

6963 Web Management

Commentary on Assessment of Student 6963

Edexcel Inset Training September 2007-08

Assessment criteria – Unit 13:– strand a)		
Mark Band 1	Mark Band 2	Mark Band 3
<p>A report for the client:</p> <ul style="list-style-type: none"> • outlining the need for a web hosting service • giving a brief description of the services provided by the chosen supplier <p>Plus evidence showing that the learner:</p> <ul style="list-style-type: none"> • uploaded website files to a web server, with some assistance • carried out some testing, though not sufficient to ensure that the site is fully functional. 	<p>A report for the client:</p> <ul style="list-style-type: none"> • explaining the need for a web hosting service • justifying the choice of provider <p>Plus evidence showing that the learner:</p> <ul style="list-style-type: none"> • uploaded website files to a web server • carried out sufficient testing to ensure that the site functions as intended. 	<p>A report for the client:</p> <ul style="list-style-type: none"> • clearly explaining the need for a web hosting service • fully justifying the choice of provider <p>Plus evidence showing that the learner:</p> <ul style="list-style-type: none"> • uploaded files to a web server • carried out thorough testing to ensure that the site functions as intended and is easy for someone else to use.
(0 - 6)	(7 – 9)	(10 – 12)
<p>Comment - The candidate has explained the different ways of hosting a website. Advantages and disadvantages are given and there is understanding of the types of clients for these methods. The candidate has looked at some methods relevant to the client website and has produced a comparison table of the facilities available before making a final recommendation. The evidence is presented clearly but should be in the form of a report addressed to the client. The host chosen is not the one used (which is acceptable) due to cost issues. There is a link to the evidence supporting the uploading of the website files to a web server. The candidate could have strengthened the evidence by including the final screen print in the Browser clearly showing the url. The testing evidence is shown in the form of a detailed test plan. A wide range of tests appear to have been conducted and there is explanation of Expected Result, Actual Rest and Action Taken as the result of tests. This evidence should have supported with screen prints of the testing carried out. The candidate has addressed this strand well and the evidence fits mark band 3. However, there are weaknesses relating to the presentation of the report and the lack of screen prints supporting the tests undertaken. This prevents the full marks for mark band 3 being accessed.</p> <p>Mark Awarded: 11</p>		
Assessment criteria – Unit 13:– strand b)		
Mark Band 1	Mark Band 2	Mark Band 3
Notes outlining at least five measures that could be taken to maximise the number of visitors to the website.	Notes describing at least five measures that could be taken to maximise the number of visitors to the website.	Notes evaluating at least five measures that could be taken to maximise the number of visitors to the website.

Plus evidence showing that the learner implemented at least two of them, with some comments about their effectiveness.	Plus evidence showing that the learner implemented at least two of them, with some assessment of their effectiveness.	Plus evidence showing that the learner implemented at least two of them, with a critical assessment of their effectiveness.
(0 – 5)	(6 – 8)	(9 – 10)
<p>Comment - There are notes evaluating 5 measures: Title Page, Metatags, Linking Strategies/Directories, Traditional methods, E-mails. All these methods are clearly described and evaluation explaining how they work and their worth.</p> <p>Three of the measures are included in the Candidate's website, ie Adding a Page Title, Metatags, Adding links to other websites.</p> <p>There are screen shots of the coding and also the results showing the uploaded site in a Browser. There is also evidence using Google finding the site.</p> <p>The candidate has also produced evidence of some stats illustrating the growth in the number of hits to the site as a result of implementing these measures.</p> <p>There is sufficient evidence to access all the marks in mark band 3.</p> <p>Mark Awarded: 10</p>		
Assessment criteria – Unit 13:– strand c)		
Mark Band 1	Mark Band 2	Mark Band 3
Notes outlining the chosen method of capturing visitor information and its use for e-marketing purposes, taking account of legal considerations.	Notes describing the chosen method of capturing visitor information and its use for e-marketing purposes, taking account of legal considerations.	Notes justifying the chosen method of capturing visitor information and its use for e-marketing purposes, taking account of legal considerations.
Plus evidence showing that the learner: <ul style="list-style-type: none"> designed and implemented the chosen solution carried out some limited testing. 	Plus evidence showing that the learner: <ul style="list-style-type: none"> designed and implemented the chosen solution carried out sufficient testing to be satisfied that it functions as intended. 	Plus evidence showing that the learner: <ul style="list-style-type: none"> designed and implemented the chosen solution carried out thorough testing to be satisfied that it functions as intended and is easy for someone else to use.
(0 - 8)	(9 12)	(13 - 16)

Comment - The candidate has produced notes which describe the inclusion of a form to the website as a means of obtaining information from visitors to the site. The reasons for using a form and the proposed fields are explained and justified. Legislation is covered with the Disability Discrimination Act and the Data Protection Act. There is a section on Design and Implementation which shows where the form will sit in the site. There is a storyboard of the actual design and how it links into the site with a flow chart of how it will work. The various stages of development of the design are shown as is the uploading to the site and evidence of the form in the uploaded site.

The form is linked to an email address and there is evidence of testing to show this works. There is a completed test plan. The evidence fits mark band 3 but the candidate has not produced evidence of testing the form for ease of use by someone else which means that not all the marks in this mark band can be accessed.

Mark Awarded: 14

Assessment criteria – Unit 13:– strand d)

Mark Band 1	Mark Band 2	Mark Band 3
<p>Technical documentation providing some useful information about the site, including a brief assessment of its accessibility and compliance with current legal requirements.</p> <p>Plus evidence to show that the learner updated and managed content and carried out occasional routine site maintenance over a period of 8 weeks.</p> <p>Whilst managing the website, the learner adheres to relevant standard ways of working, but needs frequent prompting.</p>	<p>Technical documentation providing detailed information about the site, including an in-depth assessment of its accessibility and compliance with current legal requirements.</p> <p>Plus evidence to show that the learner updated and managed content and carried out regular routine site maintenance over a period of 8 weeks.</p> <p>Whilst managing the website, the learner adheres to relevant standard ways of working, with only occasional prompting.</p>	<p>Technical documentation providing comprehensive information about the site, including a critical, in-depth assessment of its accessibility and compliance with current legal requirements.</p> <p>Plus evidence to show that the learner updated and managed content, monitored performance and carried out regular routine site maintenance over a period of 8 weeks.</p> <p>Whilst managing the website, the learner adheres to relevant standard ways of working, independently...</p>
(0 - 7)	(8 - 11)	(12 - 14)

Comment - There is a Technical Guide for the website which explains the software used, lists the files, site map, details of host, links, counter, password... There is a separate document explaining the compliance with legal requirements and this covers a range of legislation accessibility. More evidence relating to the maintenance of the site would be expected for the higher mark bands. There is no explicit evidence of updating and use of maintenance tools as required for mark band 2. The evidence is related to the website and although there is some assessment it is not sufficient in-depth to address mark band 3. The third piece of evidence for this strand is the Website Maintenance document. There is a log listing the practical maintenance undertaken of the uploaded site over the required 8 week period. Note the form was only added towards the end of this period. There are no screen prints supporting this evidence which would be expected.

There is no evidence of testing of accessibility.

There is no evidence of copyright, acknowledgement of sources. Some standard ways of working appear to have been considered, eg file management, quality assurance.

The evidence sits on the border of mark band 1 and 2.

Mark Awarded: 7

Assessment criteria – Unit 13:– strand e)

Mark Band 1	Mark Band 2	Mark Band 3
<p>Evaluative comments:</p> <ul style="list-style-type: none"> assessing the current performance of the website suggesting one way of enhancing performance, with an indication of how this can be achieved. <p>Plus some sensible comments about own performance as a web manager.</p>	<p>An evaluation, making some use of site statistics:</p> <ul style="list-style-type: none"> assessing the current performance of the website suggesting one way of enhancing performance, with an explanation of how this can be achieved. <p>Plus an assessment of the strengths and weaknesses of own performance as a web manager.</p>	<p>A critical evaluation, making full use of site statistics:</p> <ul style="list-style-type: none"> assessing the current performance of the website suggesting one way of enhancing performance, with a detailed explanation of how this can be achieved. <p>Plus an assessment of the strengths and weaknesses of own performance as a web manager, identifying areas for improvement.</p>
(0 - 4)	(5 - 6)	(7 - 8)

Comment - There are two documents supporting this strand. The Website Performance Evaluation is good and uses site statistics effectively. There is a detailed explanation of how the site could be improved.

There is a separate evaluation of Own Performance. The weaknesses identified reflect the lack of evidence supplied for strand d.

Overall the evaluations fit mark band 3.

Mark Awarded: 7

Total marks 49/60

Overall Comment – The eportfolio is well structured so that the evidence is easy to find for both the theoretical and practical evidence required. The candidate is clearly an A2 candidate with much of the evidence being of a very high standard. Strand D evidence is weak and does not reflect the ability of this candidate who has identified this in the evidence for strand e. Even with the weaknesses for strand D the candidate has achieved a mark which will earn a Grade A when related to the 2007 moderation windows.