



Western Australian Certificate of Education Sample Examination, 2009

Production Booklet

APPLIED INFORMATION TECHNOLOGY

Stage 3

Please place your student identification label in this box

Student Number: In figures

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In words

Section Four: Production**100 Marks**

This section has one question consisting of five parts (A, B, C, D and E).

Suggested working time for this section is 75 minutes.

This question is divided into five parts to allow candidates to focus on specific aspects of the production process. Candidates should however, consider each part as connected with and a development of previous parts when responding to the questions required.

An overview of the five parts is as follows:

- | | | |
|----|------------------------------------------------------------------------------------------------------------------------------------|------------|
| A. | Pre-design – Analyse information provided. | (20 marks) |
| B. | Design – Design a product. | (15 marks) |
| C. | Analysis – Critically analyse a design. | (25 marks) |
| D. | Re-design –reconsider your design. | (15 marks) |
| E. | Review – reflect upon all aspects of the aforementioned parts and review the product within the context of a global market. | (25 marks) |

Overview

Global markets cross multiple and diverse cultural, socio-economic and ethical contexts. Companies that function within global markets need to design their products and/ or services so that they are recognised easily and can maintain a competitive edge. Corporate and product branding is one of the ways that companies can negotiate the multiple contexts of global markets and achieve instant recognition.

Corporate branding can take many forms. Examples of media rich branding could include; web banners, animated pop-ups, Flash animations, logos and AVI's.

In addition to the strategy of 'branding', companies are investing in other businesses so that they can promote their company through other websites.

The Pepsi website is a good example of 'branding' a product and diversification.

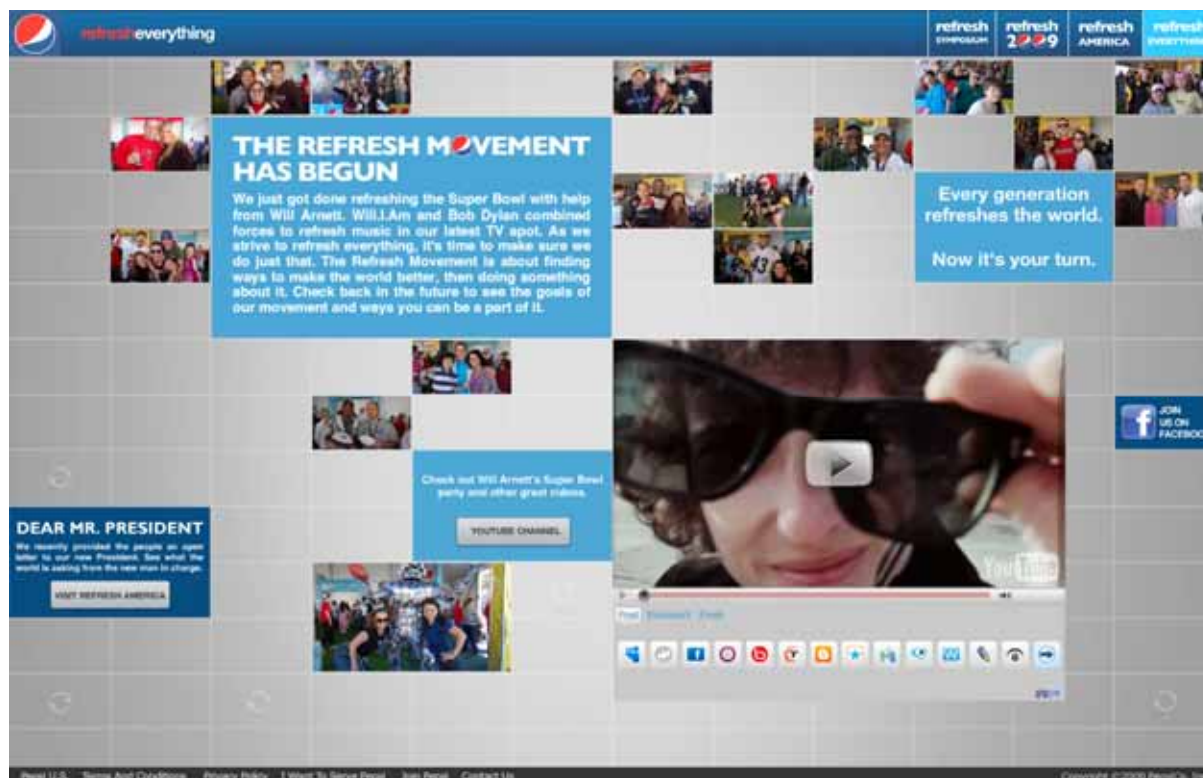
Stimulus material A and B has been provided to assist you. The images were provided courtesy of Pepsi (<http://www.pepsi.com>)

Stimulus material A



The **REFRESH EVERYTHING** 'pop-up' on the Pepsi website home page (shown above), is an example of corporate branding, and when clicked on, takes the user to the website <http://www.refresheverything.com> shown below.

Stimulus material B



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RWP has hired you as a web page designer who has specialist skills in web design, graphic design and the use of multimedia techniques. Your task is to create a corporate brand that will promote the company and provide an Internet presence. As well, you will be required to create a variant of the 'pop-up' that will be marketed to Pepsi. The purpose of the 'pop-up' variant is to be posted on the Pepsi website.

(20 marks)

[illegible]

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[illegible]

Part B Design

(15 marks)

- (i) With consideration of the intent of branding a product so that it is able to be recognised in global markets, design a product 'pop-up' for RWP's website. (5 marks)

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- (ii) Using the information from your critical evaluation of the stimulus material B as well as appropriate planning and design methodologies develop a variant of the 'pop-up' to promote RWP on Pepsi's website. (10 marks)

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(25 marks)

- [illegible]

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[illegible]

[illegible]

[illegible]

Part D Re-design

(15 marks)

- (i) Consider the specific requirements of computer users with disabilities. Modify with appropriate annotations your design from Part B (ii) to reflect these specific users' needs.

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(25 marks)

In a global market, Internet users are making decisions that affect the life expectancy of web sites.

(i) Analyse factors identified in your redesigned 'pop-up' from Part D that reflects modern web design trends. (10 marks)

[illegible]

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- (ii) The purpose of a review is to identify gaps in existing processes and procedures and then suggest improvements in order to maximise the effectiveness of ICT solutions against the design criteria.

Review the processes of parts A, B, C and D. Identify gaps in the existing processes and suggest improvements that could be made to maximise the effectiveness of ICT solutions for RWP's design criteria. (10 marks)

[illegible]

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- (iii) What present or emerging technologies could be used on the Pepsi website to increase RWP's market presence? (5 marks)

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Additional working space

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ACKNOWLEDGEMENTS

Stimulus material A and B: snapshots taken from Pepsi website:
<http://www.refresheverything.com>