Common Issues with Unit 21

See also the **FAQ** on
http://community.ocr.org.uk/community/ocr_nationals_in_ict/home

Assessment Objective 1:

- The research carried out is intended to be useful in the design of the candidate's own graphics. It is therefore recommended that they should consider a range of navigation bars, buttons and advertising banners.

- Commenting on the purpose, suitability and impact of the webpage from which the graphics were taken does not meet the requirement of this AO. The comments made must relate to the individual graphics.

Assessment Objective 2

- 'Details of target audience' does not mean that candidates have to identify a very narrow group, rather that they should consider some of the requirements of the audience.

- It is likely that the target audience will be the same for all graphics and that this will influence the house style. This means that it is appropriate for these to be considered once, for all graphics. However, each graphic designed will have a different purpose, so this needs to be identified separately for each graphic designed.

- Above Pass level, consideration of size should be at the planning stage, where candidates will consider the physical size of the graphics they are planning, also target file sizes, considering download times.

Assessment Objective 3

- An electronic file showing the navigation bar, perhaps from the display in AO6, can form the evidence for this AO. There is no need to show the techniques used.

- If candidates produce a navigation bar that makes some use of expanding/ collapsing menus, as required at Distinction level, then there is no need for them to use a table.

Assessment Objective 4

- The buttons produced must be entirely separate and different from the components of the navigation bar. Candidates should have identified in their research the way these different types of graphics are used on commercial websites.

- An electronic file showing the buttons, perhaps from the display in AO6, can form the evidence for this AO. There is no need to show the techniques used, however there should be an indication as to whether candidates have created the graphics from scratch or whether they have adapted existing graphics or used/adapted readymade templates. This could be evidenced by

a Tutor Witness Statement or an annotation on the design work created for AO2.

Assessment Objective 5

- An electronic file showing the advertising banner, perhaps from the display in AO6, can form the evidence for this AO. There is no need to show the techniques used.

- If an animated banner is produced there is no requirement to produce a static one as well.

- The inclusion of a piece of animated clip art is insufficient to say that an 'animated banner', as required at Distinction level, has been produced.

- User interaction might include rollover effects. It is intended that the user interactivity will be a feature of the *graphic*. This is not met by adding a hyperlink.

Assessment Objective 6

- Experience has shown that one of the more effective methods of displaying the graphics is through a single mock-up web page where just the graphic elements produced in this unit are displayed. This allows all graphics to be displayed effectively and also allows AOs 3-5 to be assessed.

- Above Pass level there must be evidence to show the file types used. Distinction candidates must produce explicit evidence of optimising their files. This might show some experimentation with different file types and resolution in order to find the smallest file size that is still acceptable in quality.