BOARD OF STUDIES
NEW SOUTH WALES

2012 HSC Industrial Technology
Multimedia Technologies
'Sample Answers'

When examination committees develop questions for the examination, they may write 'sample answers' or, in the case of some questions, 'answers could include'. The committees do this to ensure that the questions will effectively assess students' knowledge and skills.

This material is also provided to the Supervisor of Marking, to give some guidance about the nature and scope of the responses the committee expected students would produce. How sample answers are used at marking centres varies. Sample answers may be used extensively and even modified at the marking centre OR they may be considered only briefly at the beginning of marking. In a few cases, the sample answers may not be used at all at marking.

The Board publishes this information to assist in understanding how the marking guidelines were implemented.

The 'sample answers' or similar advice contained in this document are not intended to be exemplary or even complete answers or responses. As they are part of the examination committee's 'working document', they may contain typographical errors, omissions, or only some of the possible correct answers.

Section II

Question 11

Sample answer:

Two special effects that may be used in video production are twisting and slow motion.

Answers could include:

Twisting, zooming, rotating, slow motion, time lapse, distorting.

Question 12

Sample answer:

Factors that may affect the legibility of text include the use of an appropriate font style and size to ensure that the text may be easily read. If the text is too small it could be difficult to read. Also, sans serif fonts in text may be more easily read as the small decorative appendages on serif fonts make them more difficult to read in electronic documents.

Answers could include:

- Use of sans serif fonts rather than serif fonts
- Use of appropriate coloured text to contrast with background
- Consistency of text style
- Appropriate font size

Question 13 (a)

Sample answer:

Large sampling rates per second of captured sound will result in higher quality sound captured for the video. Also, the bit depth of 8 bit sound will not produce the quality of 16 bit sound as the number of bits of information recorded in each audio sample is greater in 16 bit sound.

Answers could include:

- Sampling rate for audio capture
- Quality of microphone use for capturing sound
- Sample depth (bit depth) 8 bit sound to 16 bit sound
- The file type used to store captured sounds may affect the quality as some files, such as MP3 files, are compressed resulting in some sound frequencies being removed.

Question 13 (b)

Sample answer:

Hypertext transfer protocol (HTTP) functions as a request–response protocol in a client/server computing model. This protocol operates where a client submits a request message to a server that stores content or provides resources. The server returns a response message to the client. Hypertext resources are identified and located on a network by uniform resource locators (URLs).

Answers could include:

- Hypertext transfer protocol (HTTP)
- Real-time streaming protocol (RTSP)

Question 13 (c)

Sample answer:

Ethical issues that need to be considered during the development of the video include copyright issues and the licensing of software used for the creation of the video. In relation to copyright, one must be aware that any text image, sound or animation used in the presentation cannot be used or copied without the creator's permission, unless there is an explicit indication that the material is free of copyright. As computer software can be easily copied and the copy is identical to the original, any software used in the development of the video must be licensed and licensing details should be shown on the video. Finally, the content displayed in the finished video must be suitable for the intended audience and should not contain offensive and inappropriate content.

Answers could include:

- Copyright – intellectual property
- Appropriate use of the internet and data integrity
- Intrusion on people's privacy
- Licensing of software used in the production of the video

Section III

Question 14 (a)

Answers could include:

- YouTube lead in ads
- ECommerce technology
- Advert links to online store
- PayPal
- Cloud, iCloud
- Twitter
- Banners and Pop ups
- Social media marketing
- Email
- Online Store
- Facebook
- Apps
- Ebay
- Website/Shopping cart

Question 14 (b)

Answers could include:

Organisation

- In-house versus external support for setup and ongoing maintenance
- Location
  - Warehouse/factory versus shop front
  - Cheaper location
- Management with expertise in technology
- Support services, eg transport, courier, postal services
- The addition of a web-based marketing, sales and delivery team

Work Practices

- Staff retrained
- Hours of operation to cater for different time zones
- Change in administrative practices to accommodate ordering to dispatch processes
- Extend range of duties/multiskilling
- Staff changes to ensure accuracy of online information
- Awareness of regulations/web-related legislation/security issues