

Unit 21: Creating computer graphics

Candidate Name: Candidate SI

Assessment Objective	Pass	Merit	Distinction
Guidance for AO1	For Assessment Objective 1, students are expected to visit a range of websites, looking at how images or graphics are used as part of the basic 'web furniture' – ie, as a navigational tool, company logo or as part of an advertising strategy. It is not intended that students investigate the use of images in general on webpages. By investigating a range of websites (that could be prescribed by the centre), students should have the opportunity to form judgements about good and less good use of graphics as part of webpages. The evidence for this assessment objective could be a written document but would work best as either a written document or presentation illustrating (through the use of screenshots or downloaded graphics) the different uses observed. When looking at different websites, students only need to look at one page from each.		
AO1 Research, collect and describe a range of existing graphics/images for use in web pages	Candidates will collect and display examples of graphics from at least two different websites, describe their purpose and be able to comment on the positive and negative aspects of these graphics.	Candidates will collect and display examples of graphics from at least three different websites, describe their purpose and be able to discuss their suitability. They should give details of the size of the graphics. They should comment on the positive and negative aspects of these graphics, giving reasons.	Candidates will collect and display examples of graphics from at least four different websites, describe their purpose and be able to discuss their suitability and impact. They should give details of the size of the graphics. They should comment on the positive and negative aspects of these graphics, giving valid reasons.
AO1 NOTES MERIT	The candidate has looked at a graphic from each of four websites, including two navigation bars and two advertising banners. Although from four websites this is a very limited range of graphics. The audience and purpose has been identified for each graphic. A range of positive and negative aspects of each graphic are commented on and the size of each graphic is given. Although some reasons for the comments are given, the range of graphics collected is very limited and MERIT is the highest grade that can be awarded here.		
Guidance for AO2	For Assessment Objective 2, based on their investigations, students should plan three different types of 'web furniture'. They should plan a navigation bar (or menu bar), a range of buttons to be used as part of a navigation system and an advertising banner. Each of these should be planned to be made using graphic or web authoring software. Each of these products can contain text as well as graphics. Care should be taken to ensure that each product is fit for purpose and suitable for the medium and the target audience. It is acceptable for students to find graphics that already exist and then to adapt them for their specific purpose. If this is the case, evidence (in the form of screenshots or a witness statement) must be provided and detailed information about where the graphics came from should also be provided		
AO2 Plan the production of a range of graphic images for a client, to be used on their website	Candidates will produce basic sketch diagrams for three different types of graphic. Some details of target audience and purpose are identified.	Candidates will produce detailed sketch diagrams for three different types of graphic. Details of target audience and purpose are identified. A house style is identified and adhered to and there is some consideration of size.	Candidates will produce detailed sketch diagrams for three different types of graphic, giving comprehensive details of what they plan to create. Details of target audience and purpose are identified. A suitable house style is identified and adhered to and size is considered.
AO2 NOTES MERIT	Detailed sketches of three buttons, an advertising banner and a navigation bar have been produced. Details of target audience and purpose are identified. A suitable house style is described and adhered to, although the design of a web banner to advertise the social networking site would have been more appropriate than a banner for a different company. There is some consideration of size, in terms of pixels, but it is clear from the very specific file sizes that these have probably been inserted after they had been created, whereas the requirement here is to consider the size <i>needed</i> . Although the designs are detailed they cannot be considered comprehensive – it would not be possible to create the desired graphics from these designs – there is no indication of the rollover effects needed on the buttons, although the description says they will have 'a border which is interactive'. Similarly the animation on the web banner is poorly designed. Had the candidate created these designs <i>before</i> the graphics then the drawings would most likely be less detailed but there would probably have been a separate sketch for each state of the buttons, the consideration of size would have been realistic and according to needs and there would have been more consideration of the animation needed on the banner. Whilst this work might appear to match Distinction criteria this candidate cannot be credited with 'giving comprehensive details of what they plan to create'. MERIT would be a more appropriate grade for this objective.		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO3	Assessment Objective 3 requires students to produce a navigation bar or menu bar for a website. This does not need to give access to a huge number of pages; it should give a flavour of what could be included on it. Students may choose to create a table and insert different icons along with text that will act as hyperlinks (although they do not actually need to link them together). Others may want to use a drop-down menu system or expanding/collapsing system of navigation. Printouts of this work should demonstrate the actual system produced in sufficient detail.		
AO3 Create a navigation bar or menu bar	Candidates will produce a basic navigation bar/menu bar that uses some colour and is suitable for purpose. Use is made of a table.	Candidates will produce a navigation bar/menu bar that uses colour well and is suitable for purpose and audience. There is some use of graphics and text, which is combined together well.	Candidates will produce an effective navigation bar/menu bar that makes good use of colour and is fit for purpose and audience. There is some use of drop-down boxes or expanding/collapsing menus.
AO3 NOTES <i>DISTN</i>	The candidate has produced screenshot evidence for this and the following objectives. Whilst this is very clear it should be noted that an electronic copy of the final graphics would have also given good evidence, indeed use of colour is often better evidenced on screen. There is no requirement for candidates to detail the actual creation of any of the graphics in this unit. The screenshots show that there is good use of expanding menus and the original colour printouts showed good use of colour, allowing a DISTINCTION to be awarded for this objective.		
Guidance for AO4	Assessment Objective 4 requires students to create a set of navigation buttons. These do not need to be created using standard templates available in some software as students may want to be more creative and even use other software that they are familiar with. The creation of three buttons is enough to evidence this assessment objective. The buttons, as graphics themselves, might only contain text although students might want to experiment with just using suitable icons or combining text and graphics.		
AO4 Create a set of navigation buttons	Candidates will produce three buttons, using ready-made templates or adapting graphics that already exist.	Candidates will produce three buttons, customising ready-made templates or creating them from scratch. These should be suitable for purpose.	Candidates will produce three interactive buttons, customising ready-made templates or creating them from scratch. These should be suitable for both purpose and audience.
AO4 NOTES <i>DISTN</i>	Detailed screenshots have again been produced, although the only necessary evidence is the set of prints at the end showing the different states of the three buttons. Again, the electronic files would have been better evidence, a lot more easily produced. However, the candidate has clearly produced three interactive buttons that are suitable for both purpose and audience. A DISTINCTION is well deserved.		
Guidance for AO5	In order to achieve Assessment Objective 5, students must produce a suitable advertising banner for use on a webpage. They should choose the size themselves. Students at Merit/Distinction should make use of rollovers or animations so that the banner is not static.		
AO5 Create an advertising banner	Candidates will produce a static advertising banner, combining text and graphics.	Candidates will produce an advertising banner that has some form of user interaction, combining text and graphics. This should be fit for purpose.	Candidates will produce an animated/moving advertising banner, combining text and graphics. This should be fit for purpose and audience.
AO5 NOTES <i>DISTN</i>	Clear evidence is provided of an animated advertising banner combining text and graphics. It is clearly fit for purpose and audience, with a short but clear and appropriate message. A DISTINCTION is again well deserved.		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO6	Assessment Objective 6 requires students to select a suitable medium to use to present their work. Most students will simply create a mock-up webpage and insert the graphics in a suitable position. This is not the only method that can be used though. Presentation software or simply printing out the different graphics could also be used.		
AO6 Present work to a client for a specific purpose, using a suitable format for display	Candidates will present work in a suitable format.	Candidates will present work well in a suitable format, demonstrating the use of suitable file types.	Candidates will present work effectively in a suitable format, demonstrating the use of suitable file types. Graphics will be optimised for use on the web.
AO6 NOTES MERIT	<p>The candidate has chosen to present the graphics produced in a PowerPoint presentation. Whilst this is acceptable it would not be as effective as a mock-up web page, which would allow the interactivity of the buttons to be demonstrated. Although the candidate erroneously states that download times are no longer important, there is evidence of choosing suitable file types for the buttons and the navigation bar but unfortunately the file type chosen for the banner would remove the animation.</p> <p>There is just enough here to consider MERIT a best fit. With a more appropriate file type for the banner this would have been more secure. For Distinction there would need to be some evidence of optimisation – trying out different file types and resolution in order to get the minimum download speed whilst still keeping the quality needed for the particular graphics.</p>		

Overall Grade

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

The profile of Assessment Objectives presents us with one of the more difficult assessment decisions. In this case it should be remembered that Assessment Objective 2 was very close to the Distinction boundary and that there were elements of Distinction in Assessment Objective 1 as well. Together with the fact that the three Assessment Objectives relating to the creation of graphics were achieved extremely well at Distinction level this leads us to award a **DISTINCTION** overall for the unit.

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