Mark Scheme (Results)

June 2015

Pearson Edexcel Level 2 Certificate in Digital Applications (DA201) 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 microsite

Task	Response	Mark
Page template	**(P1)** Banner present, full width of page (between 950px and 1050px) and includes at least one suitable image. Do not award the mark if any of the distractors have been used.	**1**
	(P2) Correct logo within banner, proportions retained	**1**
	(P3) Navigation bar with **all three** of the following colours set as background colours: Home button (#3399cc) About Us button (#ff6633) Activities button (#ffcc33)	**1**
	(P4-5) Footer present with smaller version of logo (proportions retained) **(1)** and both of the Facebook/Twitter icons **(1)**	**2**

Task	Response	Mark
Images	**(I1)** The HOW_TO_FIND_US image is included on the **about us page** – **Postcode must be legible.**	**1**
	(I2) Image showing only the front cover of BROCHURE.png included on the activities page. **Must be legible.**	**1**
	(I3-4) Cropped image rolls over **(1)**, to reveal just one whole page, which is exactly the same size and position as the front cover **(1)**	**2**
	(I5) All images are in .png format	**1**
	(I6) All images are <250KB	**1**

Task	Response	Mark
Links	**(L1)** A correctly functioning email link is included in the footer on at least one page (i.e. opens an email programme). The code should read: <a href="mailto: info@escapadeadventurepark.co.uk">	**1**
	(L2) A correctly functioning hyperlink to either Facebook or Twitter from the Facebook/Twitter graphic symbols in the footer on at least one page. The code should read: <a href= "http://www.facebook.com/escapadeadventure"> or <a href= "http://www.twitter.com/escapadeadventure"> Award the mark if the www is missed out	**1**
	(L3) Appropriate links are included from the activities page to the tree tops escapade page and the junior escapade page (accept any functional links including text, images or drop down menu from the navigation bar)	**1**

Task	Response	Mark
Other content	**(O1-3)** The video file is embedded on the home page at an appropriate size i.e. the text should be readable **(1)**, plays only on click **(1)** and is either .mp4 or .m4v format **(1)** (Video file must appear on the site)	**3**
	(O4-6) A box is included on the about us page: 400px (height) x 300px (width) **(1)** - background colour set to #ff6633 **(1)** - text wraps around the SCHOOL_TRIPS.png image, which is positioned on the right of the text **(1)**	**3**

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 (appropriate navigation requiring drill down from the activities page to the tree tops escapade and junior escapade pages 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, although horizontal scrolling may be required at the specified resolution. 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 with no horizontal scrolling required at the specified resolution. 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 without scrolling at the specified resolution. 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 specified audience (E.g. some images may be well-chosen, optimised, sized or positioned to illustrate accompanying text which is generally error-free and appropriate for the specified 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 specified audience and the overall theme (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 specified audience and encourage them to visit *Escapade*).	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 specified 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 colours 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 readers.	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 colour is appropriate, but not deal other design decisions). 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 intended 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 theme but also the ways in which they help to enthuse the intended 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 intended audience in order to make it more likely that they would continue to browse the rest of the site).	5-6