



Version 2

Externally assessed work
Examiner Mark Scheme
January 2010

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 newsletter.	Clear 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 designs.	Good evidence and understanding of how draft designs 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 uses 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 all 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 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 newsletter template.	Candidate has produced annotated screen shot(s)/printouts of the newsletter template and has pointed out a number of features.	Candidate has produced fully annotated screen shot(s)/printouts. Candidate has explained <i>most of</i> the features <i>used</i> in the context of the newsletter.	
	Candidate has shown <i>some</i> evidence of <i>using</i> 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.	
Item (j) 6 marks	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 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 <i>some</i> evidence of cross referencing newsletter files 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 material. It is possible to see where all the content has come from.	
Page 3 Total (13 max)				

	1 mark	2 marks	3 marks	Marks
Item (k) (up to 24 marks)	Candidate has named and described a threat and an ICT and plausible solution	Candidate states some benefit(s) and/or drawback(s) for the public	Candidate fully explains some benefit(s) and/or drawback(s) for the public	
Example 1 (3 marks)				
Example 2 (3 marks)				
Example 3 (3 marks)				
Example 4 (3 marks)				
Example 5 (3 marks)				
Example 6 (3 marks)				
Example 7 (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 on the newsletter.	A reader can see reference to the sources of all information on the newsletter including images.	
Page 4 Total (24 max)				

	1 mark	2 marks	3 marks	
Item (l) 3 marks	Basic evaluation produced of how newsletter pages are suitable for audience e.g. non-technical language used.	Clear evaluation produced showing why newsletter pages are suitable for audience and purpose.	Comprehensive evaluation produced clearly demonstrating how the newsletter pages 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 a problem was 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 giving detailed explanation and clear evidence of problems overcome, all 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.		
				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

BOD Benefit Of the Doubt