Principal Moderator Feedback

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Applied GCE 6960

Unit 10: Using Multimedia Software

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General comments

Only a small number of candidates were entered in this series, and therefore centres are encouraged to read the report from the summer series alongside this report.

Candidates often link this unit to Unit 8 – Managing ICT Projects. This is good practice however the 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)

Better candidates work with a client to produce this section which is best practice. This helps to develop a better more robust product and gives better scope for prototyping aa well providing an audience for documents associated with this section.

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

Better candidates explain what the finished product must do and how they would measure the success in terms of what the product will do when completed this is a vital section as it leads to better evaluations when there are specific criteria to refer back to.

Strand (b)

Candidates need to include more detailed design work for the multimedia components that form the focus for this unit. The aim of this unit should be to produce an interactive multimedia product for a specific audience. Again having a client for the product can help to focus the design on the needs of the client.

There are still some centres were candidates set out to produce a website with multimedia components. This approach can produce good products; however, care must be taken to ensure that the multimedia design and production is the main focus. When producing websites the design is often limited to navigation and general page layout. To be awarded higher marks in this section the design must 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 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. The product should also be capable of running standalone, and away from the development environment. This should be possible from within the e-Portfolio, from where the product should be launched for the purpose of assessment.

The product must be included in the evidence submitted. This must be a format this is acceptable in terms of the moderators toolkit. In some extreme cases it was not possible to moderate the work, in the form in which it was presented.

The exact software and formats acceptable are given on the edexcel website, centres should ensure that the keep up to date with the latest changes.

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 candidates produced 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 either inserted into the test table or as links 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 achieve higher marks.

Standard Ways of Working

The candidates should be working to the file size limits set for this unit; they should be made aware of this from the outset. This becomes one aspect therefore of standard ways of working if candidates exceed this by a significant amount then the centre assessor should take this into consideration in awarding marks in the appropriate strand.

General Administration

Most samples were correctly submitted with folders clearly labelled with centre number, candidate number and first two letters of surname and first of forename. It is advised to use the same naming convention for the e-record sheet.

The centre assessor should use the e-record as an opportunity to help the moderator find the evidence required to agree the marks given.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:
http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx

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