

Reference Material: Commentaries

Certificate in Digital Applications

Unit 1: Developing Web Products

Sample Assessment Material

Paper Reference: DA201/01

Candidate A

Examiner's notes on the work of Candidate A

General Comments:

The candidate has produced a three page microsite for Smarts Leisure Park. The homepage is saved as 'index.html'. The club pages open as images in a new browser window.

The clock applet has not been included.

The audio introduction has been inserted onto the clubs introduction page and plays on click.

Assessment

Activity 1: Design, build and test the microsite

Task	Examiner's Comment	Mark Awarded
Page template	The banner is 1024px wide and so would fit to the full width of a page set to a resolution of 1024x768	1
	The banner does not include suitable text	0
	The correct logo is included within the banner, with its proportions retained (1) and is hyperlinked to smartleisurepark.co.uk (1)	2

Task	Examiner's Comment	Mark Awarded
Images	The map of the park has been included on the homepage	1
	The map of the park has been edited appropriately to highlight the Shop and the Onion Café	1
	The shop page includes an image that has been edited to show just one product: a baseball cap	1
	The cropped image is not distorted	1
	The baseball cap image links to shop.jpg, which opens in a new browser window showing the original shop.jpg image	1
	The Onion Café menu is included and legible	1
	The Onion Café menu image has been compressed to 83KB	1
	Two suitable thumbnails have been included on the clubs introduction page, activities relevant to each club have been selected – Nature Trail (Kidz Club) and Mountain Biking (Teenz Club)	1

Task	Examiner's Comment	Mark Awarded
Links	All four email links are included (1) accurately and all serve as functional email links (1)	2
	The two thumbnail images on the clubs introduction page link to relevant information on each club	1

Task	Examiner's Comment	Mark Awarded
Other content	The audio file is embedded on the clubs page (1) and plays only on click (1)	2
	The applet clock is not inserted on the homepage (0) and therefore is not functional (0) in browser	0
	All of the images are in .jpg format and <350KB (including the menu) but the audio is in .wav format	0

Holistic marks

Structure and functionality		
Level	Descriptor	Mark
	No rewardable material	0
Level 1	The microsite has a structure that does not fully address client requirements. It may not be logical (eg it may be difficult to find links to some pages or the user may need to drill down inappropriately such as from the Teenz page to the Kidz page). The site may not be fully functional (eg some links may be missing or broken).	1-2
Level 2	The microsite has a logical structure and most required links are present and functional. The navigation does not fully address the client's requirements (eg 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 microsite has a logical structure with a hierarchy and functional links that fully address the client's requirements (an appropriate navigation bar requiring drill down from the Club pages as specified, and all required links).	5-6

Examiner's comment

This is a **Level 3 response**. The hierarchy of the site meets the requirements of the client's brief (although not fully). The navigation is clear and consistent and all of the links are fully functional. The site is structured logically and information on the Kidz Club and Teenz Club are accessed through the clubs introduction page – in accordance with the brief.

However, the information on the *Kidz Club* and *Teenz Club* open in a new browser window because they are images, rather than pages. Although this is functional, it does not fully address the client's requirements.

User experience		
Level	Descriptor	Mark
	No rewardable material	0
Level 1	A user interface that allows access to most of the content, although significant scrolling may be required at the specified resolution. Learners may have added accessibility features but these may not be used appropriately (eg 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 minimal scrolling required at the specified resolution. Appropriate use of at least one accessibility feature for visually-impaired visitors (eg 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. Consistent use of accessibility features for visually-impaired visitors where appropriate throughout the site (eg 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
<p>Examiner's comment</p> <p>This is a lower Level 3 response (5 marks). The user interface is clear and easy-to-use with no need to scroll to see the page content on a resolution of 1024x768.</p> <p>More than one accessibility feature has been used consistently: the values for the font sizes are expressed as percentages on each page, which will offer the user font scaling on browsers than enable it; the consistent use of white and orange text against a dark green background offers a high contrast on every page; however, although appropriate alternative text is included on two of the pages, the three images on the Clubs Page (except the logo) do not have an accurate description in the alt tag.</p> <p>The response receives the lower mark in Level 3 because it meets all of the criteria, except 'clear alternative text on all images'.</p>		

Content selection, preparation and presentation		
Level	Descriptor	Mark
	No rewardable material	0
Level 1	<p>Some content is relevant and error free although selection and preparation of text and images is not generally the most appropriate (eg 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).</p> <p>Some combinations of assets on the pages are appropriate for the audience and purpose (eg images and text are generally appropriate on some pages but less so on others).</p>	1-2
Level 2	<p>Most content is relevant and error free with some appropriate selection and preparation of text and images (eg given text may be edited to improve its suitability, some images may be edited to improve their relevance to adjacent content).</p> <p>Some effective combinations of assets on the pages that demonstrate some awareness of the target audience and/or the woodland location of the park (eg the colour scheme may reflect the woodland location of the park, some images may be well-chosen, optimised, sized or positioned to illustrate accompanying text which is generally error-free and appropriate for under 18s).</p>	3-4
Level 3	<p>All content is effective, including appropriate selection and preparation of text, choice of format and emphasis, selection and preparation of images.</p> <p>Effective combinations of assets across the whole microsite that demonstrate sound awareness of the target audience and the woodland location of the park (the student clearly understands the purpose of the microsite and has used combinations of text and images to produce content that would appeal to under-18s and encourage them to visit the park).</p>	5-6
<p>Examiner's comment</p> <p>This response merits the higher mark in Level 3 (6 marks). All of the content included in the site is effective. The text has been enhanced by the inclusion of the candidate's own copy, which enhances the meaning e.g. 'Call in for breakfast, lunch, dinner or just a quick snack' on the shop and café page or short, authoritative headings such as 'Time to get ACTIVE!' on the homepage.</p> <p>The text is accurate and the tone is encouraging and lively. The balance of text and images on each page is appropriate for the target audience and text and images are combined very effectively. The images have been carefully selected and cropped to increase their impact and the end result demonstrates a sound awareness of the purpose, location and audience for the microsite.</p>		

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 (eg 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 consistent (eg 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 consistent across the microsite (navigation, page structure, colour scheme, text formatting).	5-6
Examiner's comment		
<p>Although there is an overall consistency to the layout of the pages with regard to the navigation, colour scheme, text formatting - which is achieved through the use of classes in the style sheet – the page structure varies across the site.</p> <p>There is sufficient consistency to meet the Level 3 criteria e.g. the faded images used as links (which become full opacity on rollover), the border on the supporting page elements and the use of a main image on each page, although use of a consistent page template (the brief requires a banner with suitable text) means that the lower mark in Level 3 – 5 marks - is the 'best fit' mark.</p>		

Activity 2: Complete an evaluation of your microsite

Structure and functionality		
Level	Descriptor	Mark
	No rewardable material	0
Level 1	<p>The student has made superficial descriptive comments about some of their design decisions (eg comments might relate to their choice of colours but without linking this to the leisure park or intended audience).</p> <p>There will be limited reference to audience and purpose. Suggested improvements may not be appropriate or realistic (eg they might suggest adding content that could, in fact, distract readers).</p>	1-2
Level 2	<p>The student has made relevant descriptive comments about some of their important design decisions (eg answer might explain how the choice of colour is appropriate for a leisure park, but not deal other design decisions).</p> <p>There will be some reference to audience and purpose. Some suggestions for improvement will be valid (eg 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).</p>	3-4
Level 3	<p>The student has made valid justifications for the effectiveness of their important design decisions. The justifications will be clearly related to audience and purpose (eg answer justifies why the choice of colour and images are appropriate not only for a leisure park but also the ways in which they help make it appealing for the target audience).</p> <p>Valid suggestions for improvement will be included and it will be clear how these would improve the outcome (eg 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 the rest of the microsite).</p>	5-6
<p>Examiner's comment</p> <p>The candidate makes a series of valid justifications that are clearly related to both audience and purpose (<i>Level 3</i>) e.g. justifying the colour scheme in terms of corporate colours and the cropping of the images in relation to generating audience response.</p> <p>In order to fully meet the Level 3 assessment criteria, valid suggestions for improvement that clearly improve the outcome need to be included. Although this is evident when the candidate suggests improvements to the selected images, it is not clear how a gradient background would improve the page layout and no improvements are offered in relation to the adopted text. Furthermore, in the final paragraph the candidate suggests more interactive content would 'entice a young target audience' but to fully meet the Level 3 criteria, examples of interactive content should be suggested e.g. an image slider or links to social media. Consequently, this response should be awarded the lower Level 3 mark of 5.</p>		

Summary:

Task	Total Marks	Awarded Mark
Activity 1 (44 marks)		
Page Template	4	3
Images	8	8
Links	3	3
Other content	5	2
Structure and functionality	6	5
User experience	6	5
Content selection, preparation and presentation	6	6
Overall consistency	6	5
Activity 2 (6 marks)		
Complete an evaluation of your microsite	6	5
Total	50	42