

UNIT 10 Using Multimedia Software
Commentary on Assessment of Student X
Edexcel Inset Training 07-08

Assessment criteria – Unit 10:– strand a)		
Mark Band 1	Mark Band 2	Mark Band 3
A functional specification that:: <ul style="list-style-type: none"> • briefly describes the purpose of the product, the context and intended audience • outlines what it must do, but not in sufficient detail to give a clear picture of what is required 	A functional specification that:: <ul style="list-style-type: none"> • describes the purpose of the product, the context and intended audience • explains what it must do. 	A functional specification that: <ul style="list-style-type: none"> • fully describes the purpose of the product, the context and intended audience • explains clearly what it must do, specifying measurable success criteria.
(0 – 2)	(3)	(4)
<p>Comment - There is a Functional Specification which explains the purpose of the multimedia product. The context and intended audience are briefly described. The Functional Specification is brief and appears not to have been completed as there is a sentence unfinished and a heading with no content. There is sufficient evidence to address mark band 1. The lack of detail for this strand and especially the lack of “measurable success criteria” limits achievement in strands d and e.</p> <p>Mark Awarded 2</p>		
Assessment criteria – Unit 10:– strand b)		
Mark Band 1	Mark Band 2	Mark Band 3
A design for a multimedia product that: <ul style="list-style-type: none"> • satisfies most of the functional requirements, but demonstrates limited awareness of audience and purpose • gives some consideration to key aspects of multimedia design • uses some ready-made and original multimedia components • has been developed and improved, making limited use of prototyping, with some explanatory comments at each stage. 	A detailed design for a multimedia product that: <ul style="list-style-type: none"> • satisfies all of the functional requirements, demonstrating sound awareness of audience and purpose • gives full consideration most aspects of multimedia design • makes good use of different types of ready-made and original multimedia components, combining them together to convey information • has been developed and improved, making good use of prototyping, with some evaluative comments at each stage. 	A comprehensive design for a multimedia product that: <ul style="list-style-type: none"> • satisfies all of the functional requirements, demonstrating astute awareness of audience and purpose • gives full consideration all aspects of multimedia design • makes effective use of different types of ready-made and original multimedia components, combining them together to convey information effectively • making effective use of prototyping, with evaluative comments at each stage showing

		how feedback was acted upon .
(0 — 8)	(9—12)	(13— 16)
<p>Comment - There is a Design section which includes a site map. The Storyboard appears to have screen prints of the final product. A little more evidence of the design issues prior to this evidence being produced would have been good. Liaising with an actual “client” (which can be the Assessor posing as a “client”) would also have been good. The candidate has some sentences indicating what will be included and others saying what had been done which is ambiguous. The Storyboard does explain the content of the advertisement and indicates the integrated multimedia which can be seen with the Flash animations and video. The timeline aspect is referred to in passing.</p> <p>The candidate has explained the key elements in the design. Again the candidate has confused what will happen with what has been undertaken. However, the reasoning behind the various aspects of the product are explained which does give good awareness of audience. There is clear indication of ready-made and original multimedia in this evidence.</p> <p>The prototyping is really the candidate implementing the product rather than prototyping a design with a “client” and perhaps using a target audience to refine the design into the final product. However, there is reference made to classmates although this is not very explicit. There is sufficient evidence to address mark band 1. The lack of proper prototyping and evaluative comments keep the evidence out of mark band 2.</p> <p>Mark Awarded 8</p>		
Assessment criteria – Unit 10:– strand c)		
Mark Band 1	Mark Band 2	Mark Band 3
<p>A working multimedia product – produced with some assistance – that::</p> <ul style="list-style-type: none"> meets most of the functional requirements makes appropriate use of some of the facilities of the software <p>Plus some “getting started with...” instructions, giving an indication of how to install and use the product.</p> <p>Whilst working on the spreadsheet, the learner adheres to relevant standard ways of working, but need frequent prompting.</p>	<p>A fully working, easy-to-use multimedia product – produced with occasional prompting – that:</p> <ul style="list-style-type: none"> meets all the functional requirements makes good use of the facilities of the software. <p>Plus detailed “getting started with...” instructions, enabling a competent user to install and use the product.</p> <p>Whilst working on this project, the learner adheres to relevant standard ways of working, but only occasional prompting.</p>	<p>An attractive, fully working, easy-to-use, multimedia product – produced independently– that:</p> <ul style="list-style-type: none"> meets all the functional requirements, communicates effectively and is easy to use makes full and effective use of the facilities of the software <p>Plus comprehensive “getting started with ...” instructions enabling a novice user to install and use the product.</p> <p>Whilst working on the spreadsheet, the learner adheres to relevant standard ways of working independently.</p>
(0 — 9)	(10 — 14)	(15-18)

Comment - There is a fully working, easy-to-use multimedia product which has been created using appropriate software. The end product has a timeline, having been created in Flash and has components appearing at different intervals. There is animation, video, sound, good interaction and basic design aspects including clear font with suitable size, colour, background etc. The product has good integration of animation, video, sound, text which reflects an A2 multimedia product. The evaluation gives further evidence of how the multimedia product was created. The candidate demonstrates a range of effective skills for this strand.

The video tour for the “getting started with ..” instructions is very effective.

The bibliography gives a list of software programs used.

SWOW have been adhered to in that the files have sensible file names and there is an appropriate folder structure. The text in the product is correct although there are some uncorrected errors and poor grammar in the overall eportfolio. A source list of readymade components with reference made to copyright would have been a good idea. This information could have been included in the section Key Elements.

The product is good and fits into mark band 3 but there are some weaknesses in SWOW.

Mark Awarded 15

Assessment criteria – Unit 10:– strand d)

Mark Band 1	Mark Band 2	Mark Band 3
Evidence of some limited formative and summative testing, but not sufficient to ensure that the multimedia product works as intended.	Evidence of systematic formative and summative testing – making some effective use of feedback from test users – sufficient to ensure that the multimedia product works as intended.	Evidence of thorough and systematic formative and summative testing – making effective use of feedback from test users - sufficient to ensure that the multimedia product works as intended and is easy to use.
(0 – 4)	(5 – 6)	(7 – 8)

Comment - there is evidence of formative testing with a test plan which has links to before and after screen shots. There is some final testing which does cover different Browsers. The formative and summative testing clearly demonstrates a range of tests undertaken. This product could be viewed without a Browser as it has been created using Flash but the candidate has neglected to cover this aspect. There is some evidence of using others but this is limited. There are some questionnaires given to the target audience and these could have been used to enhance the testing evidence. The product works. There is just sufficient evidence to reach the bottom of mark band 2. The candidate should have tested against measurable success criteria that should have been explained in strand a. The lack of this and poor use of others (client and target audience) in the prototyping and testing has limited achievement in this strand which is a shame as many aspects were well documented.

Mark Awarded 5

Assessment criteria – Unit 10:– strand e)

Mark Band 1	Mark Band 2	Mark Band 3
Some evaluative comments assessing: <ul style="list-style-type: none"> the extent to which the final multimedia product meets the specified requirements, 	A thoughtful evaluation assessing: <ul style="list-style-type: none"> the extent to which the final multimedia product meets the specified requirements, 	A well-rounded evaluation – incorporating feedback from others - critically assessing: <ul style="list-style-type: none"> the extent to which the multimedia product

<p>identifying any shortcomings</p> <ul style="list-style-type: none"> the effectiveness of the solution their own performance throughout the project. 	<p>explaining any shortcomings</p> <ul style="list-style-type: none"> the effectiveness of the solution, with some sensible suggestions for improvements their own performance throughout the project and current skill level. 	<p>meets the specified requirements, fully explaining any shortcomings</p> <ul style="list-style-type: none"> the effectiveness of the solution, with some well-thought out suggestions for improvements their own performance throughout the project, current skill level and identifying areas for improvements.
(0 — 7)	(8—11)	(12 — 14)
<p>Comment - The candidate should have evaluated the product against measurable success criteria produced for strand a. There are some evaluative comments and, although no measurable success criteria really covered, the candidate has used similar headings to the ones stated in strand a. The candidate makes some attempt to evaluate the effectiveness of the solution and has made some comments on own performance which includes current skill level. Overall there is just enough evidence to address the bottom of mark band 2.</p> <p>Mark Awarded 8</p>		
<p>Total marks 38/60</p>		
<p>Overall Comment – The candidate has produced an effective multimedia product which addresses this specification. The lack of a Client and explicit evidence of “others” in the process of prototyping, implementing and testing the product has limited the achievement in some strands as has the lack of full evidence for strand a. The eportfolio was well structured but would have benefited from better quality assurance to remove uncorrected errors. The candidate has achieved a mark which puts the evidence in the C grade area.</p>		