# Externally assessed work
# Mark Scheme
# 2011

## GCE Applied ICT (8751/3/6/7/9)
### Unit 1: ICT and Society (IT01)

Centre name: ............................................................................

Centre no: | | | | |

Candidate name: ............................................................................

Candidate no: | | | |

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 (o) 3 marks | Basic time planning shown for either investigation time or controlled conditions. | Both planned time/date and time/date **actually** spent are recorded**.** | Time plan clearly shows monitoring of, and differences from, original version, showing reason for differences. | |
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| 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. | |
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| Item (c) 3 marks | Basic evaluation criteria produced for the set of web pages. | **Appropriate** evaluation criteria demonstrating how they are assessing suitability for purpose and audience. | Clear **and appropriate** evaluation criteria given. The candidate has described how evaluation were arrived at. | |
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| Item (d) 3 marks | Candidate has shown some evidence of a bibliography. | Candidate has used at least two different types of research sources. | | |
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| | Candidate has produced a bibliography that contains the detail as recommended in the Candidate Booklet. | | | |
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| | | | 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 in their annotated draft design(s) | |
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| Item (f) 2 marks | Some evidence of testing draft designs. | Good evidence and understanding of how draft designs were tested. |  | |
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|  | 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 e.g. limited use of fonts with no designation; no sizes or scale. | Final design shows a **range** of design features **or** measurements but could not be implemented by third party. | Final design produced that uses a range of design features and their layout **and** includes most measurements and font properties | Detailed final design given for the set of pages that could be easily implemented by third party | |
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|  | Candidate has annotated the final design. | In the annotation of the final design the candidate explains why some features have been used. | The annotation of the final design explains why all features have been used e.g. correct font for clear text. | 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. | | | |
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| 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 web pages and has pointed out a number of facilities**.** | Candidate has produced fully annotated screen shot(s)/printouts and has explained *most of* the facilities *used* in the context of the web pages. | |
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| | Candidate has shown *some* evidence of *using* software facilities. | Candidate has demonstrated a number of software facilities, and related these to purpose and audience. | Candidate has shown a very clear understanding of why the facilities are fit for purpose and audience | |
| | | | | |
| 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 built up/ describing how their work was composed. | Candidate has produced a set of fully annotated screen shots, clearly explaining 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 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. | |
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| | | | Page 3 Total (13 max) | |

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|---|---|---|---|---|
| Item (k) (21 marks) | **High mark range 16–21**<br>Candidate covers all of the issues and shows that they fully understand most if not all of them. Candidate has included benefits and drawbacks and has explained most of these in relation to the residents. Text is readable.  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.<br><br>**Upper mid–mark range 11–15**<br>Candidate refers to a number of the issues and shows reasonable understanding of them.  Candidate has included benefits and drawbacks and has explained some of these in relation to the residents.  Text is readable.  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.<br><br>**Lower mid–mark range 5–10**<br>Candidate refers to most or all of the issues but shows only some understanding of them.  Candidate has described some benefits and drawbacks. Text is readable.  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.<br><br>**Low mark range 0–4**<br>Candidate refers to few of the issues. Text maybe difficult to read. 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. | | | |

| | 1 mark | 2 marks | 3 marks | Marks |
|---|---|---|---|---|
| Item (l) (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 | |
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| | | | Page 4 Total (24 max) | |

|  | 1 mark | 2 marks | 3 marks |  |
|---|---|---|---|---|
| Item (m) 3 marks | Basic evaluation produced of how web pages are suitable for audience. | Clear evaluation produced showing why web pages are suitable for audience. Reference made to original evaluation criteria. | Comprehensive evaluation produced clearly demonstrating how the web pages are suitable for audience **and purpose**. |  |
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| Item (n) 3 marks | Basic evaluation of candidate performance or evaluation explains how problems were overcome. | Evaluation produced including comment(s) on the candidate's performance and how problems were overcome. | Clear and complete evaluation giving detailed explanation and clear evidence of problems overcome, referenced to screen shots of development. |  |
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| Item (p) 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. |  |  |
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| | | | Page 5 Total (8 max) | |

| Page | Maximum mark | Mark awarded |
|---|---|---|
| 1 | 12 | |
| 2 | 13 | |
| 3 | 13 | |
| 4 | 24 | |
| 5 | 8 | |
| Total | 70 | |