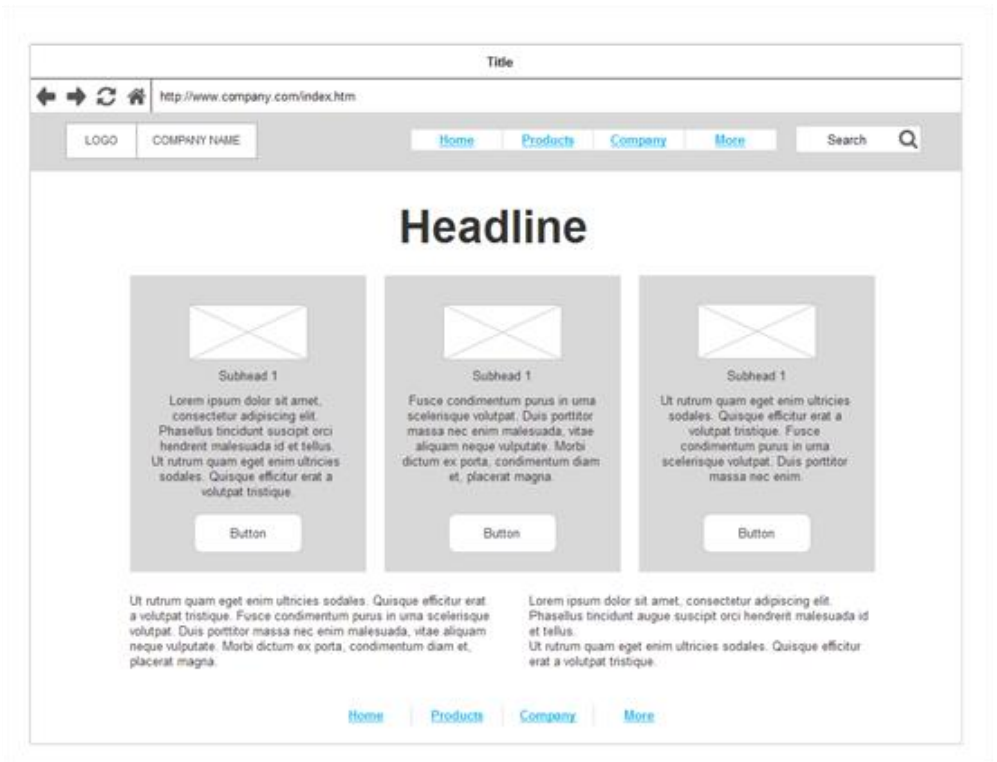




Website Design

A website is being created for an engineering company. The initial page layout, also known as a **Wireframe** is shown to the right.

1. Explain three purposes of using a **wireframe** in web design.

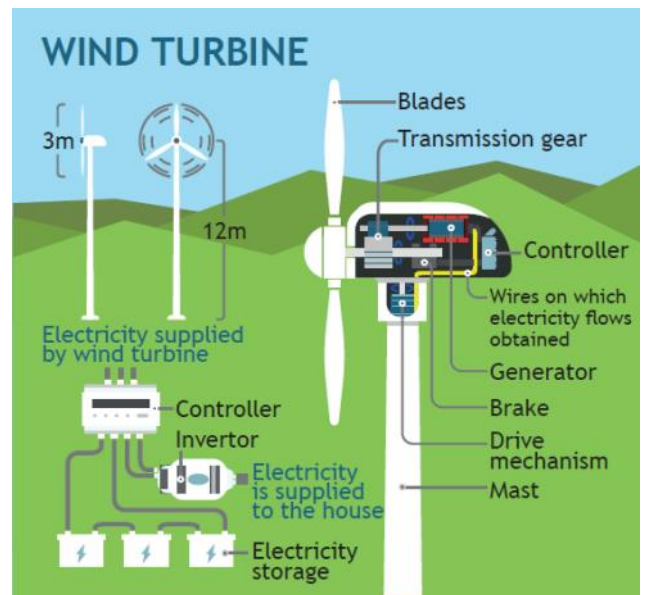


[3]

The website will include various educational, technical and commercial information.

An educational infographic aimed at children was also be available to download from the website in a **pdf** format, shown to the right.

2. Explain, with reference to design **elements or principles**, why the graphic is suitable for the target audience.



[2]



Website design

The company are keen to make the website as accessible and interactive as possible.

3. Describe how the use of the following graphic file formats could make the website accessible.

(i) **3GP** _____

(ii) **WMV** _____

_____ [2]

4. Describe how the following graphic media file formats could be used to make the website interactive.

(i) **VRML** _____

(ii) **MPEG** _____

_____ [2]

A new design of electricity pylon is being introduced by the company. A graphic of the pylon, shown below, will feature in the website’s background image.

5. Explain how the image emphasises the new pylon, making reference to the following design elements and principles. Repeated responses will not attract any marks.

(i) White Space _____

_____ [1]

(ii) Rule of Thirds _____

_____ [1]



[continued on next page]

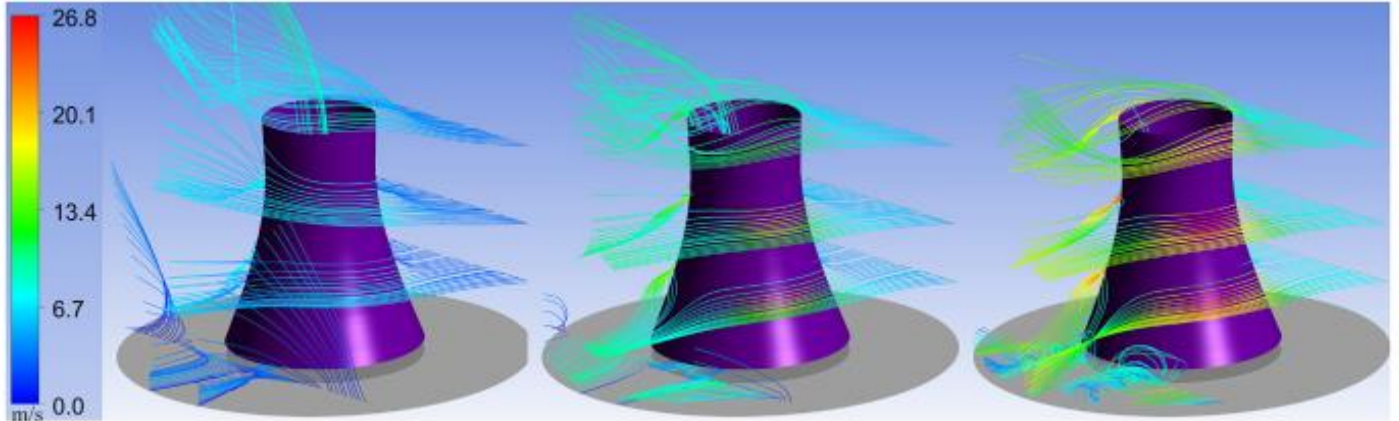


Website Design

Q5. Continued:

(iii) Depth _____

[1]



The website will include a section on testing structures and includes the following graphic.

6. State the name of the digital testing shown in the image above.

[1]

7. Describe how an engineer could make use of this test when designing the tower.

[2]

8. Describe two factors, other than the design of the tower, that must be considered by the engineer to make the test as realistic as possible.

[2]