Principal Moderator Feedback

Summer 2010

Applied GCE

Information and Communication Technology (6960)

Paper 01 – Using Multimedia Software

If you have any subject specific questions about the content of this Examiners' Report that require the help of a subject specialist, you may find our Ask The Expert email service helpful.

Ask The Expert can be accessed online at the following link:

http://www.edexcel.com/Aboutus/contact-us/

Alternatively, you can speak directly to a subject specialist at Edexcel on our dedicated ICT telephone line: 0844 372 2186

General Comments

This was the first time work was assessed on the updated version of the specification.

Candidates often link this unit to Unit 6958 – Managing ICT Projects. This is good practice however the candidates need to be aware of the different documentation requirements of the two units.

Some candidates are stills producing web sites with very little in the way of a multimedia experience. This is not what the specification requires, although the product may be accessed via a browser. The main focus should be multimedia, combining videos, animations and sounds. Candidates who produce many page of text only can expect little credit.

Most samples were correctly submitted with folders clearly labelled with centre numbers, candidate number and first 2 letters of surname and first of Christian name. It would help if the erecord sheet naming convention is the same

The centre assessor should use the erecord as an opportunity to help the moderator find the evidence required to agree the marks given. The comments by centres often contained only 1 line comments, in other cases no comments at all were provided.

QWC
This was assessed for the first time under the updated specification, The majority of centres commented on QWC on the e-sheet and used the criteria correctly. However some misunderstanding was evident in a few cases.

The rules for QWC are as follows:

- The content of the work is marked, identifying the band and the mark that the work is worth.

- The QWC is assessed and the mark is then adjusted, **within the band**, to give a final mark.

- The content mark cannot be **increased** on the basis of QWC.

- If the content mark awarded is at the **bottom of a band**, the student's mark cannot be **reduced further**.

- QWC should not be assessed elsewhere in the unit.

Centre Administration
Candidates need to supply explicit evidence to support their achievement of the criteria in the various marking grids. It is easier to confirm marks if the evidence is easy to find and supplied in an explicit form. Assessors must use the e-sheets as an opportunity to explain why they have awarded marks, there are two advantages to this for the centre. If the moderator can see why and where marks are awarded it is easier to agree with the centre marks, secondly if the centre marks cannot be agreed then the moderator can give better guidance to help future assessment.

A number of centres still do not meet deadlines for submitting work to the moderators; the deadlines are published in advance and must adhered to unless special permission has been obtained in advance from Edexcel. Permission will only be granted in exceptional circumstances. Centres who miss the deadline risk having the results delayed or the candidates recorded as absent. Each unit must be on a separate CD, even if sent to the same moderator.

Strand A

Stronger candidates work with a client to produce this section which is best practice. However some centres provide too much in the way of an assignment, which almost provides the function specification, in some cases all the candidates from the same centre produce similar products. This is not the best approach.

The functional specification should describe the purpose of the product, the context and intended audience in sufficient detail most provided only brief comments. Candidates who combine unit 8 and 10 often produce a document common to both units and therefore do not include enough detail, or confuse project deadlines in unit 8 for success criteria in unit 10.

Better candidates explain what the finished product must do and how they would measure the success in terms of what the product will do when completed. This is a vital section as it leads to better evaluations when there are criteria to refer back to.

Strand B

Candidates who are aiming to produce a web site often do not provide sufficient design documentation. The design in these cases is normally limited to navigation and general page layout. Page design and layout is only part of the design, to gain higher marks in this section the design should include more information and details about the multimedia elements. A storyboard for a video including scenes, timings and transitions would be a good example.

The use of prototypes is another weak area few candidates involved others in evaluating them, or the prototypes consist of very basic changes to screen layout. A working prototype is not required as this might be difficult within the size limits. However it should be possible to include some screen shots showing the development of the product. Again those who had real clients produced better work for this strand.

Strand C

The aim of this unit is to produce a standalone multimedia product; there are a variety of ways this can be achieved. However the product should be capable of running largely standalone, and away from the development environment. This should be possible from within the eportfolio, from where the product should be launched for the purpose of assessment.

The multimedia product should contain some combination of video, sound, animation, and images. It is not necessary for all to be present, but a combination of at lease two of these should be in a basic product. The product should be interactive

in some way, allowing the user to control the experience to some extent, for example choosing from a selection of videos, or controlling a slide show.

Strand D

Almost all candidates produced a test table; however this often only covered the basic navigation between pages and did cover items such as the functioning of an animation, or the timing of a video.
As well as the test table there should be some evidence of testing having taken place, this can be in the form of screenshots. Better candidates insert links into the test table to the screen shots.

There was little feedback from others, apart from in the prototyping stage of the project. Involvement of others was very poorly evidenced and making use of any feedback, during testing was lacking in most e-portfolios. Again those who had real clients produced better work for this strand.

Strand E

The evidence in this e-portfolio was often mixed with that for unit 8, it is important that the candidates are aware of the different requirements of the evaluation for this unit. This unit requires the product to be evaluated; unit 8 requires that the project management be evaluated.

Candidates who listed measurable success criteria in their function specification often did well in this section. The best approach is start with the success criteria and then analyse the extent to which these have been met. Feed back from others and if possible the client help candidates achieve higher marks.

Standard Ways of Working

In most cases the only evidence the external assessors had for this aspect was the bibliography and the file structures and names used by the candidates.

Unit Results

Grade	Maximum Mark	A	B	C	D	E	N
Boundary Mark	60	47	41	35	29	24	19
Max Uniform Mark	100	80	70	60	50	40	0-39

Candidates who do not achieve the standard required for a grade E will receive a uniform mark in the range of 0-39.

Note
Grade boundaries may vary from year to year and from subject to subject.

Qualification Results

Advanced Subsidary (Single Award)

The minimum uniform marks required for each grade:

Qualification Grade	A	B	C	D	E
Maximum Uniform Mark = 300	240	210	180	150	120

Candidates who do not achieve the standard required for a grade E will receive a uniform mark in the range of 0-119.

Advanced GCE (Single Award)
The minimum uniform marks required for each grade:

Qualification Grade	A	B	C	D	E
Maximum Uniform Mark = 600	480	420	360	300	240

Candidates who do not achieve the standard required for a grade E will receive a uniform mark in the range of 0-239.

Advanced Subsidary (Double Award)
The minimum uniform marks required for each grade:

Qualification Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
Maximum Uniform Mark = 600	480	450	420	390	360	330	300	270	240

Candidates who do not achieve the standard required for a grade EE will receive a uniform mark in the range of 0-239.

Advanced GCE with Advanced Subsidary (Additional)
The minimum uniform marks required for each grade:

Qualification Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
Maximum Uniform Mark = 900	720	690	630	600	540	510	450	420	360

Candidates who do not achieve the standard required for a grade EE will receive a uniform mark in the range of 0-359.

Advanced GCE (Double Award)
The minimum uniform marks required for each grade:

Qualification Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
Maximum Uniform Mark = 1200	960	900	840	780	720	660	600	540	480

Candidates who do not achieve the standard required for a grade EE will receive a uniform mark in the range of 0-479