

FORM TP 2017184



TEST CODE **02259020**

MAY/JUNE 2017

C A R I B B E A N E X A M I N A T I O N S C O U N C I L

C A R I B B E A N A D V A N C E D P R O F I C I E N C Y E X A M I N A T I O N [®]

D I G I T A L M E D I A

U N I T 2 – P a p e r 0 2

2 hours 45 minutes

01 JUNE 2017 (a.m.)

READ THE FOLLOWING INSTRUCTIONS CAREFULLY.

1. This paper consists of ONE major task.
2. The task consists of a background, theme, audience and production.
3. You are required to respond the entire task. Where appropriate, use the spaces provided for your responses.
4. A digital media kit has been provided to assist in the production work.
5. All work, including project and asset files used **MUST** be digitally compressed into a **SINGLE ZIP FILE**, included with your final submission at the end of the examination and exported as directed by the invigilator. The zipped file should be given your name followed by ID number (e.g. John Doe – 123456789)
6. The use of mobile phones is **NOT** allowed.
7. All hard copies must be handed over to the invigilator at the end of the examination.
8. You are strongly advised to save your work **INTERMITTENTLY**.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.

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02259020/CAPE 2017

Guidelines

ClubCookDiFood.net is the proposed name for a recipe website. The site will provide simple guides for preparation of all sorts of Caribbean Cuisine. In preparation for launch, they have gathered a growing collection of recipes. They would like to "tease" future site users with a video that captures the essences of what they do. The overall project will involve the following:

- A high fidelity mockup of the recipe page for a website that will promote the ClubCookDiFood.net recipe website.
- A short video introducing the ClubCookDiFood.net website
- A high fidelity mockup of mobile application that will showcase the ClubCookDiFood.net recipes

You have been provided with:

- Samples of elements (pictures, patterns and colours) that they considered inspirational. These will help to guide your choices when designing the site.
- A logo that was designed for ClubCookDiFood.net
- Additional media which you may use in your work

Theme

Recipe Website

Audience

Cooking Enthusiasts

1. (a) You were told that the ClubCookDiFood.net website should be mobile friendly.
 - (i) State TWO benefits of building a mobile friendly website. **[2 marks]**
 - (ii) Name TWO possible revenue models that could be associated with the mobile app. **[2 marks]**
- (b) Review the reference pieces in the kit and identify FOUR distinct features that you would like to see incorporated in the mobile application. **[4 marks]**
- (c) Create TWO sketches of the mobile app recipe screen representing possible options for a recipe screen. For EACH of these sketches, it should be clear how the ingredients and instructions will be placed on the screen. **[4 marks]**

Total 12 marks

2. (a) The developers would like the mobile application to allow visitors to shop for ingredients listed in the recipe.

Create THREE sketches showing how this feature could work. **[6 marks]**

- (b) Based on your sketches of the mobile application home screen, create TWO high fidelity mock-ups of the ClubCookDiFood.net mobile application.

You are encouraged to use the provided UI toolkit. The finished mock-up will be assessed based on the strength of the layout and the inclusion of the following elements:

(i) Screen layout of recipes

(ii) Location of the ClubCookDiFood logo

(iii) Implementation of the shopping for ingredients **[8 marks]**

- (c) Name ONE content management system that could be used for this site. **[1 mark]**

Total 15 marks

3. (a) Touch-enabled devices are in many form-factors, from desktops and laptops to phones and tablets. Describe ONE important element that MUST be considered when designing for touch-enabled devices. **[3 marks]**

- (b) **Use the material provided in the digital kit** to create a 10 second video which introduces the website to visitors. Ensure that it does not exceed 25 MB and submit. **[10 marks]**

- (c) Export your finished video into any ONE of the following formats.

- MPEG2
- MP4
- AVI
- WEBM
- WMV
- FLV

[5 marks]

Total 18 marks

END OF TEST

IF YOU FINISH BEFORE TIME IS CALLED, CHECK YOUR WORK ON THIS TEST.