

Principal Examiners Feedback

January 2012

Applied GCE

6960 01 – Using Multimedia Software

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Unit 10: Using Multimedia Software (6960)

General comments

Candidates often link this unit to Unit 8 – Managing ICT Projects. This is good practice. However, candidates need to be aware of the different documentation requirements of the two units.

The main focus of this unit should be multimedia, combining videos, animations and sounds.

Candidates who produce websites should ensure that they include the development of the components in their designs.

Strand (a)

Candidates who achieve higher marks work with a client to produce this section which is best practice.

The functional specification should describe the purpose of the product, the context and intended audience in sufficient detail. Most provided only brief comments.

Candidates who achieve higher marks explain what the finished product must do and how they would measure the success in terms of what the product will do when completed. However, some candidates still refer to the timescale for delivery, which is more appropriate to unit 8.

This is a vital section as it leads to better evaluations when there are criteria to refer back to.

Strand (b)

Candidates need to include more design work for the multimedia that forms the focus for this unit. Often students set out to produce a website and the design is then limited to navigation and general page layout. To be awarded higher marks in this section, the design should include more information and details about the multimedia elements.

The use of prototypes is another weak area. It is not expected that working prototypes be submitted, however for the high mark bands it is expected that evidence of involving others in the development process is shown.

Strand (c)

The aim of this unit is to produce a standalone multimedia product. The product must be included in the evidence submitted. This must be a format this is acceptable in terms of the moderators toolkit. The product should also be capable of running largely standalone, and away from the development environment.

This should be possible from within the ePortfolio, from where the product should be launched for the purpose of assessment.

The multimedia product should contain some combination of video, sound, animation, and images. It is not necessary for all to be present, but a combination of at least two of these should be in a basic product. The product should be interactive in some way, allowing the user to control the experience to some extent, for example choosing from a selection of videos, or controlling a slide show.

Strand (d)

Candidates working with a client produced better work for this strand. Feedback from clients was often used as part of the testing or during the prototyping stages. The best candidate work included functional testing of the completed product against the functional specification.

All candidates produced a test table; however this often only covered the basic navigation between pages and did not cover items such as the functioning of an animation, or the timing of a video. There should be some evidence of testing having taken place; this can be in the form of screenshots. Better candidate work included links from the test table to the screen shots.

Strand (e)

The evidence in this e-portfolio was often mixed with that for unit 8. It is important that the candidates are aware of the different requirements of the evaluation for this unit. This unit requires the **product** to be evaluated; unit 8 requires that the **project management** be evaluated.

Candidates who listed measurable success criteria in their function specification often did well in this section. The best approach is start with the success criteria and then analyse the extent to which these have been met. Feedback from others and the client helps candidates to achieve higher marks.

Standard Ways of Working

In most cases the only evidence the external assessors had for this aspect was the bibliography and the file structures and names used by the candidates.

General Administration

Most samples were correctly submitted with folders clearly labelled with centre numbers, candidate number and first 2 letters of surname and first of Christian name. It would help if the erecord sheet naming convention is the same.

The centre assessor should use the erecord as an opportunity to help the moderator find the evidence required to agree the marks given. The comments by centres often contained only one line comments, in other cases no comments at all were provided.

Grade Boundaries

Centres are reminded that the GCE in Applied ICT is an Awarded qualification. As such, grade boundaries are subject to review each series for both written paper and coursework units.

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