





APPLIED INFORMATION TECHNOLOGY

GENERAL COURSE

Externally set task Sample 2016 Note: This Externally set task sample is based on the following content from Unit 3 of the General Year 12 syllabus.

- identify and explain the elements of design and the principles of design in an existing digital product and/or solution
- modify a digital product and/or digital solution(s) to meet a design need/consideration
- target audience characteristics
- common file formats for graphics and audio
- the concept of social networking

In future years, this information will be provided late in Term 3 of the year prior to the conduct of the Externally set task. This will enable teachers to tailor their teaching and learning program to ensure that the content is delivered prior to the students undertaking the task in Term 2 of Year 12.

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Any resources such as texts, websites and so on that may be referred to in this document are provided as examples of resources that teachers can use to support their learning programs. Their inclusion does not imply that they are mandatory or that they are the only resources relevant to the course.

Applied Information Technology

Externally set task

Working time for the task: 60 minutes

Total marks: 45 marks

Weighting: 15% of the school mark

Below is an image to be used in a forthcoming sales promotion for a travel agency. As part of the promotion, a new website will be developed which will include the image provided below.



Use this information to answer the following questions.

1.	Identify four (4) characteristics of the target audience for this image.	(4 marks)
	Characteristic 1:	
	Characteristic 2:	
	Characteristic 3:	
	Characteristic 4:	
2.	Identify three (3) principles of design and three (3) elements of design that you can obsimage.	erve in the
	Principle of design 1:	
	Principle of design 2:	
	Principle of design 3:	
	Element of design 1:	
	Element of design 2:	
	Element of design 3:	

3. The manager of the travel agency is concerned that the image is too cluttered and has requested a redesign of the image. In the space below, redesign the image. The aims are to: • be easily recognisable • engage with the target audience • improve the online presence • be less cluttered. (10 marks) (Redesign of image)

	(10	0 r
The image will be uploaded to a new website for		
you would recommend when saving the image.	List four (4) benefits of using this file formation (5)	at 5 r
you would recommend when saving the image. File format:	List four (4) benefits of using this file forma (5	at 5 r
you would recommend when saving the image. File format: Benefit 1:	List four (4) benefits of using this file forma (5	at 5 r
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you would recommend when saving the image. File format: Benefit 1: Benefit 2: Benefit 3: Benefit 4:	List four (4) benefits of using this file forma	at 5 r
you would recommend when saving the image. File format: Benefit 1: Benefit 2: Benefit 3:	List four (4) benefits of using this file formation (5)	at 5 r
you would recommend when saving the image. File format: Benefit 1: Benefit 2: Benefit 3: Benefit 4: The new website for the travel agency will also	include incorporate audio files. List three (3	at. 5 r
you would recommend when saving the image. File format: Benefit 1: Benefit 2: Benefit 3: Benefit 4: The new website for the travel agency will also file formats suited for use in a web environment.	include incorporate audio files. List three (3	at. 5 r

7.	The new website for the travel agency will include several social networking technologies. Describe two (2) web-based social networking technologies that could be used on a website.				
	(6 marks				
	Web-based social networking technology 1:				
	Web-based social networking technology 2:				

Acknowledgement

Zcool. (2012). *Vector fashion travel* [Image]. Retrieved December 21, 2013 from http://all-free-download.com/free-vector/vectormisc/design_elements_vector_fashion_travel_150091.html