



**General Certificate of Education
June 2010**

Applied ICT

IT01

ICT and Society

Unit 1

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 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.

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Version 4.0

Externally Assessed Work Examiner Mark Scheme June 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 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 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 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 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 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 <i>most of</i> the features <i>used</i> in the context of the web pages.	
	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 e.g. colours, numbered bullets for hierarchy.	
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 the 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 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)	An example of HOW ICT is used by the media industry	An example of WHY ICT is used by the media industry or how the use of ICT benefits or disadvantages society	Benefit(s) and/or drawback(s) for society clearly explained	
Example 1 (3 marks)				
Example 2 (3 marks)				
Example 3 (3 marks)				
Example 4 (3 marks)				
Example 5 (3 marks)				
Example 6 (3 marks)				
Law (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 the general public	
(3 marks)	A reader can see reference to some information/further information in their set of web pages giving some indication of authenticity.	A reader can see reference to the sources of most information on the web pages giving indication of authenticity.	A reader can see reference to the sources of all information on the web pages proving authenticity.	
Page 4 Total (24 max)				

	1 mark	2 marks	3 marks	
Item (l) 3 marks	Basic evaluation produced of how the web pages are suitable for audience or purpose.	Clear evaluation produced showing why the web pages are suitable for audience and purpose.	Comprehensive evaluation produced clearly demonstrating how the web 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 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, 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 (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 evidence to gain marks

BOD Benefit Of the Doubt