

Unit 2: Webpage Design and Creation

Candidate Name: Candidate TJ

| Assessment Objective | Pass | Merit | Distinction |
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| Guidance for AO1 | For Assessment Objective 1 candidates are likely to enjoy this unit if they are interested in the subject matter; therefore, they are required to design their own website, which may be based on their own area of interest or suggestions from the tutor. The proposal for the new website should have an identified purpose and target audience. The basic site plan should be on one page, showing all pages and navigation. The house style should cover areas such as the colour scheme and basic position of different components, including the navigation system. The page plans (at least five) will show a varying amount of detail. Candidates are required to collect relevant material for their own website. It is acceptable for multimedia components to be downloaded from the internet for use on their website, but candidates should rename (for ease of use) and identify source material, showing they understand ownership of images. They can also create components themselves, using skills they already have or have learned as part of other units. | | |
| AO1 Design a multimedia website | Candidates will produce a brief proposal for a website. This will include some details of purpose and target audience. They will produce a site plan, basic house style and simple page plans for five web pages showing a possible link system between them. The page plans may not always be accurate. | Candidates will produce a detailed proposal for a website. This will include purpose and target audience details. They will produce a site plan, a suitable house style and accurate detailed plans for at least five web pages showing more than one way to link the pages together. | Candidates will produce a comprehensive proposal for a website. This will include purpose and target audience. They will produce a site plan, a detailed house style and accurate, detailed plans for at least five web pages showing links, colour scheme and multimedia components. |
| AO1 NOTES <i>DISTN</i> | The candidate has produced a comprehensive proposal, including all major aspects to be considered. Purpose and target audience are considered in some detail, a site plan has been produced and summary details of the contents of each page given. Although text styles are not considered, other aspects of house style, including colour scheme and a layout template, are detailed. Plans for each page have been produced, including more than one way of linking pages together. The page plans show mainly text and graphics, with an animated logo. A DISTINCTION can be awarded. | | |

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| Guidance for AO2 | <p>For Assessment Objective 2 candidates need to set up a suitable directory structure for the website. Directories and files must have suitable names. These should be backed up onto a suitable storage device and evidenced in the form of a screenshot. Screenshots should show that images have been optimised by small file sizes and correct file types for the web. Candidates should produce a homepage and at least four other pages using a consistent house style.</p> <p>Web pages should include a variety of multimedia components, including as a minimum text and images. Candidates must be encouraged to proofread and correct their work, so that mistakes are minimised. The use of tables to layout the contents of the pages should be used for Merit/Distinction candidates.</p> | | |
| AO2 Create multimedia Web pages | <p>Candidates will show basic competence in producing web pages containing text and a minimum of five different images, using a basic template they have created themselves.</p> <p>There may be errors in the text, but meaning will be clear.</p> <p>Images must be suitable for purpose.</p> <p>A method of navigation to all pages must be evident.</p> <p>Web pages are printed from a web browser, some content may be missing.</p> <p>Candidates will produce screenshot evidence showing a basic directory structure. Directory and filenames may not always be suitable. Backup may not be evident.</p> | <p>Candidates will produce web pages with appropriate styles applied for headings and body text, using either a template they have made or css.</p> <p>Meaning will be clear but there may be some errors.</p> <p>Some use will be made of tables.</p> <p>A range of suitable images will be evident. Image optimisation will be evidenced in the form of a screenshot which clearly shows image size has been altered for some image files.</p> <p>Images will be of good quality and scaled in proportion.</p> <p>A method of navigation to all pages must be evident. Web pages are printed from a web browser.</p> <p>Candidates will produce screenshot evidence showing a sound directory structure. Directory and filenames will be accurate.</p> <p>Some backup procedures will be evidenced in the form of screenshots.</p> | <p>Candidates will produce high quality web pages using css.</p> <p>Meaning will be clear and there will be minimal textual errors.</p> <p>Tables will be used throughout to aid with the layout of different components.</p> <p>A good range of suitable images will be evident. Image optimisation will be evidenced in the form of a screenshot which clearly shows image size has been altered for all files used.</p> <p>Images will be of excellent quality and scaled in proportion.</p> <p>A method of navigation to all pages must be evident.</p> <p>Web pages are printed from a web browser. Whole pages will be displayed.</p> <p>Candidates will produce screenshot evidence showing a good directory structure. All directory and filenames will be accurate and descriptive.</p> <p>Full back up procedures will be evidenced in the form of screenshots.</p> |
| AO2 NOTES <i>DISTN</i> | <p>Clear screenshots show a good directory structure with appropriate directory and file names. Pages have been produced using a layout template, and the candidate shows a good understanding of the use of css for text styles as well as providing evidence of their use. More detail than is necessary has been provided on <i>how</i> items were imported and formatted, but the candidate's approach has encouraged him to show clearly the use of tables to align objects, also that images have been optimised, although there is no evidence that this has been done to <i>all</i> images. This could have been evidenced by 'before' and 'after' screenshots of the graphics folder in 'details' view, showing file sizes being reduced. Printouts have been produced from a web browser, displaying complete pages. Text, animation and a range of graphics have been used and the final pages are of good quality and appropriate. The effectiveness of the pages can be best seen by looking at the electronic files. Full and regular backup procedures are evidenced and explained. DISTINCTION can be awarded here.</p> | | |
| Guidance for AO3 | <p>For Assessment Objective 3 a range of hyperlinks should be included as part of the navigation system. If navigation bars are included, they must be printed on page, using a consistent layout. External hyperlinks must be tested and relevant to enhance candidate's own work. Hyperlinks to email should be to the candidate's own email address.</p> | | |
| AO3 Create functioning hyperlinks | <p>Candidates will link together all five pages. Linking methods may not be consistent and may lack structure.</p> <p>Links to external websites will be included.</p> | <p>Candidates will link together all pages,</p> <p>Linking methods should be consistent and show a clear structure.</p> <p>Links to external websites, at least one email link and at least one hotspot/image map will be included.</p> | <p>Candidates will link together all pages. The method of navigation is consistently placed on all pages to create a fully functioning hyperlink system.</p> <p>Linking methods should show a well-structured approach.</p> <p>Links to external websites, email links, hotspots/image maps will be included.</p> |
| AO3 NOTES <i>MERIT</i> | <p>Evidence for this objective is provided largely from the electronic file. All pages are linked, using buttons and textual links, consistently placed, although the fact that the order of the first two links is reversed on the textual links is a little confusing. There is good use of hyperlinks to navigate around the larger pages; also appropriate use is made of the option to open pages in new windows. The method of navigation meets Distinction requirements. However, there is only one link to an external website (Greenpeace), one email link and one image map (although this is not obvious from the site itself and is not a particularly good feature). MERIT can therefore be awarded, on a best fit basis.</p> | | |

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| Guidance for AO4 | For Assessment Objective 4, at Pass level, only one interactive element needs to be included, possibly downloaded from the internet. Merit/Distinction candidates should use an appropriate range, including some created by themselves using appropriate software. All interactive elements and hyperlinks must be identified by the candidate on the printouts. | | |
| AO4 Create interactive elements | Candidates will include one or more rollover images/buttons in their website. | Candidates will include at least two different rollover objects in their website. They will also add one further interactive element. | Candidates will include at least three rollover objects in their website. A consistent approach should be adopted for button rollovers on all pages. Some limited use of scripting will also be used, although this might not work as intended. |
| AO4 NOTES <i>DISTN</i> | The candidate has included rollover effects on each of his buttons, though nowhere else. This is consistent, but it would normally be expected that candidates working above Pass level would include more <i>different</i> rollover images. The animation, opening up into a larger window on click, can be considered a further interactive element as can the popup boxes on the form. A further interactive animation has been added to the final website as an improvement when the candidate completed AO6. Although this was not originally planned the candidate should still be given credit for creating this interactive element. There is some use of scripting, which works effectively to produce a clock on the home page. Though not actually <i>interactive</i> this does meet the Distinction requirement. Overall a DISTINCTION can be considered the best fit for this Assessment Objective, although a greater variety of rollover images and the use of scripting for a truly interactive element would make this more secure. Although the electronic files provide all the necessary evidence for these elements, the paper portfolio is extremely useful in pointing the assessor towards the various elements. | | |
| Guidance for AO5 | For Assessment Objective 5 the user form, for Pass level students this can be a form to be printed out using tables that indicates where text should be entered, completed and sent through the post. Merit/Distinction students should create a form that has been set up to be submitted online; it is not necessary that the form functions in this way. | | |
| AO5 Create a user form for capturing user feedback | Candidates will create a simple form with tables that can be printed out for the user to fill in with some feedback. The layout of the form might not be appropriate. | Candidates create a user form to gather feedback that the user can fill in and would be able to submit using a 'submit' button. The form will be mainly well laid out and easy to use. | Candidates create a well-designed user form to gather feedback that the user can fill in and would be able to submit using a 'submit' button. The form will be well laid out, easy to use and will work. |
| AO5 NOTES <i>MERIT</i> | A well-organised form, making appropriate use of a range of input methods, is evidenced by both printout and explanation with accompanying screenshots as well as from the electronic files. A submit button is included and properties of this button have been edited to provide suitable feedback. However, there is no evidence that the submit button would actually work – this could have been achieved by linking it to an email address. Although the form is well-designed and other properties of the submit button have been set, the form would not work when uploaded. To gain a Distinction in this Assessment Objective the candidate would need to either link the submit button to an email address or set the form properties to send the details. Without this, a MERIT should be awarded. | | |
| Guidance for AO6 | For Assessment Objective 6 all five web pages must be printed at this stage and submitted as evidence. The website should be tested using a simple test table, with at least four suitable tests, covering a range of different features, including all hyperlinks and images. Higher level candidates may action changes to solve problems. They can then include annotated code or screenshots to demonstrate this taking place, there is no need to provide step-by-step evidence; before and after evidence to exemplify the changes is all that is required. | | |
| AO6 Test website | Candidates will test their website using a test table containing at least four tests, most of which are appropriate. | Candidates will test their website using a test table containing at least five tests. The tests will cover most of the main areas of their website and will be appropriate. For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate. | Candidates will test their website using a test table containing at least six tests. The tests will cover all main areas of their website and will all be appropriate. The test table will indicate action that is required to solve any problems. For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate. |
| AO6 NOTES <i>DISTN</i> | The candidate has produced evidence, in the form of a test table, of testing seven aspects of the site. These are all appropriate. Although the layout of text and graphics on each page and the functioning of rollovers are not identified as separate tests they are covered in other tests, so we can consider the tests as covering all main areas of the website. Two improvements are documented. DISTINCTION can be awarded here. | | |

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| Guidance for AO7 | For Assessment Objective 7 candidates must produce an evaluation of their own work: suitability for purpose and audience, content, readability (eg the choice of font and font size, colour, language), usability (eg navigation and ease of use) and accessibility (eg issues with screen readers and nested tables, use of ALT tags for images). It is not expected that candidates implement these aspects; simply that they evaluate their use of them or, if they have not been used, whether they would have improved the end product. Candidates need to include details of their own strengths and weaknesses during the project. | | |
| AO7 Evaluate own website | Candidates will produce a brief evaluation of their work. This will cover: suitability of the website for purpose and audience (as identified by the candidate) and readability of the website; candidates will support their comments with examples taken from their website. They will give limited examples of their own strengths and weaknesses. | Candidates will produce a detailed evaluation of their work. This will cover: suitability of the website for purpose and audience (as identified by the candidate), readability and usability; candidates will support their comments with examples taken from their website. They will give detailed examples of their own strengths and weaknesses. | Candidates will produce an extensive evaluation of their work. This will cover: suitability of the website for purpose and audience (as identified by the candidate), readability, usability and accessibility; candidates will support their comments with examples taken from their website. They will give thorough examples of their own strengths and weaknesses. |
| AO6 NOTES <i>DISTN</i> | The candidate has structured the evaluation to cover each of the requirements specifically. The suitability for purpose and audience, readability, usability and accessibility are all addressed, although comments on readability and usability are rather limited. There is a thorough assessment of the candidate's own strengths and weaknesses. Examples from the website are referred to throughout. Although consideration of readability and usability could have been more thorough, all the DISTINCTION requirements are met. NB: www.webcredible.com is a useful resource giving information and suggestions about readability, usability and accessibility. | | |

Overall Grade

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| AO1 | AO2 | AO3 | AO4 | AO5 | AO6 | AO7 |
| Distinction | Distinction | Merit | Distinction | Merit | Distinction | Distinction |

With five Assessment Objectives graded Distinction and the other two both containing evidence of some elements at Distinction level, there should be no hesitation in awarding an overall **DISTINCTION** for this portfolio.

The final website, provided electronically, allows a range of aspects of Assessment Objectives 2-5 to be assessed, which would have allowed the candidate to reduce the number of screenshots and level of explanation included in the portfolio.

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