



## **General Certificate of Education**

# **Applied Information and Communication Technology 8751, 8753, 8756 and 8759**

**IT01            ICT and Society**

## **Mark Scheme**

*2007 examination - June series*

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this Mark Scheme are available to download from the AQA Website: [www.aqa.org.uk](http://www.aqa.org.uk)

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## Unit 1: ICT and Society (IT01)

	1 mark	2 marks	3 marks	Marks
Items (a) and (n) 3 marks A04	Basic time planning shown.	Time <u>actually</u> spent is recorded.	Time plan clearly shows monitoring of, and amendments to, original version, showing reason for amendments.	
Item (b) 3 marks A03	Candidate has <u>stated</u> who the audience is and explained some of their characteristics.	Candidate has demonstrated a clear understanding of the <b>impact</b> of the needs of the audience on content or layout.	Candidate has demonstrated a full understanding of the impact of the needs of the audience on content and layout.	
Item (c) 3 marks A04	Basic evaluation criteria produced for the newsletter insert	<b>Appropriate</b> evaluation criteria demonstrating how they are assessing suitability for purpose and audience.	Clear <b>and appropriate</b> evaluation criteria given. The candidate has described how the evaluation criteria were arrived at.	
Item (d) 2 marks	Candidate has shown some evidence of a bibliography.	Candidate has used at least two different types of research sources.		
1 mark A01	Candidate has produced a bibliography that contains the detail as recommended in the Candidate Booklet.			
Page 1 Total (12 max)				

	1 mark	2 marks	3 marks	Marks
Item (e) 3 marks  A03	Candidate has produced draft design(s).	Candidate has produced an <u>annotated</u> draft design(s).	Candidate has clearly shown understanding of the target audience in their annotated draft design(s) e.g. fonts/style, clear layout, images to enhance text.	
Item (f) 2 marks  A04	Some evidence of testing draft designs.	Good evidence and understanding of how draft designs were tested.		

	1 mark	2 marks	3 marks	4 marks	Marks
Item (g) 8 marks  A03	Final design has been produced but could not be implemented by third party e.g. limited use of fonts with no designation; no sizes or scale.	Final design shows a range of design features but could not be implemented by third party. E.g. bullet points, tables, margins but no designation.	Final design produced that could be implemented by third party but uses few design features e.g. adequate descriptions of few design features used.	Detailed final design produced that could be easily implemented by third party and clearly shows a range of fully labelled design features e.g. layout, margins, borders, tables all fully explained. Must give numerical values where appropriate. Shows how images and captions are positioned.	
	Candidate has annotated the final design.	In the annotation of the final design the candidate explains why some features have been used.	The annotation of the final design explains why all features have been used e.g. correct font for clear text.	The fully annotated final design clearly demonstrates range of features and suitability for audience and purpose. Should include – text enhancement or change, image manipulation (e.g. resize), table or layout, margins, tabs, effective white space use.	
Page 2 Total (13 max)					

	1 mark	2 marks	3 marks	Marks
Item (h) 1 marks  A01	Candidate has produced a screenshot(s) of all the files of researched material to be used under controlled conditions.			
Item (i) 6 marks  A01	Candidate has produced a printout(s) of the template for the newsletter insert	Candidate has produced an annotated printout(s) of the newsletter template and has pointed out a number of features.	Candidate has produced a fully annotated printout(s) including fonts, margins, page size, styles etc. Candidate has explained <b>most of</b> the features <b>used</b> in the context of the newsletter insert	
	Candidate has shown <b>some</b> evidence of <b>using</b> software features e.g. changed fonts, hyperlinks etc.	Candidate has demonstrated a number of software features, and related these to purpose and audience.	Candidate has shown a very clear understanding of why the features are fit for purpose and audience e.g. colours, numbered bullets for hierarchy.	

Item (j) 6 marks  A01	Candidate has produced a series of screen shots displaying their work.	Candidate has produced a series of annotated screen shots showing how their work was <b>built up</b> .	Candidate has produced a set of fully annotated screen shots, demonstrating clearly stages of composition and development e.g. development by enhancing or rejecting, for example, images.	
	Candidate has produced <b>some</b> evidence of cross referencing newsletter content to research.	Candidate has demonstrated how their research files have been used to produce their finished work	Candidate has fully matched what they have produced to their research work. It is possible to see where all the content has come from.	
Page 3 Total (13 max)				

	<b>1 mark</b>	<b>2 marks</b>	<b>3 marks</b>	<b>Marks</b>
(k) (up to 24 marks)	Candidate has named and described an example	Example includes some benefit(s) and/or drawback(s) for the target audience and is factually correct and / or gives detailed descriptions.	Example explains some benefit(s) and/or drawback(s) for the target audience	
E.g. 1 (3 marks)				
E.g. 2 (3 marks)				
E.g. 3 (3 marks)				
E.g. 4 (3 marks)				
E.g. 5 (3 marks)				
E.g. 6 (3 marks)				
Legislation DPA (3 marks)				
(3 marks)	A reader can see reference to some information/further information in their newsletter	A reader can see reference to the sources of most information in the newsletter	A reader can see reference to the sources of all information in newsletter insert	
Page 4 Total (24 max)				

	<b>1 mark</b>	<b>2 marks</b>	<b>3 marks</b>	
Item (l) 3 marks A04	Basic evaluation produced of how newsletter insert is suitable for audience e.g. non-technical language used.	Clear evaluation produced showing why newsletter insert is suitable for audience and purpose.	Comprehensive evaluation produced clearly demonstrating how the newsletter insert is suitable for audience and purpose. Reference made to original evaluation criteria.	
Item (m) 3 marks A04	Basic evaluation of candidate performance e.g. too much time on _____; used text book for _____.	Evaluation produced showing how problems were overcome.	Clear and complete evaluation giving detailed explanation and clear evidence of problems overcome, all referenced to screen shots of development e.g. time allocation, changing text or design to fit purpose.	
Item (o) 2 marks A01	Candidate has produced a screenshot(s) of the files of researched material that they used during controlled conditions.	Candidate has produced an annotated screenshot(s) of the files of researched material that they used during controlled conditions, annotated to show amendments and additions to the initial list.		
Page 5 Total (8 max)				

Page	Maximum mark	Mark awarded
1	12	
2	13	
3	13	
4	24	
5	8	
<b>Total</b>	<b>70</b>	