



General Certificate of Education

GCE Applied Information and Communication Technology 8751, 8753, 8756, 8757 and 8759

IT01 ICT and Society

Mark Scheme

2009 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.

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Version 2.0

Externally assessed work
Examiner Mark Scheme
June 2009

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	Basic evaluation criteria produced for the set of web pages.	<i>Appropriate</i> evaluation criteria demonstrating how they are assessing suitability for purpose and audience.	Clear and appropriate evaluation criteria given. The candidate has described how 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	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 with the target audience and gives recommendations for the final design		

	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 why some features have been included.	The annotation of the final design explains why all features have been included.	Design work is complete and well explained. Features of the set of pages should be explained/accounted for	
Page 2 Total (13 max)					

	1 mark	2 marks	3 marks	Marks
Item (h) 1 marks	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 web pages showing the facilities used	Candidate has produced annotated screen shot(s)/printouts of their web pages showing the facilities used and relating these to purpose and audience.	Candidate has produced fully annotated screen shot(s)/printouts and has shown a very clear understanding of why the facilities are fit for purpose and audience.	
	Candidate has shown <i>some</i> evidence of <i>using</i> software facilities.	Candidate has demonstrated a number of software facilities used for content and layout	Candidate has explained <i>most of</i> the facilities <i>used</i> in the context of the web pages.	
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 composed.	Candidate has produced a set of fully annotated screen shots, demonstrating clearly stages of composition and development after first creation.	
	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)				

(k)	1 mark	2 marks	3 marks	Marks
	Candidate has named and described an ICT example in the local community	Example includes some benefit(s) and/or drawback(s) of using ICT in that area	Example explains some benefit(s) and/or drawback(s) for residents and/or local traders	
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)				
Particular needs e.g. (3 marks)				
Legislation (3 marks)	Candidate has described a piece of ICT related legislation	Candidate has described the ICT legislation in the context of the scenario	Candidate explains the implications of the ICT legislation for people in the local community	
(3 marks)	Reference made to some information/further information in their web pages	Reference made to the sources of most information on the web pages	Reference made 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/purpose.	Clear evaluation showing why the web pages produced are suitable for audience/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	Basic evaluation of candidate performance or evaluation explains how problems were overcome.	Evaluation shows how problems were overcome. Appropriate reference made to screen shots (of development).	Clear and complete evaluation giving detailed explanation and clear evidence of problems overcome, referenced to screen shot(s) 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.		
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 evidence to gain marks

JE Just Enough – the evidence presented is weak but has been credited

BOD Benefit Of the Doubt – credit has been given where poor English, writing or expression is an issue