

Unit 4: Design and Produce Multimedia Products

Candidate Name: Candidate JL

Assessment Objective	Pass	Merit	Distinction
Guidance for AO1	Evidence for Assessment Objective 1 should take the form of a review of existing examples of different multimedia products. These reviews should then be used to inform the design and development of the candidate's own multimedia product.		
AO1 Review several existing multimedia products	Candidates list and give an explanation of the good and not so good features of three different multimedia products.	Candidates identify the aim of the multimedia product. Candidates give a detailed explanation of the good and not so good features of at least three multimedia products, and suggest possible improvements.	Candidates identify the aim and the audience of the multimedia product. Candidates give a thorough explanation of the good and not so good features of at least three multimedia products, and suggest a range of valid improvements to help the product meet its aims.
AO1 NOTES <i>DISTN</i>	The candidate has reviewed four different multimedia products – a multimedia game from the RSPB website, a simple interactive multimedia PowerPoint presentation, an online video/presentation and an interactive multimedia quiz. Although only three reviews are required, asking candidates to review four products is an example of good practice, allowing assessment to consider only the best three reviews. Aim and audience is described well for each product, although it is a pity the candidate did not identify the blood donor site as aimed at US citizens only. A range of features of each product is described, providing the candidate with a good foundation for identifying and explaining the good and not-so-good features. There is a good range of evaluative comments, all explained with reasons, and a good range of specific improvements are described, all of which follow on well from the initial analysis and are valid. Considering the initial analysis as well as the summary comments we can consider the explanation of good and not-so-good features to be thorough. A DISTINCTION can be awarded for this Assessment Objective.		
Guidance for AO2	Evidence for Assessment Objective 2 must include: details of the audience the product is intended for, purpose, plan of the product, a house style and navigation system and a storyboard. A flowchart may be included if for example a multimedia quiz is produced, showing the different routes through the quiz. The plan of the product may be as simple as a site plan indicating the number of screens in the products and the links. The house style and navigation system may be presented graphically to show the layout and format of the screens. The storyboard is more in depth and should contain details of the elements to be included on each screen.		
AO2 Design a multimedia product	Candidates give purpose and audience for the product .A basic plan, housestyle and navigation system is produced. A simple storyboard covering the main elements is provided. The designs may lack structure.	Candidates give purpose and audience for the product. A detailed plan, housestyle and navigation system is produced. A storyboard covering the main elements is provided. The designs have a clear structure.	Candidates are thorough in their description of purpose and audience for the product. A detailed plan, appropriate housestyle and effective navigation system is produced. A storyboard covering all elements is provided. The designs are well structured.
AO2 NOTES <i>DISTN</i>	The candidate has completed a template to provide a thorough description of purpose and audience for the product. House style is detailed on the same document. There are also detailed layout plans, a storyboard covering all slides and a diagram showing an effective navigation system. The planning is clear and the designs well structured. The storyboard covers only text and graphics, with no consideration of sound, although a video (content undefined) is planned for one slide and there are some animations (content undefined) on another. However, sounds and animations are planned on the template plans, and slide transitions are included on the written planning sheets, as are more details of sound and animations. A DISTINCTION can therefore be awarded.		
Guidance for AO3	Evidence for Assessment Objective 3 should indicate the source of text, photographs, drawings, clipart, video, animation, sound and other materials created by the candidate for use in the product. The material collected by the candidate must be appropriate for their multimedia product. Candidates must show some evidence of acknowledging sources.		
AO3 Source and store suitable multimedia elements.	Candidates will source and store multimedia elements including: text, images and sound. Some acknowledgement of sources given.	Candidates will source and store multimedia elements including: text, images, sound and animation. Acknowledgement of most sources given.	Candidates will source and store multimedia elements including: text, images, sound, video and animation. Accurate acknowledgement of all sources given.
AO3 NOTES <i>MERIT</i>	The candidate provides evidence of creating his own animation. A screenshot shows graphics, sound and animations stored in a directory, and text is clearly stored as part of the multimedia product itself. A comprehensive list of sources is provided. MERIT can be awarded. Had a video clip been sourced and stored this would have increased the grade to Distinction.		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO4	Evidence for Assessment Objective 4 should include printouts of each screen, clear enough to show the elements used. Annotation will be required to explain how these features work as intended. For higher grades candidates should aim to use a wide range of multimedia features in their product. All multimedia products must include some user interaction in the form of the user choosing their own pathway through the product ie a menu page which shows the different sections of their product and allows users to access these.		
AO4 Create the multimedia product	The multimedia product makes some use of: alternative pathways, hyperlinks and multimedia effects. Some elements may not work as intended. The multimedia product contains: text, images and sound.	The multimedia product makes good use of: alternative pathways, hyperlinks, user interaction and multimedia effects. Most elements work as intended. The multimedia product contains: text, images, sound and animation.	The multimedia product makes effective use of: alternative pathways, hyperlinks, user interaction and multimedia effects. All elements work as intended. The multimedia product contains: text, images, sound, video and animation.
AO4 NOTES MERIT	Evidence is provided of using a sound clip. The test plan provides evidence of a working multimedia presentation that makes effective use of alternative pathways – the user can choose which question to go to and can choose between different answers – provided by hyperlinks. The electronic product shows that these are used effectively and that slide transitions, animation and sound have been used effectively. The final product clearly matches the plans well, meeting all the qualitative requirements of Distinction. However, lack of inclusion of a video limits the grade to a MERIT .		
Guidance for AO5	For Assessment Objective 5 candidates must seek feedback about their product and based on this feedback must suggest possible improvement(s). For distinction candidates will be required to suggest how improvements could be implemented, however, they will not be required to carry out these improvements.		
AO5 Seek feedback and suggest improvements	Candidates seek feedback from a test user or through peers. They suggest a possible improvement that could be made to the product.	Candidates seek feedback from a test user or peers and through self evaluation of their product. They suggest valid improvements that could be made to the product.	Candidates seek a range of feedback from a test user or peers and through detailed self-evaluation of their product. They suggest valid improvements that could be made to the product, providing details on how these could be achieved.
AO5 NOTES DISTN	Reviews from two peers are included. A test plan provides evidence of tests carried out by the candidate, as well as consideration of the peer reviews. Good practice would have been for the candidate to carry out the testing, then to add an evaluation that considered the peer comments and own testing results. However, a range of feedback has been acquired and the self-evaluation is detailed. Valid improvements have been suggested and carried out, with details given. A DISTINCTION can be awarded.		

Overall Grade

AO1	AO2	AO3	AO4	AO5
Distinction	Distinction	Merit	Merit	Distinction

With three of the five Assessment Objectives awarded at Distinction and the remaining two being strong merits, the overall grade for this portfolio is **DISTINCTION**. The evaluation could have been stronger, and with the inclusion of a video all AOs could have been at Distinction level.

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