

Unit 2: Webpage Design and Creation

Candidate Name: Candidate RH

Assessment Objective	Pass	Merit	Distinction
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 PASS	The candidate identifies clearly the purpose and audience for the website. His planning includes an identification of the pages to include and a cursory consideration of house style – limited to heading and body text. He also includes plans for each page, although these do not include any details of content. A diagram shows a possible link system between the pages, although this is not entirely accurate. All the requirements for PASS are met.		

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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 PASS	<p>A screenshot shows a suitable directory structure, with images in a separate folder. Although the home page is not called index.htm, the other pages have suitable file names. Printouts from the browser are included at the end of the portfolio. These show five pages, with text and suitable graphics. A navigation bar clearly gives access to all five pages, with an extra button is annotated by the teacher as giving access to an external web page. Some of the pages show that tables have been used to align items. There is no evidence of the use of text styles , image optimisation or backup. Although there is some evidence of Merit criteria, this work is clearly at PASS level.</p> <p>Although the navigation system can be assessed from the printouts, together with the annotation from the teacher, a look at the electronic file easily verifies that these links do work.</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 PASS	<p>The navigation bar allows full access to all five pages from any of the others – a consistent, structured approach. Teacher annotation confirms that there is a link to an external web page, which can be further verified by looking at the electronic files. There is no email link and no hotspot/image map.</p> <p>Although the structure of the links between pages is at Distinction level the lack of other links restricts the grade to a PASS.</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 MERIT	The candidate has provided screenshot evidence for one rollover image. That this works as shown can be verified from the electronic files, which also show further rollover images on the Rides page. The printed evidence makes it very easy to find and test the first rollover in the electronic website, although an indication that the others existed would have been helpful. Further interactivity is provided by the addition of Alt-text – evidenced in the test table.		
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 PASS	The form can be seen from the printouts at the end of the portfolio. The form is simple but clear, however, it does not seek feedback on the website, which is the purpose of the AO. The form contains some boxes that could be filled in online, and a submit button. However, the table for the main details could not be filled in online, a fact that can be verified from the electronic file for the page. A Pass can just be awarded for this AO, as the requirements in the grading grid are met. However, the Centre would be advised to ensure that future candidates are aware of the purpose of the form, which is to gather feedback about the site. Had the form been relevant a PASS would still be awarded as the form cannot be filled in by a user online.		
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 MERIT	An appropriate test table is provided. This includes tests on appropriateness for audience/purpose, consistency of house style, the navigation system, display of graphics, efficacy of rollover images and use of the form. These tests cover all the main areas of the website and are all appropriate. One change is claimed but no evidence is provided. However, the electronic files do verify that the system does work as the candidate claims, except for the form – although there is sufficient space, as the candidate claims, the user wouldn't actually be able to fill the form in. All Pass requirements have been met, with some from Merit and Distinction. A MERIT would be the best fit grade here.		

Assessment Objective	Pass	Merit	Distinction
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 PASS	The evaluation is brief, but well structured. Screenshots provide good examples relating to the comments made. The candidate clearly considers, at a very basic level, suitability for purpose and audience. Additionally a simple comment is made about each of readability, usability and accessibility. These are each relevant, but not detailed or extensive. The candidate finishes with some very brief comments about his own strengths and weaknesses, a part of this objective that is often missed by candidates. All requirements for PASS are met. Although some areas of Merit are also met, there is insufficient detail in any of them to allow a higher grade to be considered.		

Overall Grade

AO1	AO2	AO3	AO4	AO5	AO6	AO7
Pass	Pass	Pass	Merit	Pass	Merit	Pass

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