



**General Certificate of Education (A-level) Applied
January 2011**

**Applied Information and
Communication Technology**

IT01

**(Specification
8751/8753/8756/8757/8759)**

Unit 1: ICT and Society

Final

Mark Scheme

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 events which all examiners participate in and is the scheme which was used by them in this examination. The standardisation process 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 standardisation each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, examiners encounter unusual answers which have not been raised they are required to refer these to the Principal Examiner.

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Version 1.2

Externally assessed work Examiner Mark Scheme January 2011

GCE Applied ICT (8751/3/6/9) Unit 1: ICT and Society (IT01)

Centre name:

Centre no:

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Candidate name:

Candidate no:

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	1 mark	2 marks	3 marks	Marks
Items (a) and (n) 3 marks	Basic time planning shown for either investigation time or controlled conditions.	Both planned time/date and time/date <u>actually</u> spent are recorded.	Time plan clearly shows monitoring of, and differences from, original version, showing reason for differences.	
Item (b) 3 marks	Candidate has stated or implied who the audience is and explained some of their characteristics.	Candidate has demonstrated a clear understanding of the impact 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	Some basic evaluation criteria produced for the set of web pages.	Relevant evaluation criteria are given.	Evaluation criteria that are suitable for assessing appropriateness for audience and purpose.	
Item (d) 3 marks	Candidate has shown some evidence of a bibliography.	Candidate has used at least two different types of research sources.		
	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	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)	
Item (f) 2 marks	Some evidence of testing draft design(s).	Good evidence and understanding of how draft design(s) were tested		

	1 mark	2 marks	3 marks	4 marks	Marks
Item (g) 8 marks	Final design has been produced but could not be implemented by third party	Final design shows a range of design features and/or measurements but could not be implemented by third party.	Final design produced that shows a range of design features and includes most measurements and font properties	Detailed final design produced that could be easily implemented by third party and clearly shows a range of fully labelled design features 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 how some layout and content features are appropriate for audience or purpose	The annotation of the final design explains how most are appropriate features.	Design work is complete and well explained. Features of all pages should be explained/accounted for	
Page 2 Total (13 max)					

	1 mark	2 marks	3 marks	Marks
Item (h) 1 mark	Candidate has produced a screenshot(s) of all the files of researched material to be used under controlled conditions.			
Item (i) 6 marks	Candidate has produced annotated screen shots/printouts of the set of web pages.	Candidate has produced annotated screen shot(s)/printouts of the set of the web pages and has pointed out a number of features.	Candidate has produced fully annotated screen shot(s)/printouts. Candidate has explained most of the features used in the context of the web pages.	
	Candidate has shown some evidence of using software facilities.	Candidate has demonstrated a number of software facilities and related these to purpose and audience.	Candidate has shown a very clear understanding of why the facilities are fit for purpose and audience	
Item (j) 6 marks	Candidate has used screen shot(s) that illustrate the composition of their pages	Candidate has produced a series of annotated screen shots showing how their work was built up explaining how their work was composed.	Candidate has produced a set of fully annotated screen shots, demonstrating clearly stages of composition and development.	
	Candidate has produced some evidence of cross referencing web page content to their 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 files of research. It is possible to see where all the content has come from.	
Page 3 Total (13 max)				

			Marks	
Item (k) up to 24 marks	<p>Low mark range 0-4 Candidate refers to some relevant examples. Text may be difficult to read. There are errors of spelling, punctuation and grammar, which cause problems in the reader's understanding and may suggest a weakness in these areas. The candidate has used a form and style of writing and presentation generally not appropriate to its purpose or audience. Ideas are not well expressed. Sentences and paragraphs are used in some text, but not always appropriately.</p> <p>Lower mid-mark range 5-10 Candidate shows some understanding of the issues. Several relevant examples have been described. Text is readable. There may be some errors of spelling, punctuation and grammar, but not such as to cause problems in the reader's understanding and not such as to suggest a weakness in these areas. Candidate has used a form and style of writing and presentation sometimes appropriate to its purpose and/or audience, but with many deficiencies. Candidate has expressed straightforward ideas clearly, if not always fluently. Sentences and paragraphs may not always be well-connected. Information or arguments may sometimes stray from the point or be weakly presented.</p> <p>Upper mid-mark range 11-15 Candidate shows reasonable understanding of the issues. Several relevant examples have been discussed. Text is readable. There may be occasional errors of spelling, punctuation and grammar. Meaning is clear for a reader. Candidate has, in the main, used a form and style of writing and presentation appropriate for its purpose and audience, with occasional lapses. Candidate has expressed moderately complex ideas clearly and reasonably fluently. Candidate has used well-linked sentences and paragraphs. Information or arguments are generally relevant and well structured.</p> <p>High mark range 16-21 Candidate shows good understanding of most of the issues. Candidate has used a wide range of examples which clearly illustrate the issues involved and show a depth of understanding. Text is readable. There are few, if any, errors of spelling, punctuation and grammar. Meaning is clear for a reader. Candidate has selected and used a form and style of writing and presentation appropriate to purpose and audience, and has expressed complex ideas clearly and fluently. Sentences and paragraphs follow on from one another clearly and coherently. Specialist vocabulary has been used appropriately, including appropriate technical terms that relate to ICT.</p>			
	1 mark	2 marks	3 marks	
	A reader can see reference to some information/further information in their web pages.	A reader can see reference to the sources of most information on the web pages.	A reader can see reference to the sources of all information on the web pages.	
Page 4 Total (24 max)				

	1 mark	2 marks	3 marks	
Item (l) 3 marks	Basic evaluation of how the web pages produced are suitable for audience or purpose.	Clear evaluation showing why the web pages produced are suitable for audience and purpose	Comprehensive evaluation clearly demonstrating how the web pages produced are suitable for audience and purpose. Reference made to original evaluation criteria.	
Item (m) 3 marks	Candidate has provided a basic evaluation of their performance or showing how problems were overcome.	Evaluation produced including comment(s) on the candidate's performance and showing how problems were overcome. Appropriate reference made to screen shots of development.	Clear and complete evaluation of their own performance and including detailed explanation and clear evidence of problems overcome, referenced to screen shots of development.	
Item (o) 2 marks	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 of research material (h)..		
Page 5 Total (8 max)				

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

The following standard abbreviations may be used:

NONE There is no evidence presented for this section

NA Not Appropriate – the information presented is not appropriate to the requirements of the task

NE Not Enough – although there is some evidence present it is insufficient to gain marks

BOD Benefit Of the Doubt