



Government of **Western Australia**
School Curriculum and Standards Authority



APPLIED INFORMATION TECHNOLOGY

GENERAL COURSE

Marking key for the Externally set task
Sample 2016

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Applied Information Technology

Externally set task – marking key

1. Identify **four (4)** characteristics of the target audience for this image.

Description	Marks
Correctly identifies four characteristics of the target audience for the image	1–4 (1 mark each)
Total	4
Answer could include, but is not limited to:	
Characteristics of the target audience <ul style="list-style-type: none"> • male or female • age group (early 20's to elderly) • likes to travel • enjoys adventures • sufficient disposable income to spend on travel 	

2. Identify **three (3)** principles of design and **three (3)** elements of design that you can observe in the website.

Description	Marks
Identifies three principles of design	1–3 (1 mark each)
Identifies three elements of design	1–3 (1 mark each)
Total	
Answer could include, but is not limited to:	
Principles of design <ul style="list-style-type: none"> • balance • emphasis (contrast and proportion) • proportion • dominance • unity (proximity and repetition) Elements of design <ul style="list-style-type: none"> • line • shape • texture • space • colour 	

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.

Description	Marks
Redesign demonstrates a comprehensive use of principles of design and elements of design and designs in creatively.	9–10
Redesign effectively uses principles of design and elements of design.	7–8
Redesign shows a functional and creative use of principles of design and elements of design.	5–6
Redesign shows simplistic use of principles of design and elements of design.	3–4
Uses principles of design and elements of design, with limited consistency of style.	1–2
Total	10

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.

Description	Marks
Provides a detailed explanation of how design changes engage the target audience and create a stronger online presence through consideration of purpose, meaning and audience.	9-10
Provides an explanation of how the design changes engage the target audience and achieve a stronger online presence.	7-8
Provides examples of engaging the target audience and improving online presence.	5-6
Refers to engaging the target audience and conveys some information about online presence.	3-4
Makes limited reference to the target audience and/or online presence.	1-2
Total	10

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.

Description	Marks
Names an appropriate file format	1
Provides four benefits for using the chosen file format.	1–4 (1 mark each)
Total	5
Answer could include, but is not limited to:	
Appropriate file format <ul style="list-style-type: none"> • jpeg Benefits of a jpeg <ul style="list-style-type: none"> • very common file format to use • smaller in size • quicker up-load • compression still maintains quality • compatible with many image editing software 	

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.

Description	Marks
Lists three audio file formats suitable for a web environment.	1–3 (1 mark each)
Total	3
Answer could include, but is not limited to:	
<ul style="list-style-type: none"> • MPEG Layer III Audio (MP3) • WMA (Windows Media Audio) • Wave (WAV) • real audio (.ra, .rm, .ram) • Advanced Audio Coding (ACC) 	

7. The new website for the travel agency will incorporate a range of social networking technologies. Describe **two (2)** web based social networking technologies that could be used on a website.

Description	Marks
Provides a detailed description of two valid social networking technologies that could be used on a website.	5–6
Provides a brief description of two valid social networking technologies that could be used on a website.	3–4
Lists two valid two valid social networking technologies.	1–2
Total	6
Answer could include, but is not limited to:	
Possible web based social networking technologies <ul style="list-style-type: none"> • sharing technologies (Facebook) • multimedia sharing (YouTube, Flickr) • professional (Linkedin) • forums/blogs 	