Mark Scheme (Results)

January 2017

Pearson Edexcel Level 2 Certificate
In Digital Applications

Unit 1: Developing Web Products

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.

- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.

- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.

- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.

- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.

- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.

- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.

- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Activity 1: Design, build and test the website

If a candidate's web pages are not saved in .htm or .html format, then 0 marks should be awarded for Activity 1.

Task	Response	Mark
Page template	**(P1)** Banner present, full width of page (960-1050px = acceptable range) with at least one suitable image. Accept any image, including icons, except the distractors. **(1)**	**1**
	(P2) Correct logo within banner, proportions retained **(1)**	**1**
Page title	**(P3)** A recognisable title on at least two pages **(1)**	**1**

Task	Response	Mark
Images	**(I1)** The navigation bar includes the home, music and DJ icons as part, or all, of the links. All 3 icons must be present **(1)**	**1**
	(I2) SHOPFRONT is edited to include the name of the shop – Impromptu – and included on the home page **(1).** Accept any file format.	**1**
	(I3) FLYER has been inserted on any page, retaining its original proportions **(1)** – No mark if the image is distorted. Accept any file format.	**1**
	(I4-I5) Cropped version of LOCAL_DJs image included on the DJ page, showing only one DJ **(1)** Cropped image links to LOCAL_DJs image or suitable edited version showing all of the DJs **(1)** *Award one mark if included on a different page.*	**2**
	(I6) All images are in .png format **(1)**	**1**
	(I7) All images are <450KB **(1)**	**1**

Task	Response	Mark
Links	**(L1)** A correctly functioning email link is included (ie opens an email program), linking to shop@impromptoo.co.uk - the code should read: <a href="mailto:shop@impromptoo.co.uk">**(1)**	**1**
	(L2) Functioning hyperlink from the logo to www.impromptoo.co.uk - in the HTML code: 'http://www.impromptoo.co.uk' **(1)**	**1**
	(L3) A hotspot has been created over the t-shirt shape on T-SHIRT. The hotspot must resemble the t-shirt shape and size and must link to the merchandise page. **(1)** Can be included on any page in the site.	**1**

Task	Response	Mark
Other content	**(O1)** A box is included on the music page with the background colour set to #cc3333	**1**
	(O2) A 1px solid black border is added to the box	**1**
	(O3) An <h4> header is used to add at least one song title	**1**
	(O4) All three record covers and the record names are positioned as shown in the sketch diagram on the exam paper. The record covers and the name of the record need be lined up as in this diagram: the record name needs to be positioned in line with the top half of the record cover image. The mark can still be awarded if the audio is not in the correct position.	**1**
	(O5) All **three** audio files are embedded as audio files somewhere on the music page	**1**
	(O6) All **three** audio files have been converted to .mp3 format and are included on the website	**1**
	(O7) All three audio files play on click	**1**

Holistic marks

Structure and functionality		
Level	**Descriptor**	**Mark**
	No rewardable material	0
Level 1	The website has a structure that does not fully address client requirements. It may not be logical (e.g. it may be difficult to find links to some pages or the user may need to drill down inappropriately). The site may not be fully functional (e.g. some links may be missing or broken).	1-2
Level 2	The website has a logical structure and most required links are present and functional. The navigation does not fully address the client's requirements (e.g. the hierarchy may not be as specified in the client's brief, such as all pages being included on the navigation bar with no need to drill down).	3-4
Level 3	The website has a logical structure with a hierarchy and functional links that fully address the client's requirements (an appropriate navigation bar and drill down from the home page as specified, and all required links).	5-6

User experience		
Level	**Descriptor**	**Mark**
	No rewardable material	0
Level 1	A user interface that allows access to most of the content. The elements on the page may distract or irritate users. Learners may have added accessibility features but these may not be used appropriately (e.g. alternative text may have been added to some images but some or all of the text may be inappropriate, and/or colours may be high contrast but include unsuitable combinations such as red and green).	1-2
Level 2	A user interface that allows access to all the content. Appropriate use of at least one accessibility feature for visually-impaired users (e.g. clear alternative text may be applied to most images or appropriate high contrast colours may be used on most pages).	3-4
Level 3	An easy-to-use user interface that allows access to all the content. The elements on the page enhance the user experience. Consistent use of accessibility features for visually-impaired users where appropriate throughout the site (e.g. consistent use of high contrast colours, scaleable fonts and clear alternative text on all images, avoiding inappropriate colour combinations such as red and green).	5-6

Content selection, preparation and presentation		
Level	**Descriptor**	**Mark**
	No rewardable material	0
Level 1	Some content is relevant and error free although selection and preparation of text and images is not generally the most appropriate (e.g. given text may not be copied correctly, additional text may be inappropriate, fonts may not be suitable for on-screen viewing, and some images may not be relevant to page content or may not be optimised, sized or positioned appropriately). Some combinations of assets on the pages are appropriate for the audience and purpose (e.g. images and text are generally appropriate on some pages but less so on others).	1-2
Level 2	Most content is relevant and error free with some appropriate selection and preparation of text and images (e.g. given text may be edited to improve its suitability, some images may be edited to improve their relevance to adjacent content). Some effective combinations of assets on the pages that demonstrate some awareness of the target audience (e.g. appropriate colour scheme. Some images may be well-chosen, optimised, sized or positioned to illustrate accompanying text which is generally error-free and appropriate for the intended audience).	3-4
Level 3	All content is effective, including appropriate selection and preparation of text, choice of format and emphasis, selection and preparation of images. Effective combinations of assets across the whole website that demonstrate sound awareness of the target audience (the student clearly understands the purpose of the website and has used combinations of text and images to produce content that would appeal to the intended audience and encourage them to visit the shop).	5-6

Overall consistency		
Level	**Descriptor**	**Mark**
	No rewardable material	0
Level 1	Components of the page template and/or other aspects of the layout and design are not applied consistently (e.g. the navigation bar or page design may not be consistent across the site, colours or fonts may not be used consistently, the banner and/or logo may be positioned inconsistently or vary in size or colour).	1-2
Level 2	The page template may not have been applied to all pages but the required components (banner, navigation bar) are used consistently. Most aspects of the layout and design are effective and applied consistently (e.g. navigation, page structure, colour scheme, text formatting).	3-4
Level 3	A page template that includes the required components is applied to all pages. Layout and design are effective and applied consistently across the website, taking into account the requirements of the intended audience (e.g. subtle changes to tone, style, text formatting, colour scheme).	5-6

Activity 2: Complete an evaluation of your website

Evaluation		
Level	**Descriptor**	**Mark**
	No rewardable material	0
Level 1	The student has made superficial descriptive comments about some of their design decisions (e.g. comments might relate to their choice of images but without linking this to the theme or intended audience). There will be limited reference to audience and purpose. Suggested improvements may not be appropriate or realistic (e.g. they might suggest adding content that could, in fact, distract users).	1-2
Level 2	The student has made relevant descriptive comments about some of their important design decisions (e.g. answer might explain how the choice of images is appropriate to the brief). There will be some reference to audience and purpose. Some suggestions for improvement will be valid (e.g. answer might include valid suggestions in some areas, such as how to make the text more readable in relation to the target audience, but other suggestions may not be clear or realistic).	3-4
Level 3	The student has made valid justifications for the effectiveness of their important design decisions. The justifications will be clearly related to audience and purpose (e.g. answer justifies why the choice of colour and images are appropriate not only for the overall theme but also the ways in which they help to enthuse the target audience). Valid suggestions for improvement will be included and it will be clear how these would improve the outcome (e.g. answer includes valid suggestions for making the text more readable for the target audience in order to make it more likely that they would continue to browse).	5-6