

Student Name:

Teacher:

Date:

Assessment Objective	Pass	Merit	Distinction
AO1 <i>Research, collect and describe a range of existing graphics/images for use in web pages</i>	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	AO1: P M D		
AO2 <i>Plan the production of a range of graphic images for a client, to be used on their website</i>	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	AO2: P M D		
AO3 <i>Create a navigation bar or menu bar</i>	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	AO3: P M D		
AO4 <i>Create a set of navigation buttons</i>	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	AO4: P M D		

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Assessment Objective	Pass	Merit	Distinction
AO5 <i>Create an advertising banner</i>	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	AO5: P M D		
AO6 <i>Present work to a client for a specific purpose, using a suitable format for display</i>	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	AO6: P M D		

Overall grade awarded for this unit: **PASS** **MERIT** **DISTINCTION** (Circle ONE grade) **Signature:** _____