

Reference Material: Commentaries

Certificate in Digital Applications

Unit 1: Developing Web Products

Sample Assessment Material

Paper Reference: DA201/01

Candidate B

Examiner's notes on the work of Candidate B

General Comments:

The candidate has produced a three-page microsite for Smarts Leisure Park. The homepage is saved as 'index.html'. There are no clubs pages. It is a table design, with a table set to a width of 1024px.

The clock applet has been included and can be viewed in Internet Explorer but does not appear in Safari (plug-in required for Firefox and Chrome).

The audio introduction has been inserted onto each page and plays on page load.

Assessment

Activity 1: Design, build and test the microsite

Task	Examiner's Comment	Mark Awarded
Page template	The banner is included within a table with a width of 1024px, appropriate to fill the width of the page at the required resolution	1
	The banner includes text on each page that acts as a suitable header	1
	The correct logo is included within the banner, retaining its original proportions (250x100px) (1) , although no hyperlink is attached (0)	1

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 not been edited	0
	The image SHOP.jpg has been cropped to show just one product – the pens	1
	The cropped image is not distorted	1
	The cropped image links to the original SHOP.jpg, which opens in a new browser window to show the range of products	1
	The Onion Café menu is included but it is distorted and is not legible	0
	The Onion Café menu image has been compressed to 110KB	1
	Although four images have been included on the clubs introduction page, the candidate has not understood the conventions of a 'thumbnail' image as all four images are roughly the same size and the images on the right are placed next to the wrong club – paintballing next to Kidz Club and nature trails next to Teenz Club	0

Task	Examiner's Comment	Mark Awarded
Links	One correctly functioning email link is present in the footer, linking to info@smartsleisurepark.co.uk (1) although no other email links have been inserted (0)	1
	There is no link from the clubs introduction page to information about the Kidz and Teenz Clubs	0

Task	Examiner's Comment	Mark Awarded
Other content	The audio file is embedded on all of the pages, whereas the brief states clearly that it should be included on a suitable page (0) and it plays on page load (0)	0
	The applet clock is inserted into the banner (1) but is not functional (0)	1
	Although all of the images are in .jpg format, the swimming, ponytrekking and nature trail images are all >350KB and 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
<p>Examiner's Comment</p> <p>This is a Level 2 response. The site has a logical structure and most, although not all of the required links are present and functional. To meet the requirements of the Level 3 criteria, the candidate would need to provide links from the clubs introduction page to two club pages.</p> <p>The navigation bar enables the user to move between the three pages in the site appropriately. If the candidate had created two clubs pages (Kidz Club and Teenz Club) and included them in the main menu, in other words there was no need to drill down to the clubs introduction page, the higher mark in Level 2 would be appropriate. However, the brief requires two clubs pages, which cannot be accessed by the user at all and so the lower mark of 3 is the 'best fit' for this response.</p>		

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
Examiner's Comment		
<p>The content is largely visible without scrolling on two out of the three pages; however, scrolling is required to read the footer on the Clubs page. To meet the Level 3 criteria, all of the content should be accessible without scrolling. This does, however, constitute 'minimal' scrolling as described in the Level 2 assessment criteria.</p> <p>The candidate has added some alternative text appropriately e.g. on the logo but the majority of images have the alt tag 'image', showing a lack of understanding of accessibility features. There is no consideration of scaleable fonts, although the black text does contrast with the light background colour, which is consistent throughout the site. However, the black email link on the brown footer reveals that high contrast colours have not been used consistently throughout the whole site. On balance, the lower mark in Level 2 – 3 marks – is the most appropriate in this instance.</p>		

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 (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). 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).	1-2
Level 2	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). 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).	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 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).	5-6
<p>Examiner's Comment</p> <p>In order to meet the Level 2 criteria, the candidate needs to enhance the original assets through editing of the text and/or images to improve their suitability or impact.</p> <p>In this instance, the original text has been included (accurately), unedited and without a sense of hierarchy, purpose or audience. Some combinations of text and images are appropriate, e.g. the images in the left-hand column on the homepage and the shop and café page are thoughtfully positioned and the text pertaining to the shop and café are positioned next to relevant images.</p> <p>However, on the clubs page the images have not been optimised, the pony trekking image is distorted and the paintballing and nature trail images are next to the wrong text (paintballing is a Teenz Club activity and nature trails a Kidz Club activity). Consequently this is a Level 1 response. The higher mark in Level 1 – 2 marks – can be awarded because the work convincingly meets the criteria at this level. A lot of the content is relevant and accurate with appropriate selection of text and images, however, the preparation and presentation of the text and images are appropriate on some pages but less so on others.</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
<p>Examiner's Comment</p> <p>The site is consistent. All of the components of the page template are included (banner, suitable text, logo and navigation bar for the main pages) and are applied consistently to each page, enabling the user to easily navigation around the site.</p> <p>However, to meet the Level 3 criteria, all aspects of the layout and design should be consistent. Although the text in the banner has been formatted, none of the main copy on the pages has been formatted and therefore is only consistent by 'default'. The level 3 descriptor requires consistent <i>application</i> of text formatting. Moreover, the page design is not consistent. If the images on the clubs introduction page had been resized, the page structure would have been consistent with the other pages in the site.</p> <p>The Level 2 criteria require consistent use of the page template components (banner and navigation bar) and most aspects of design and layout to be consistent. In this instance, the page structure is not consistent but the navigation, colour scheme and aspects of text formatting are consistent and so the higher mark in Level 2 can be awarded – 4 marks.</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>There are aspects of Level 1 and Level 2 in this response. The explanations offered by the candidate are largely superficial descriptive comments e.g. 'the pictures have to be good to look at so that you want to look at them' (<i>Level 1</i>). Reference to audience and purpose is limited (<i>Level 1</i>). However, some of the candidate's suggested improvements are valid e.g. 'The pictures on the shop page need to have more happening to make them look exciting to teenagers who want action and fun' (<i>Level 2</i>).</p> <p>The response has been awarded a mark at the bottom of Level 2 – 3 marks - because the response contains a series of valid suggestions for improvements. To be awarded a mark of Level 2, the candidate would be expected to provide relevant descriptions about their important design decisions, justified in terms of audience and/or purpose.</p>		

Summary:

Task	Total Marks	Awarded Mark
Activity 1 (44 marks)		
Page Template	4	3
Images	8	5
Links	3	1
Other content	5	1
Structure and functionality	6	3
User experience	6	3
Content selection, preparation and presentation	6	2
Overall consistency	6	4
Activity 2 (6 marks)		
Complete an evaluation of your microsite	6	3
Total	50	25