



**General Certificate of Education (A-level) Applied
January 2012**

**Applied Information and
Communication Technology**

IT01

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

Unit 1: ICT and Society

Final

Mark Scheme

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Version 1.1

**Externally assessed work
Mark Scheme
January 2012**

**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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For each item a mark of zero will be recorded for all non-creditworthy responses.

	1 mark	2 marks	3 marks	Marks
Items (a) and (n) 3 marks	Basic time planning shown.	Both planned time/date and time/date actually spent are recorded.	Time plan clearly shows monitoring of, and differences from, original version, showing reasons for differences.	
Item (b) 3 marks	Candidate has stated some of the characteristics of the audience.	Candidate has stated how the characteristics of the audience has an affect on content or layout.	Candidate has demonstrated an understanding of the affect on the needs of the audience on content and layout.	
Item (c) 3 marks	Evaluation criteria produced for the web pages.	Candidate has produced relevant evaluation criteria.	Candidate has produced evaluation criteria that are suitable for assessing appropriateness for purpose and audience.	
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 annotated draft design(s).	Candidate has clearly shown understanding of the target audience and purpose 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 for the target audience.		

	1 mark	2 marks	3 marks	4 marks	Marks
Item (g) 8 marks	Final design has been produced.	Final design shows a range of design features.	Final design produced that shows a range of design features and contains some detail.	Detailed final design produced that could be implemented by a competent third party and clearly shows a range of fully labelled design features.	
	Candidate has annotated the final design.	In the annotation of the final design the candidate justifies how some design features are appropriate for audience or purpose.	In the annotation of the final design the candidate justifies how some design features are appropriate for audience and purpose.	The annotation fully justifies how the layout and content of the design are appropriate for the audience and purpose.	
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 web pages showing the software facilities used.	Candidate has produced annotated screen shot(s)/printouts of the web pages and has pointed out a number of software facilities.	Candidate has produced fully annotated screen shot(s)/printouts. Candidate has explained most of the software facilities 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 used and has related these to purpose and audience.	Candidate has shown a very clear understanding of why the software facilities are fit for purpose and audience.	
Item (j) 6 marks	Candidate has produced a series of screenshots displaying the web pages.	Candidate has produced a series of annotated screen shots showing how the web pages were built up or explaining how they were 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 the web pages.	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 has shown limited understanding of the issues involved. Text may be difficult to understand. 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 has described most of the activities showing how ICT can be used in at least one of them. Candidate has shown some understanding of the issues involved. Text is understandable. 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 covers all of the activities and shows that they understand how ICT can be used in most of their examples. Candidate has mentioned any benefits and/or any drawbacks within the context of the task. Text is understandable. 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 covers all of the activities and shows that they fully understand how ICT can be used. Candidate has considered any benefits and any drawbacks of the use of ICT in context. Text is understandable. 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 (24max)				

	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 how 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 (c).	
Item (m) 3 marks	Candidate has provided a basic evaluation of their performance or has shown how problems were overcome.	Evaluation produced including comment(s) on the candidate's performance and showing how problems were overcome. Appropriate reference made to screenshots.	Clear evaluation of their own performance produced including detailed explanation and clear evidence of problems overcome, referenced to screen shot(s) of development (j).	
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 to gain marks

BOD Benefit Of the Doubt