



TEST CODE **02159010**

MAY/JUNE 2015

FORM TP 2015168

CARIBBEAN EXAMINATIONS COUNCIL
CARRIBEAN ADVANCED PROFICIENCY EXAMINATION®

DIGITAL MEDIA – UNIT 1

Paper 01

1 hour 30 minutes

01 JUNE 2015 (a.m.)

READ THE INSTRUCTIONS ON THE FOLLOWING PAGE CAREFULLY.

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02159010/CAPE 2015

READ THE FOLLOWING INSTRUCTIONS CAREFULLY.

1. This test has 45 items. You will have 1 hour and 30 minutes to answer them.
2. Each item has four suggested answers lettered (A), (B), (C), (D). Read each item you are about to answer and decide which choice is best.
3. Look at the sample item below.

Sample Item

Which of the following is the LAST step in the creative process?

- ☐ (A) Selection
- ☒ (B) Evaluation
- ☐ (C) Acceptance
- ☐ (D) Implementation

The best answer to this item is “Evaluation”, so the radio button (B) has been selected.

4. The use of mobile phones is NOT allowed.
5. Internet connectivity is NOT allowed.
6. Click File --> Save periodically to ensure that your work is not lost.

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ARE TOLD TO DO SO.**

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1. Software that can be used and modified from its original source and sold to other users is BEST described as open

- ☐ (A) data
- ☒ (B) source
- ☐ (C) domain
- ☐ (D) educational resources

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2. In digital media, the acronym GIF stands for

- ☐ (A) Graphical Innovation Font
- ☐ (B) Graphic Innovation Format
- ☐ (C) Graphical Interchange Font
- ☒ (D) Graphics Interchange Format

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3. John wants to reduce the size of his audio file before putting it on his website. Which of the following is MOST useful for John's situation?

- ☐ (A) Bandwidth
- ☐ (B) Transcoding
- ☒ (C) Compression
- ☐ (D) Decompression

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4. Which of the following icons represents the Creative Commons licensing system.

☐ (A)



☐ (B)



☐ (C)



☒ (D)



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5. Which of the following BEST defines digital media?

- ☐ (A) Text formatted for the Internet
- ☐ (B) Digitized content for use on laptops and tablets only
- ☐ (C) Audio and video content that can be used on computer networks and other platforms
- ☒ (D) Digitized content that can be transmitted over the Internet or computer networks

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6. The development of e-books using Caribbean examination papers and syllabus content is an example of using digital media to

- ☐ (A) address local needs
- ☐ (B) eliminate the middleman
- ☐ (C) distribute content for free
- ☒ (D) bypass the publication industry

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7. A digital media platform is used for the delivery of
- ☐ (A) open source software
 - ☐ (B) multimedia files over an Intranet only
 - ☒ (C) video, audio and/or data to multiple networks
 - ☐ (D) streamed and downloadable music for online stores

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8. On a social networking site, Susan posted a video of herself dancing. Soon, persons started sharing the video link across the Internet. Which of the following ethical issues should be of concern to Susan?

- ☐ (A) Piracy
- ☒ (B) Privacy
- ☐ (C) Plagiarism
- ☐ (D) Creditability

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9. A patent is a set of exclusive rights that protects

- ☐ (A) an idea
- ☒ (B) an invention
- ☐ (C) a common logo
- ☐ (D) a political slogan

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10. Arrange the items below to represent the **CORRECT** sequence of creating a digital video.

- I. Editing
- II. Production
- III. Storyboarding

- ☐ (A) I, II, III
- ☐ (B) I, III, II
- ☐ (C) II, III, I
- ☒ (D) III, II, I

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11. Which of the following tools is associated with photo editing?

- ☐ (A) YouTube
- ☐ (B) Audacity
- ☐ (C) Live Quartz
- ☒ (D) Apatana Studio

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12. Which of the following activities could be considered a cybercrime?

- ☐ (A) Unlocking a mobile phone
- ☒ (B) Intercepting mobile communication
- ☐ (C) Saving customer data to a thumb drive
- ☐ (D) Using a free software to develop an app

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13. Spencer downloaded the latest calypso music and ‘burnt’ copies of CDs to sell to his friends. What ethical issue would his action raise?

- ☐ (A) Plagiarism
- ☐ (B) Identity theft
- ☐ (C) Internet fraud
- ☒ (D) Copyright infringement

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14. Which of the following does NOT present an ethical issue in the field of digital media?

- ☒ (A) John sharing a video he shot and edited with his friends
- ☐ (B) John copying a commercial CD he borrowed from his friend
- ☐ (C) John selling a popular movie that he downloaded from YouTube
- ☐ (D) John downloading an expensive video editing suite from a file sharing site

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15. The phrase ‘pervasiveness of technology’ refers to the

- ☐ (A) limited use of digital technology in some societies
- ☐ (B) result of ‘throwing’ too much technology at a problem
- ☐ (C) use of technology as a tool for misconduct in some societies
- ☒ (D) availability of technology in almost every aspect of daily life

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16. A digital native can be described as a person who

- ☐ (A) uses the Internet to complete all tasks
- ☐ (B) uses all the social networks for communicating
- ☒ (C) has grown up using technology as a way of communicating with others
- ☐ (D) has adapted to the digital world using technology to communicate with others

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17. Using the following list of elements, what is the MOST likely common sequence for pitching a project?

- I. Proposal
- II. Problem
- III. Conclusion

- ☐ (A) I, II, III
- ☐ (B) II, III, I
- ☒ (C) II, I, III
- ☐ (D) III, II, I

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18. After brainstorming and having identified her target audience, Anika combined various media elements to create a layout for her new website. Which of the following BEST describes the phase she has just completed?

- ☐ (A) Planning
- ☐ (B) Distributing
- ☒ (C) Wire framing
- ☐ (D) Interface design

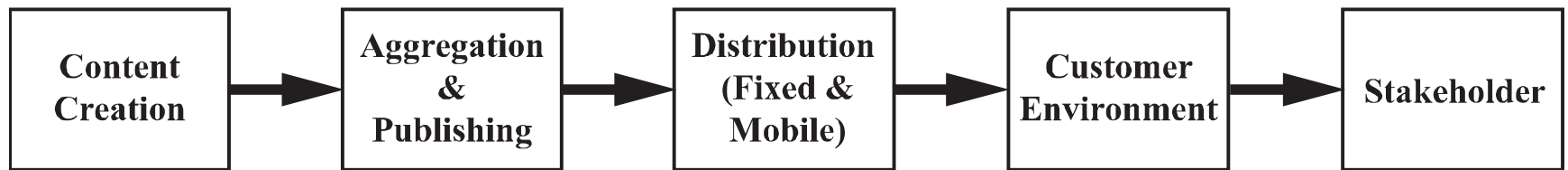
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19. Richard is making a presentation to young adults on the topic of ‘Digital media’. Which of the following visual aids is LEAST likely to be suitable for this presentation?

- ☐ (A) Video
- ☐ (B) Animation
- ☒ (C) Wireframe
- ☐ (D) Interactive slide show

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Item 20 refers to the following value chain.



20. The stakeholder is MOST likely the

- ☒ (A) customer
- ☐ (B) programmer
- ☐ (C) content creator
- ☐ (D) content distributor

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21. The digital media ecosystem can BEST be described as the

- ☐ (A) environment in which digital media exists
- ☐ (B) IT industry and the persons that support digital media
- ☐ (C) components of digital media working together continuously
- ☒ (D) components of digital media and the infrastructure that supports it

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22. Which of the following terms BEST describes the emergence of worldwide markets?

- ☐ (A) E-commerce
- ☒ (B) Globalization
- ☐ (C) Internationalization
- ☐ (D) Geographical information

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23. Which of the following is a MAJOR challenge faced by the digital media industry in the Caribbean landscape?

- ☐ (A) Privacy
- ☐ (B) Storage
- ☒ (C) Reliable power supply
- ☐ (D) Availability of skilled workers

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24. John wants to seek funding for his business proposal but the banking sector does not want to take the risks to provide funding. Which of the following is the BEST source of funding for his business proposal?

- ☐ (A) Donations
- ☐ (B) Credit union
- ☐ (C) Crowd funding
- ☒ (D) Private investors

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25. The Digital Media Value Chain describes

- ☐ (A) an enhancement
- ☒ (B) a creative process
- ☐ (C) a planning process
- ☐ (D) an implementation

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26. Paul decides to open a business that designs websites; however, he needs to seek financing. He is required to provide a detailed business plan, along with collateral, expected cash flow statement and asset liquidity position to the financial institution. What type of financing is Paul seeking?

- ☐ (A) Debt
- ☒ (B) Equity
- ☐ (C) Grant
- ☐ (D) Company

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27. Which of the following activities BEST describes the process of brainstorming?

- ☒ (A) Defining the problem
- ☐ (B) Documenting the design process
- ☐ (C) Testing the effectiveness of a prototype
- ☐ (D) Drawing a diagram to represent ideas linked to a central keyword

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28. Which of the following is NOT a method of idea generation?

- ☐ (A) Free writing
- ☐ (B) Brainstorming
- ☒ (C) Digital mapping
- ☐ (D) Word association

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29. Concept formulation is important because it provides

- ☐ (A) a set of materials to prepare and display ideas
- ☒ (B) an approach for forming relationships between concepts
- ☐ (C) a way to make connections and form relationships among peers
- ☐ (D) an opportunity to explore ideas by making connections between items of information

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30. Oral presentation skills are important in the world of digital media because they

- I. can enhance marketing skills
- II. allow for visual representation of data
- III. can help to communicate complex concepts

- ☐ (A) I only
- ☐ (B) I and II only
- ☐ (C) I and III only
- ☒ (D) I, II and III

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31. Which of the following BEST describes the complete creative process?

- ☐ (A) Designing a solution for two related problems
- ☒ (B) Taking a problem through to an implemented solution
- ☐ (C) Taking a problem through to a solution being designed
- ☐ (D) Taking a solution and retracing how the problem was solved

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32. During which stage of the creative process is the individual required to take time to study the problem at hand and how it relates to its various components?

- ☒ (A) Analysis
- ☐ (B) Ideation
- ☐ (C) Evaluation
- ☐ (D) Implementation

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33. An entrepreneur is applying the creative process to solve a problem. At which point in the process should he do a mind-mapping chart?

- ☒ (A) Ideation
- ☐ (B) Selection
- ☐ (C) Analysis
- ☐ (D) Definition

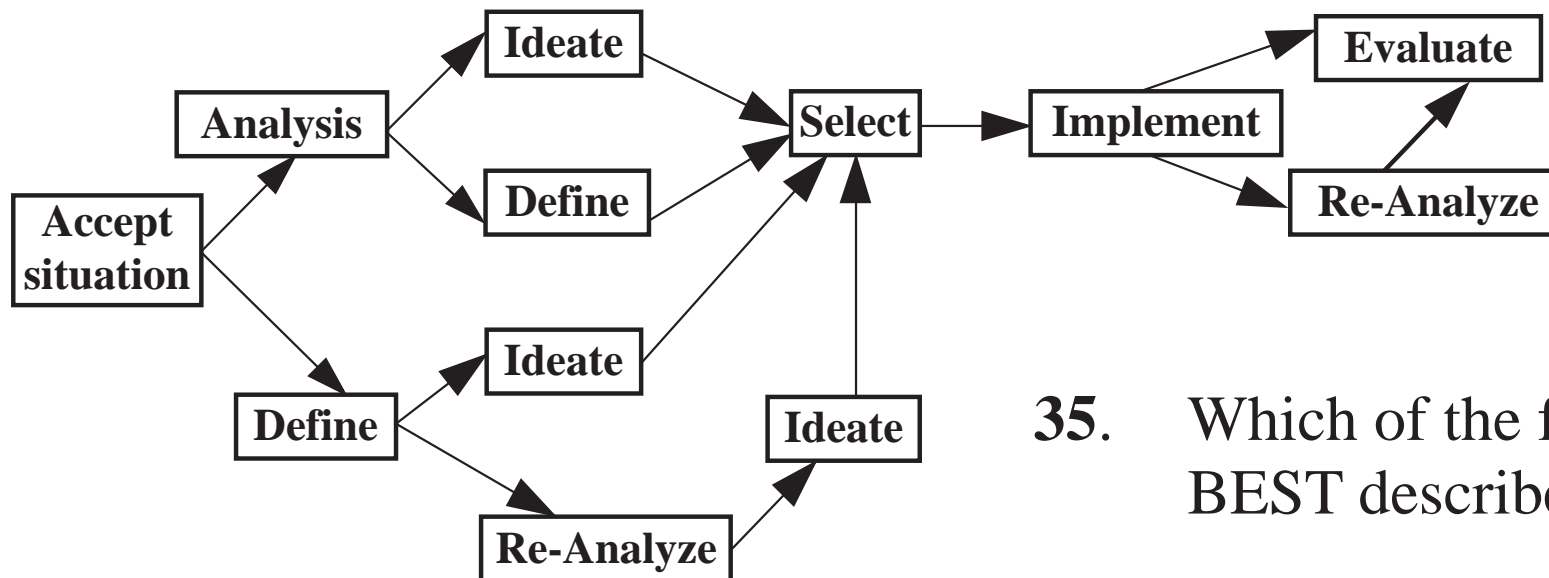
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34. After studying and defining the problem, the next step in the creative process is to

- ☐ (A) sell ideas
- ☒ (B) generate ideas
- ☐ (C) evaluate ideas
- ☐ (D) accept ideas

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Item 35 refers to the following diagram which shows an approach to the creative process.



35. Which of the following terms BEST describes this approach?

- ☐ (A) Linear
- ☐ (B) Cyclic
- ☒ (C) Feedback
- ☐ (D) Branched

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36. Which of the following is NOT a core preproduction task when doing digital video production?

- ☐ (A) Logistics
- ☐ (B) Budgeting
- ☒ (C) Visual Effects
- ☐ (D) Storyboarding

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37. A software team is designing a website for a retail clothing store. Which of the following is an important factor to be considered?

- ☒ (A) PC compatibility
- ☐ (B) iPad compatibility
- ☐ (C) Mobile compatibility
- ☐ (D) Android compatibility

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38. The arrangement of elements within a user interface or layout is called

- ☐ (A) use of space
- ☒ (B) composition
- ☐ (C) rule of thirds
- ☐ (D) visual hierarchy

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39. Which of the following is NOT considered part of the five-step approach to the ideation process in developing an inventive solution?

- ☐ (A) Define
- ☐ (B) Validate
- ☐ (C) Generate
- ☒ (D) Evaluate

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40. During which of the following phases of producing a gaming website would JavaScript be added?

- ☐ (A) Creating
- ☐ (B) Planning
- ☐ (C) Ideation
- ☒ (D) Implementation

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41. Sunil is editing a video, the final output will be posted on the Internet. Which of the following formats would BEST allow for immediate use on the web?

- ☒ (A) FLV
- ☐ (B) AVI
- ☐ (C) MOV
- ☐ (D) MPEG-4

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42. What type of targeting should be used to ensure that an advertisement is seen mostly by persons between the ages of 19 and 21?

- ☒ (A) Contextual
- ☐ (B) Behavioural
- ☐ (C) Geographic
- ☐ (D) Demographic

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43. Which of the following can be used for organizing information between groups of people?

- ☒ (A) Blog
- ☐ (B) Wiki
- ☐ (C) Podcast
- ☐ (D) Live streaming

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44. A video was edited using a video editing suite. In which of the following ways may it be shared?

- I. Exported as an FLV file
- II. Exported as a WAV file
- III. Uploaded online to YouTube

- ☐ (A) I and II only
- ☒ (B) I and III only
- ☐ (C) II and III only
- ☐ (D) I, II and III

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45. Which of the following formats is BEST for creating a video of a school's graduation ceremony?

- ☒ (A) .mpeg2
- ☐ (B) .jpeg
- ☐ (C) .wav
- ☐ (D) .gif

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END OF TEST

**IF YOU FINISH BEFORE TIME IS CALLED, CHECK
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