies images from an external hard drive. This type of a device is known as:
   1. An external input/output peripheral device
   2. An external primary storage device
   3. An external input peripheral device
   4. An internal secondary storage device.

A business owner upgrades their old Windows XP desktop to a new Windows 10 device. Their old database application that used to run on Windows XP cannot install on the new Windows 10 device.  
  
 This issue is **most likely** be due to:

* 1. The database application runs on 16 bit architecture
  2. Old software can never run on new hardware
  3. Windows 10 does not support emulation software
  4. Databases can only run on Server Operating Systems.

A graphic designer is creating a new logo for a transport company. The first sketches of the logo are shown on the right. The designer has attempted to achieve a sense of:

* 1. Dominance by using colour
  2. Balance via the use of shape
  3. Unity by using shape
  4. Movement by using shape.

Two of your friends begin to fight using a social media platform that results in one person using foul language and degrading images in describing the other person. This type of behaviour is often referred to as:

* 1. Harassment
  2. Masquerading
  3. Outing
  4. Flaming.

A supermarket spreadsheet contains a price list for vegetables. You need to only show those vegetables that cost more than $3.50 per kilo. What spreadsheet tool would best achieve this

* 1. VLOOKUP
  2. Filter
  3. Sort
  4. HLOOKUP.

A web designer is editing an image for a travel website. They wish to save the image with a transparent background as shown. Which image format is best suited for this purpose?

* 1. .svg
  2. .png
  3. .jpeg
  4. .gif

*Form of content* is a useful design tool in the creation of digital publications. Which of the following best describes form of content?

* 1. It is where the content is placed on a page
  2. It is when important content is placed in the right hand top corner of a page
  3. It how the content is aligned on a page
  4. It is the shape occupied by content on a page.

A document that provides guidelines for the way a digital publication will be presented from both a graphic and language perspective is known as a:

* 1. Style guide
  2. Situational analysis
  3. Storyboard
  4. Project plan.

What type of colours would you use to create emphasis in a publication?

* 1. Colours next to each other on the colour wheel
  2. Colours opposite each other on the colour wheel
  3. Different shades of the same colour
  4. Different shades of similar colours.

The letter shown to the right can be best described as:

T

* 1. A serif font
  2. A serif typeface
  3. A sans serif typeface
  4. A sans serif font.

Assigning passwords and permissions to users is the function performed by:

* 1. Servers
  2. System firewalls
  3. An operating system
  4. Anti-virus applications.

Software vendors often allow free trials of their applications for an indefinite period of time but with limited functionality. This is an example of:

* 1. Shareware
  2. Open source software
  3. Freeware
  4. Trialware.

Fallow and terminal areas within a digital publication refer to:

* 1. The rule of thirds
  2. Grid and alignment flow
  3. The reading flow diagram
  4. The Gutenberg diagram.

**End of Section One**

**Section Two: Short Answer 25% (86 Marks)**

This section contains **seven (7)** questions. Answer **all** questions. Write your answers in the spaces provided.

Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.

* Planning: if you use the spare pages for planning, indicate this clearly at the top of the page.
* Continuing an answer: if you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question that you are continuing to answer at the top of the page.

Suggested working time: 50 minutes.

**Question 16 (12 marks)**

The following are specifications for a Smart Watch:

* Operating System: Wear OS
* Processor: Quad-core 1.2 GHz Cortex-A7
* Storage 512Mb, 4Gb
* 1.6 inch display
* Network: None
* Comms: WLAN - Wi-Fi 802.11 b/g  
   Bluetooth- 4.0, A2DP.

1. The value for storage is given as 512Mb, 4Gb. From your understanding of storage, explain the presence of these two figures in the list **and** their function within the device.

(6 marks)

Explanation:

Function:

1. Discuss the function of the operating system for the watch.

(4 marks)

1. Given the watch has no network connectivity, give two ways in which the device could receive firmware updates.

(2 marks)

One:

Two:

**Question 17 (14 marks)**

A digital publishing company is working on a magazine which has both online and print versions. The print version requires maximum image quality.

1. You have been given a series of images for use in the publications. These file names for each are listed in **bold** above each part of the question.

For each file, discuss:

* + Their suitability to online or print formats.
  + A disadvantage of using these files in certain digital publications.

(9 marks)

* + 1. **Portrait.jpg**

Suitability:

Disadvantage:

1. **Panorama.tif**

Suitability:

Disadvantage:

1. **Logo.gif**

Suitability:

Disadvantage:

1. To advertise the new publications, a promotional poster is to be created that will be displayed in both A3 size and on a 10m x 4m billboard near a railway line. Choose a file format that will suit this scenario and justify your answer.

(3 marks)

1. The online version of the publication will also have embedded audio files. The audio file type chosen for this application was an .mp3 format (moving pictures experts group).

Explain why this type of audio file is used in preference to .wav files (waveform audio file).

(2 marks)

**Question 18 (14 marks)**

* 1. Compare and contrast the licensing models for an open source Linux operating system and the latest Windows® 10 release.

(4 marks)

1. Discuss, using examples, **three** reasons why software companies would release updates for their particular products.

(6 marks)

One:

Two:

Three:

1. Give **two** major functional differences between the following computer systems:

(4 marks)

*MacBook Air and an iPhone X.*

One:

Two:

*Windows 10 and Windows Server 2016.*

One:

Two:

**Question 19 (10 marks)**

In 2015, a prominent sports journalist was dismissed by his employer for inappropriate comments he made on his Twitter account. This misuse of social media is unfortunately becoming more common across the social media landscape.

1. The Journalist, in the eyes of his employer had not displayed good *Digital Citizenship*.

Explain what makes a good Digital Citizen.

(3 marks)

1. Give **three** things an employer could do to help ensure their staff become good digital citizens.

(3 marks)

One:

Two:

Three:

1. The journalist in question tweeted the messages using his Twitter account whilst at home. Given his media profile, it was easy to identify him as an employee of the media company involved and so he was disciplined.

With this case as an example, discuss how digital technologies have impacted on our work-life balance.

(4 marks)

**Question 20 (16 marks)**

1. Explain the function of lookup tables in spreadsheets.

(2 marks)

1. Create a scenario where a lookup table would be useful. Your scenario should have the following information:

* An overview of the scenario (One or two sentences)

*After answering the overview, there is a spreadsheet grid where you can answer the remaining four points*.

* How your data will be organised (Horizontal/Vertical)
* A summary of the data headings (At least four)
* One or two rows of “dummy data”
* An explanation of how the lookup function will be used (Complete this on your spreadsheet).

*Note: there is another spreadsheet grid on page 41 of this examination book should you need to restart this question.*

(10 marks)

Overview:

**Spreadsheet grid**



1. The spreadsheet software most commonly used is Microsoft Excel®. This software is licensed as *Proprietary* software. Explain what is meant by this term.

(2 marks)

1. The school has a *site licence* for the Microsoft Office Suite. What does this mean?

(2 marks)

**Question 21 (12 marks)**

Cyber bullying is at epidemic proportions with around one in five (~20%) of 14-15 year olds being victims of this type of bullying.

1. You have been asked to outline **four** strategies that can be employed by parents to help minimise the incidents of cyber bullying of their children.

Outline these strategies below.

(8 marks)

One:

Two:

Three:

Four:

1. Discuss **two** possible reasons why teenagers and young adults are the most likely to be bullied online in comparison to other age groups?

(4 marks)

One:

Two:

**Question 22 (8 marks)**

When designing a digital product or solution, a project management team should undertake a *situation analysis* as part of the design process.

* 1. Give a detailed explanation of what is meant by the term *situation analysis.*

(5 marks)

Meaning:

1. Give **three** examples of what things would be covered by a situational analysis.

(3 marks)

Example One:

Example Two:

Example Three:

**End of Section Two**

**Section Three: Extended Answer 20% (30 Marks)**

This section contains **one (1)** question. Write your answers in the spaces provided and number your answers clearly.

Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.

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* Continuing an answer: If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question that you are continuing to answer at the top of the page.

Suggested working time: 40 minutes.

**Question 23 (30 Marks)**

In the early 2000’s, two IT students studying at a university in Sydney developed a free music download site using MP3 technology. A third person subsequently assisted in making copyrighted material available on the site. The site was said to have received some seven million hits.

The site became the focus of an Australian Federal Police investigation that led to a court case in 2003. The three men were convicted of breaching The Australian Copyright Act (1968) for knowingly distributing copyright work without the owners’ permission. As no money or trade was involved, the charges did not carry penalties that were as harsh as someone would have received if they had caused great financial hardship to the owners.

The three men received sentences ranging from community service, fines and suspended sentences.

Answer the questions that follow relating to this information.

1. Explain **two** actions the students could have taken to allow MP3 music to be downloaded from their site without infringing Copyright.

(4 marks)

One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Suggest how Spotify® and other music streaming sites may have learned from situations like the one above so that they are seen as legitimate providers of music?

(2 marks)

1. *“If you have a private CD music collection, you are not allowed to copy it to an MP3 format and listen to the music on your phone”*

Use your understanding of Private Use provisions in the Copyright Act to comment on the validity of the statement above.

(2 marks)

1. Describe **four** examples of where a person or organisation may legally use copyright material under the exemption of *Fair Dealing*.

(8 marks)

Example One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example Three:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example Four:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. The three defendants in this case did not give any consideration to the *Moral Rights* of the MP3 creators. Explain what is meant by Moral Rights of creators.

(3 marks)

1. Referencing of digital content is an important aspect of using others’ content. For your assignments, when you use websites for your information, what **five** key pieces of information should be listed in your reference?

(5 marks)

One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Three:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Four:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Five:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| **Statement** | **True or False** |
| If there’s no copyright notice, it’s not covered by copyright. |  |
| If it’s unpublished, copyright applies. |  |
| If it’s on the internet, anyone can use it. |  |
| I need permission if I copy less than 10%. |  |
| I need permission if I make changes to it. |  |
| If I pay someone to create something for me, I own the copyright. |  |

1. There are many “myths” when examining Copyright. Complete the table below for each of the statements – that is, whether the statement is **True** or **False**.

(6 marks)

**End of Section Three**

**Section Four: Scenario 40% (58 Marks)**

There is **one (1)** question in this section. You must answer **all** parts of the question.

Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.

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* Continuing an answer: If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the part of the question that you are continuing to answer at the top of the page.

Suggested working time: 70 minutes.

**Question 24 (58 Marks)**

Your school creates a monthly online newsletter that is circulated via your school website. The school has developed a **“My Virtual School”** App and they want you to create an interactive poster advertising the new App to the school community.

Users will be able to choose their own avatar and then, using Virtual Reality technology, they will tour through the school. Each time they look at a place of interest, the name of that location will appear in the top left of their view.

Your poster will be a full page article in the newsletter and will be used to officially launch the App. It must highlight the amazing technology used by the App and how it will benefit the school community.

As the poster is interactive, there will be links to the school social media pages as well as other contact information (Phone, email etc.). In addition, links must be provided to the App Stores for Android® and Apple® platforms.

1. This Virtual Tour App was inspired by students who engaged in *Virtual Worlds*. Explain what is meant by the term *Virtual World* and what role *Avatars* play in these worlds.

(3 marks)

1. From reading the information supplied, list **four** design criteria you are required to incorporate into your product.

(4 marks)

Criteria One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria Three:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria Four:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. The design brief outlined in the question refers to the *school community*. Discuss **two** characteristics of the *school community* that would make them members of the target audience for this App.

(4 marks)

Characteristic One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Characteristic Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. The App will be available on App Stores and therefore will have a reach far broader than your school community. Identify another target audience group that may benefit from this App. Justify your choice.

(2 marks)

1. For the design phase, discuss what components you will use in your design plan to show the layout of the poster.

(2 marks)

1. You are now required to produce a hand drawn sketch that will show the general layout of the poster. You do not need fine details like actual text or graphics, but rather their positioning on the poster.

On page 32 there is planning space available if required – this will not be marked.

Draw your final sketch on page 33.

*Note: Extra space has been provided on page 40 should it be required.*

For the sketch, you need to include annotations that show the following:

* + 1. How the components of your design plan discussed in part (e) of this question have been used.

(2 marks)

* + 1. Evidence you have followed the design criteria outlined in your answer to part (b) of this question.

(4 marks)

* + 1. **Two (2)** elements of design you have considered and the principles of design to which they relate.

(4 marks)

* + 1. An explanation of how you will incorporate **two (2)** target audience characteristics from part (c) into your poster.

(2 marks)

* + 1. Evidence that you have considered compositional rules in your layout.

(2 marks)

* + 1. Indicate the role that Typography will play in the design of the poster.

(2 marks)

**Planning space –** **Note: Information in this area will not be marked**

**Draw your sketch here with annotations**

1. *Social networking* and *social media* are both large parts of school communities. Describe, using school communities as an example, the difference between *social* *networking* and *social media*.

(4 marks)

1. Choose **four** types of social media and for each type give a feature for each that makes it unique. Use an example to illustrate this feature.

(12 marks)

Type One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type Three:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type Four:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* + 1. After you have completed the poster, you start an evaluation process prior to the publication. Why is it important to evaluate a digital products prior to their release?

(2 marks)

1. Outline **three** methods of evaluating a digital product. For each evaluation method, give **two** criteria that can be used to gather information on the success or otherwise of the product.

(9 marks)

Method One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Method Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Method Three:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria One:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Criteria Two:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Section Four**

Question Number:

Question Number:

Spare space for sketches

Question Number:

**Question 20b – spare spreadsheet**



**END OF EXAMINATION**

**ACKNOWLEDGEMENTS**

**Section 1 - Multiple Choice**

Question 8

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**Section 4 – Scenario**

Question 24

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