Unit 20: Web authoring

Candidate: **Assessor:**   **Date:**

AO	Pass	Merit	Distinction
AO1 Investigate website accessibility	Candidates outline **briefly** at least **one** factor affecting accessibility of websites; define accessibility and how it can be achieved.	Candidates outline **clearly** at least **two** different types of factors affecting accessibility of websites. They **describe** some of the systems that can help website accessibility.	Candidates outline **clearly** at least **three** different types of factors affecting accessibility of websites. They **describe** the systems that can help website accessibility, **explaining how**, and clearly link these back to the original factors outlined.
			P M D
AO2 Analyse existing websites	Candidates comment on the features of a variety of different websites and **explain** how they have provided ideas for their own websites. They outline **briefly** at least **two** different systems that have been used to aid website accessibility.	Candidates comment on the features of a variety of different websites and **explain clearly** which features they will consider using in their website. They outline **clearly** at least **three** different systems that have been used to aid website accessibility And **identify** at least **one** of these methods that they intend to use in their own site.	Candidates **critically evaluate** a variety of websites identifying features that have provided them with ideas for their own website. They **give reasons** for inclusion of such features in their website. They outline **in full** at least **four** different systems that have been used to aid website accessibility And **identify** at least **one** of these methods that they intend to use in their own site.
			P M D
AO3 Plan and develop a website	Candidates produce a **brief** plan of the website they intend to build. This will include details of purpose and target audience. They list **a feature** that they will use to help website accessibility. They produce **a list** of tasks to be carried out, mind maps and **simple** page plans for the website including possible use of links	Candidates produce a **detailed** proposal for the website they intend to build; this will include purpose and target audience details. They provide a **clear** explanation for the inclusion of at least **two** features that will help website accessibility. They produce an **action plan** that has **some** details completed eg task details and expected start/finish dates. **Detailed** page plans will be created as well as a site plan and identification of all links.	Candidates produce a **comprehensive** proposal for the website they intend to build. This will include purpose and target audience. They provide a **detailed** explanation for the inclusion of at least **three** features that will help website accessibility. They produce a **detailed** action plan that shows **all** tasks to be completed, dates and actions **Thorough** page plans will be created as well as a detailed site plan. **All** links and objects to be linked will be clearly shown. These plans will **all** be accurate.
			P M D

Candidate:		Assessor:		Date:	

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AO4 Implement a website	Candidates implement a **basic** directory structure for the website. Candidates show **basic** competence in producing a website of at least 10 pages containing text, images and additional components using a **basic** template they have created themselves. There **may be** errors in the text, but meaning will be clear. The images and components must be suitable for purpose. A method of navigation to all pages is evident. They include **one** feature that they will use to help website accessibility. Web pages are printed from a web browser, **some** content may be missing.	Candidates implement a **sound** directory structure for the website. Candidates produce a website of at least 10 pages containing text with appropriate styles applied for headings and body text, images and a range of additional components using either a template they have made or css. Meaning will be **clear** but there **may be some** errors. The images and components must be suitable for purpose. A **good** method of navigation to all pages is evident. They include **two** features that they will use to help website accessibility Web pages are printed from a web browser. **All** content is shown.	Candidates implement a **good** directory structure for the website. Candidates produce a **high quality** website of at least 10 pages using css. The website includes a **range** of additional components and interactive elements. Meaning will be **clear** and there will be **minimal** textual errors. A **good range** of suitable images and components 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. A **good method** of navigation to all pages is evident. They include **three** features that they will use to help website accessibility Web pages are printed from a web browser. **Whole** pages will be displayed.
			P M D
AO5 Test a website	Candidates **create** a test plan/table covering all pages in the site and carry out **some** tests.	Candidates test their website using a **detailed** test table. The tests cover **all** the main areas of their website and all tests are appropriate. Candidates test every page and provide annotated code or screen shots highlighting before and after changes where appropriate	Candidates test their website using a testing table. The tests are **appropriate** and **comprehensive** and will cover all areas of their website. The test table indicates action that is required to solve any problems. Candidates test every page and provide annotated code or screen shots highlighting before and after changes where appropriate.
			P M D
AO6 Upload a website	Candidates show evidence of having researched at least **one** ISP, of what the ISP will provide and how it benefits the user. Candidates show evidence of using a file exchange program to upload their website to the internet for viewing. They choose a domain name for their website and explain their choice.	Candidates show evidence of having researched at least **two** ISPs showing **detailed** evidence of what facilities the ISP will provide and how they benefit the user. Candidates show evidence of using a file exchange program to upload their website to the internet for viewing. They choose a domain name for their website and explain their choice.	Candidates show evidence of having researched at least **three** ISPs showing detailed evidence of what facilities the ISP will provide and how they benefit the user. Candidates show evidence of using a file exchange program to upload their website to the internet for viewing. They choose a domain name for their website and explain their choice.
			P M D
AO7 Evaluation of own website	Candidates produce a **brief** evaluation of their work. This covers: 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 give **limited** examples of their own strengths and weaknesses.	Candidates produce a **detailed** evaluation of their work. This covers: 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 give **detailed** examples of their own strengths and weaknesses.	Candidates produce an **extensive** evaluation of their work. This covers: 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 give **thorough** examples of their own strengths and weaknesses.
			P M D

AO1	AO2	AO3	AO4	AO5	AO6	AO7

Overall: