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.

Copyright

© School Curriculum and Standards Authority, 2014

This document – apart from any third party copyright material contained in it – may be freely copied, or communicated on an intranet, for non-commercial purposes in educational institutions, provided that the School Curriculum and Standards Authority is acknowledged as the copyright owner, and that the Authority’s moral rights are not infringed.

Copying or communication for any other purpose can be done only within the terms of the Copyright Act 1968 or with prior written permission of the School Curriculum and Standards Authority. Copying or communication of any third party copyright material can be done only within the terms of the Copyright Act 1968 or with permission of the copyright owners.

Any content in this document that has been derived from the Australian Curriculum may be used under the terms of the Creative Commons Attribution-NonCommercial 3.0 Australia licence

Disclaimer

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 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)

________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

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