
Exemplar 2

INTRODUCTION

The following pages contain an extract from the portfolio of candidate DS, containing evidence for **one** of the tasks set out in the [Assessment Evidence Grid](#) for Unit 1: *Using ICT to Communicate*:

What you need to do:
Your evidence needs to include: a: [AO2] a report comparing two types of business document from each of three organisations [7]

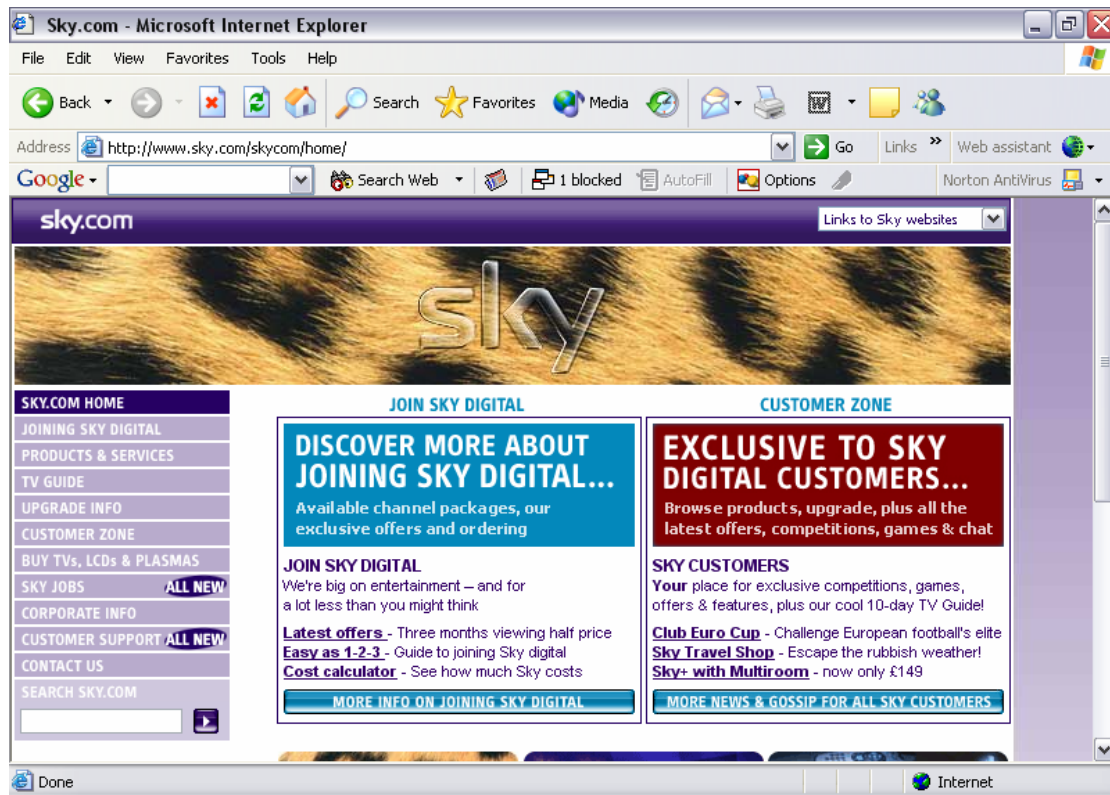
The extract is the comparison of only **one** document, a website homepage, from three organisations.

It should be assumed that the comparison of the second document was done at the same level.

The commentary following the extract shows how the work has been assessed and the mark awarded. Symbols have been added to the text by the assessor to indicate where the candidate has made relevant points – the key is provided in the commentary.

Web site Comparisons

Sky Web site



The Sky web site address is www.sky.com.

The Sky homepage includes a lot of color.* The main background color is white. There are a lot of different boxes on the page. Each box is differently colored and contains information about different programs. Across the top of the page is a large banner. This shows part of some animal fur. It has the word Sky placed in the centre of it.

On the left side of the page are options for going to other pages. These options are on a purple background with white lettering.

Below the main banner are two boxes which give information about the latest offers that Sky have. Each box has a different color background to show that they are giving different sorts of information†. Sky is trying to sell its products and services.

Sky does not seem to have a single logo. There are different logos for different channels and for Sky as a whole. This can be seen at the bottom of the page where there are lots of logos e.g. 'Sky sports' that match the logo of the Sky channel.

There is not much text on the page. The sentences are short and use friendly language‡. The friendliness is also shown by the pictures chosen.

Tesco Web site



The Tesco web site address is www.tesco.com.

The Tesco homepage has some color. The main background color is white.

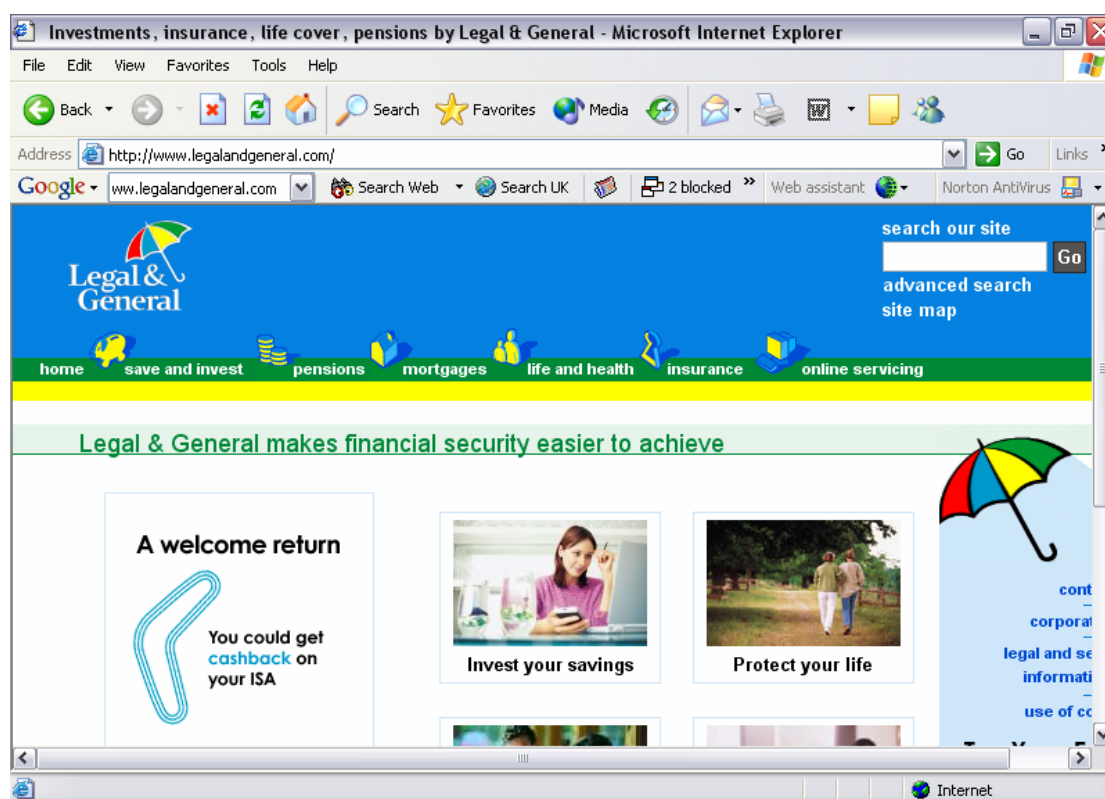
On the left half of the page is two columns with options for going to other pages. These options are given as a simple list with each set of options being put under a different heading.

Across the top of the page are large blue clickable areas. Each of these areas give information about the products and services that Tesco offer. There is also a large picture advertising an offer that is suitable for the current time of year. It will be Mother's Day shortly. On the right hand side of the page are a number of small pictures with text that go to other pages^s.

The familiar Tesco logo is at the top of the page. This helps identify the company^{**}. The blue color used in the logo is also used elsewhere on the home page.

There is not much text on the page. Most of the text is simply options to direct a person to other pages.

The Legal and General Web site



The Legal and General web site address is www.legalandgeneral.com.

The Legal and General homepage has a large blue, green and yellow banner. The main color is blue. Each of the colors used has been taken from the colors used in the umbrella in the company's logo. The company logo is at the top of the page.

The main background color for the bottom part of the page is white. There are a number of different boxes on the page. Each box has a border around it. In each box is a picture and some simple text.

In the banner at the top, there are options that will take you to other pages in the web site^{††}.

There is a search box at the top of the page on the right. This allows you to put in what you are looking for on the web site so that you can get the information quickly^{††}.

There is not a lot of text on the page. The sentences are short and use formal language. At the bottom of the page there are some sentences that refer to legal matters. This text is smaller than the text on the rest of the page. The colors of the logo are repeated at the bottom of the page.

The use of the colors and pictures make the page more interesting to look at.

Website homepages

You would expect a website home page to

- tell you who the company is.
- give you options to go to other pages in the website.
- give you an idea of what sort of information, service or product that the website offers.

All three homepages include a company logo, although Sky has more than one logo. The main logo and the company name are at the top of each homepage. Each homepage uses color on a white background. These bright colors make the pages look more attractive. Pictures are also used on each homepage. They make the sites a lot more interesting.^{§§}

All three homepages give you options to go to other pages in the company website. The Sky page gives you options on the left hand side of the page as well as in the main bit of the page. Tesco have three columns with options to other pages. The first two columns are grouped under sub-headings. The third column has pictures with the words. Tesco also has four main options at the top of the page. Legal and General have their main options at the top of the page going across. The page then has 6 options which are in sections that are created by the use of text boxes.

It is easy to see what sort of information, service or product each website provides. On the Sky homepage you can see a picture of a remote control which makes you think of television. At the bottom of the pages are links to different Sky channels with pictures that help identify the channel. On the left side of the page are options which say things like 'TV Guide', 'Buy TVs, LCDs and Plasmas' and 'Products and Services'. It is easy to see where to find information on the site. On the Tesco page there are options for shopping. You can buy books, flowers, wine and CDs for example. From the homepage you can see that there are other services that Tesco also provides such as mortgages, insurance for cars and mobiles. Special offers are also highlighted. The page also has an option for you to sign up for special offers to be emailed to you. The Legal and General page shows that it offers financial security with things such as pensions, savings and mortgages. The page also has a link for you to look at your account online^{***}.

The Tesco and Sky pages also have an option to see their privacy statements.

COMMENTARY

The layout of three webpages has been described. Some good points about both writing style and layout have been identified (see symbols added to text with explanation below) but there are no bad points identified. Good points have been not been overtly stated but they are implied.

There are a number of spelling errors in the write-up.

This is work that fits **Mark Band 1**. A mark of **2** would be awarded. If some bad points had been identified then a mark of 3 could have been given.

How you will be assessed:					
Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
a	AO2	You describe the layout and/or purpose of the six collected documents, identifying some good and some bad points about the writing and/or presentation styles of similar items; you make little comment on their suitability for purpose, use of housestyle and/or how they could be improved; your report may contain errors in spelling, punctuation and grammar; [0 1 2 3]	you describe the layout and purpose of the six collected documents, identifying good and bad points about the writing and presentation styles of similar items; you make some comment on their suitability for purpose, use of housestyle and/or how they could be improved; your report will contain few spelling, punctuation and grammar errors; [4 5]	you describe in detail the layout and purpose of the six collected documents, accurately identifying good and bad points about the writing and presentation styles of similar items; you comment on their suitability for purpose, use of housestyle and how they could be improved; your report will be consistently well structured and there will be few, if any, spelling, punctuation and grammar errors. [6 7]	2/7

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- * Good point identified
 - † Layout description
 - ‡ Good point identified
 - § Layout description
 - ** Good point identified
 - †† Layout description
 - ‡‡ Good point identified
 - §§ Good points identified
 - *** Good points identified