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.

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 observe in the image. **(6 marks)**

    Principle of design 1: _____

    Principle of design 2: _____

    Principle of design 3: _____

    Element of design 1: _____
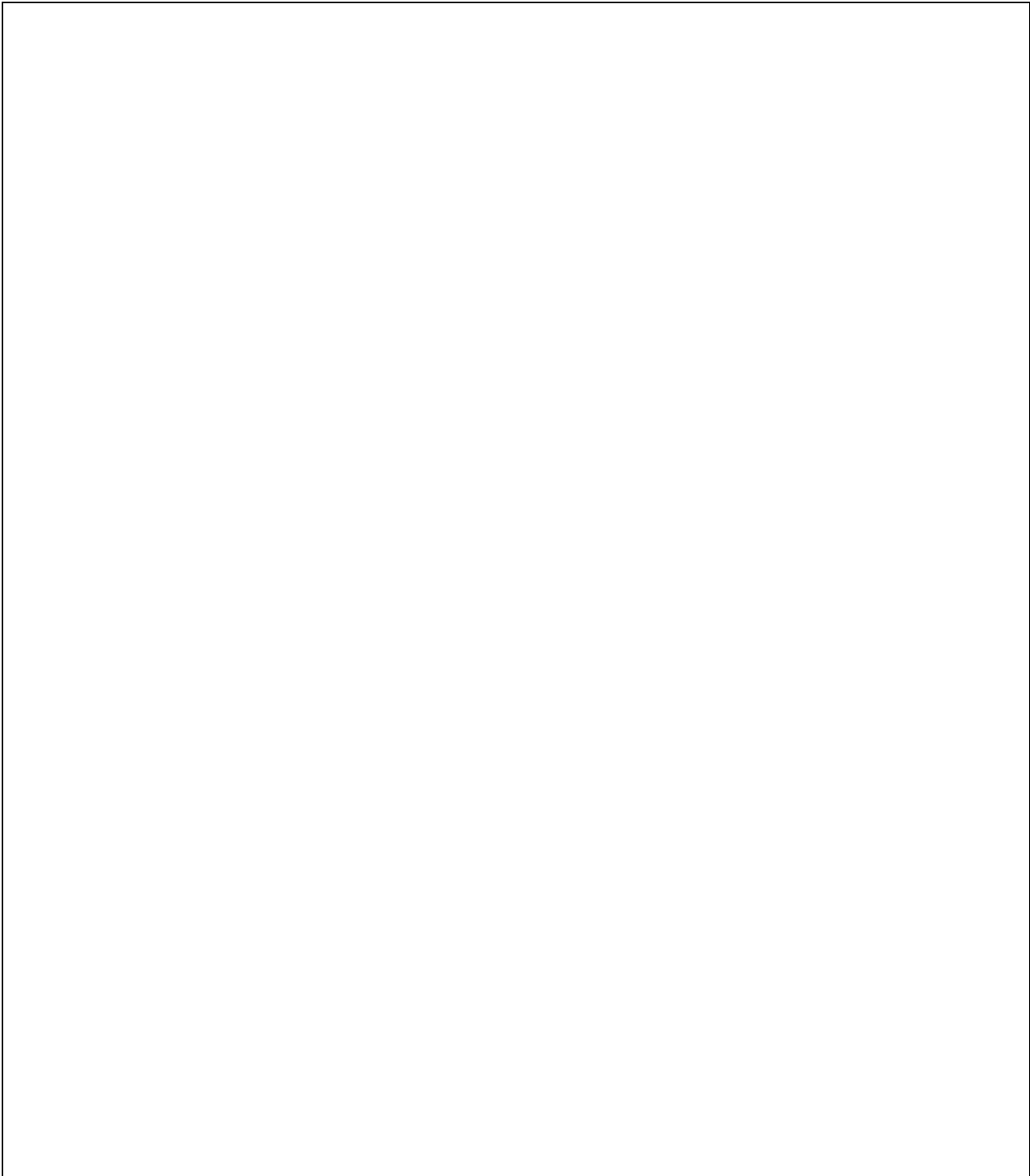
    Element of design 2: _____

    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)

4. Describe the design changes that you have made to ensure that the image is easily recognisable; engages with the target audience; improves the online presence; and is less cluttered.

(10 marks)

_____

_____

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5. The image will be uploaded to a new website for the travel agency. Identify the file format that you would recommend when saving the image. List **four (4)** benefits of using this file format.

(5 marks)

File format: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

6. The new website for the travel agency will also include incorporate audio files. List **three (3)** audio file formats suited for use in a web environment. **(3 marks)**

Audio file format 1: _____

Audio file format 2: _____

Audio file format 3: _____

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