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## Exemplar Commentary: Unit 11 Interactive Multimedia Products

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a: A review of <b>two</b> commercially produced interactive multimedia products showing how their design influenced the design of the interactive multimedia product that you produce			Mark Awarded
a 1: You describe <b>two</b> multimedia products.  [0 1]	a 2: You describe <b>two</b> multimedia products and compare like with like to draw some conclusions about the design of your final product.  [2 3]	a 3: You produce a report which evaluates <b>two</b> commercial multimedia products, discusses the good and the bad points of each, and fully explains how each product has influenced the design of your final product.  [4 5]	2/5

The candidate has described two multimedia products by annotating their features. There is also some attempt to evaluate the products by identify good and bad points of each. However, there is no attempt to compare like with like, or to explain how each product influenced the final design of the candidate's own product. On this basis, the candidate has met the requirements of mark band 1 and has some evidence for the requirements of mark band 3, so the lower mark in mark band 2 can be awarded. To improve this mark, the candidate would need to add more detail to the descriptions and evaluations. He would also need to compare similar features of the two multimedia products and explain how each of the commercially produced interactive multimedia products influenced the design of his own final product.

<b>b:</b> Detailed designs, of which one is chosen as the design for the final product			<b>Mark Awarded</b>
<b>bi 1:</b> You produce more than <b>one</b> simple design. <b>[0 1 2]</b>	<b>bi 2:</b> You produce more than <b>one</b> design plan. <b>[3 4]</b>	<b>bi 3:</b> You produce more than <b>one</b> clear and detailed design plan. <b>[5 6]</b>	<b>3/6</b>
<b>bii 1:</b> You comment on the effectiveness of your designs. <b>[0 1 2]</b>	<b>bii 2:</b> You identify the strengths and weaknesses of your designs and use these to choose which design to implement. <b>[3 4]</b>	<b>bii 3:</b> You provide a critical analysis of your designs – you identify their strengths and weaknesses and use these to choose which design to implement. <b>[5 6]</b>	<b>0/6</b>

The candidate has produced only one design plan but this is very clear and detailed. On this basis, the lower mark in mark band 2 for task bi can be awarded. There is no comment on the effectiveness of the design so no marks can be awarded for task bii. To improve the mark for this task, the candidate would need to create a second design of a similar clarity and detail to the first. He would then need to identify the strengths and weaknesses of each design, explaining which design would be implemented and why.

<b>c:</b> A multimedia product to meet the client's requirements			<b>Mark Awarded</b>
<b>ci 1:</b> You develop a multimedia solution that meets the client's brief.  You identify some of the ICT skills that you have used.  <b>[0 1 2 3 4 5]</b>	<b>ci 2:</b> You develop a multimedia solution that meets the client's brief – in so doing you develop your range of ICT skills.  You will identify the range of ICT skills that you have used.  <b>[6 7 8 9 10]</b>	<b>ci 3:</b> You develop a multimedia solution that meets the client's brief – in so doing you use your initiative to develop and extend your range of ICT skills as required by the solution.  You identify the range of ICT skills that you have used.  <b>[11 12 13 14 15]</b>	<b>13/15</b>
<b>cii 1:</b> You apply your knowledge to create a solution to the client's brief.  <b>[0 1 2]</b>	<b>cii 2:</b> You apply your knowledge and skills to create an effective solution to the client's brief, making good use of design and layout facilities.  <b>[3 4]</b>	<b>cii 3:</b> You apply your knowledge and skills to create a complete solution to a complex problem that shows effective use of design, layout and a range of interactive features.  <b>[5 6]</b>	<b>5/6</b>

The candidate has developed a multimedia product that largely meets the client's brief. There is clear evidence of the ICT skills used in the illustrated description of how it was created. The candidate has not indicated how his ICT skills have been developed or extended, but the witness statement confirms that this happened and suggests that the candidate used his initiative to do so. The evaluation suggests, however, that further skills were needed to fully meet the brief and, on this basis, a middle mark in mark band 3 can be awarded for task ci. The candidate has used his skills and knowledge to create a complete solution to a complex problem. His solution shows effective use of design and layout but the range of interactive features is limited. On this basis the lower mark in mark band 3 for task cii can be awarded. To achieve maximum marks in these tasks, the candidate would have needed to further extend his skills to enable him to incorporate the animation required and extend the range of interactive facilities offered to the user by including an interactive quiz, for example.

<b>d:</b> A detailed test plan			<b>Mark Awarded</b>
<b>d 1:</b> You produce a test plan to check that your multimedia product meets the requirements of the design specification.  <b>[0 1]</b>	<b>d 2:</b> You produce a detailed test plan and use it to test your multimedia product.  <b>[2]</b>	<b>d 3:</b> You produce a detailed test plan which tests all aspects of the multimedia product and revise the product if necessary.  <b>[3]</b>	<b>3/3</b>

There is a detailed test plan that tests all aspects of the multimedia product. There are no revisions but the results of testing suggest that none were required. Full marks can be awarded for this task.

<b>e:</b> A detailed user guide			<b>Mark Awarded</b>
<b>e 1:</b> You produce clear user documentation that includes an explanation of the purpose of your multimedia presentation, its system requirements and how to install and use it.  <b>[0 1]</b>	<b>e 2:</b> You produce clear user documentation that includes an explanation of the purpose of your multimedia presentation, its system requirements, and how to install and use it, together with explanations of technical aspects of the solution.  <b>[2]</b>	<b>e 3:</b> You produce clear user documentation, making good use of graphic images and detailed instructions for use.  The guide includes an explanation of the purpose of your multimedia presentation, its system requirements and how to install and use it, together with explanations of technical aspects of the solution.  <b>[3]</b>	<b>3/3</b>

There is a very clear user guide that makes good use of graphic images and provides clear instructions for using the multimedia product. There is a very brief and imprecise explanation of the purpose of the product, but the system requirements are detailed and there are very clear instructions of how to install and use it with explanations of technical aspects such as downloading the correct version of the software needed to run it and the navigational control buttons for moving through the multimedia product. Although the explanation of purpose is weak, there is sufficient evidence of other aspects to achieve mark band 3.

f: A review of the interactive multimedia product that you produced and your personal performance			Mark Awarded
<p><b>f 1:</b> You comment on the effectiveness of the final solution, with some overall indication of how the work may be improved in the future.</p> <p>You comment on your actions and role in solving the problem and identify areas for improvement.</p> <p>Your report may contain errors in spelling, punctuation and grammar.</p> <p><b>[0 1 2]</b></p>	<p><b>f 2:</b> You include an analysis of your final solution, taking account of the user's feedback, identifying the strengths and weaknesses in order to identify how the work may be improved in the future.</p> <p>You include an analysis on your own performance by identifying strengths and weaknesses , with some suggestions for improvement to the overall process.</p> <p>Your report contains few spelling, punctuation and grammar errors.</p> <p><b>[3 4]</b></p>	<p><b>f 3:</b> You provide a full critical analysis of your final solution, identifying how well it meets the initial brief, taking account of user feedback in order to identify how the work may be improved in the future.</p> <p>You include an analysis on your own performance by identifying strengths and weaknesses and use this analysis to show how you will address these issues to be more effective in the future.</p> <p>Your report is consistently well structured and there will be few, if any, spelling, punctuation and grammar errors.</p> <p><b>[5 6]</b></p>	2/6

There is some analysis of the final solution that identifies strengths and weaknesses and takes account of user feedback. There are also some suggestions for improvement. The table identifying that all aims were met is too simplistic to meet the requirement in mark band 3 to provide a full critical analysis of the final solution, identifying how well it meets the initial brief. On this basis, the review of the multimedia product meets the requirements of mark band 2. The candidate has not, however, reviewed his personal performance and there are grammatical errors in the document. On this basis, the higher mark in mark band 1 can be awarded for this task. To improve on this, the candidate would need link the review of the presentation more closely to the original brief, indicating how well the requirements were met, rather than simply stating that they were. An analysis of the candidate's own performance would also need to be included and the work needs to be carefully proofread to identify and correct the grammatical errors it currently contains.