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   * male or female * age group (early 20’s to elderly) * likes to travel * enjoys adventures * sufficient disposable income to spend on travel | |

1. 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   * balance * emphasis (contrast and proportion) * proportion * dominance * unity (proximity and repetition)   Elements of design   * line * shape * texture * space * colour | |

1. 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** |

1. 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** |

1. 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   * jpeg   Benefits of a jpeg   * very common file format to use * smaller in size * quicker up-load * compression still maintains quality * compatible with many image editing software | |

1. 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:** | |
| * MPEG Layer III Audio (MP3) * WMA (Windows Media Audio) * Wave (WAV) * real audio (.ra, .rm, .ram) * Advanced Audio Coding (ACC) | |

1. 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   * sharing technologies (Facebook) * multimedia sharing (YouTube, Flickr) * professional (Linkedin) * forums/blogs | |