**** **GCSE**

**DIGITAL TECHNOLOGY unit 3 – 202**

**Non-exam assessment - Communicating in the digital world**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Candidate:** |  | **Candidate's Number:** |  |
| **Name of Centre:** |  | **Centre Number:** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Non-exam assessment** | | | |
| **Criteria** | **Max.**  **Mark** | **Centre**  **Mark** | **Centre Comments** |
| **Forms of online marketing communications** | **9** |  |  |
| **Impact of online marketing communications** | **6** |  |
| **Planning digital communications - analysis of audience needs** | **6** |  |
| **Planning digital communications – plan digital asset** | **9** |  |
| **Creating digital assets** | **25** |  |
| **Evaluating digital assets** | **5** |  |
| **Total** |  |  |
|  | | | |
| **TOTAL** | **60** |  |  |

|  |
| --- |
| **Non-exam assessment - Comments** |
| **To be completed by the supervisor during the NEA.**  Please indicate where help beyond normal supervisory guidance has been given and how this has affected the marks awarded. |
|  |

|  |
| --- |
| **List the sources of information used in developing the NEA.** |
|  |

|  |
| --- |
| **NOTICE TO CANDIDATES** |
| The work you submit for assessment must be your own.  If you copy from someone else, allow another candidate to copy from you, or if you cheat in any other way, you may be disqualified from at least the subject concerned. |

|  |  |  |  |
| --- | --- | --- | --- |
| **DECLARATION BY TEACHER** | | **DECLARATION BY CANDIDATE** | |
| I confirm that the candidate's work was conducted under the conditions laid out by the specification.  I have authenticated the candidate's work and am satisfied that to the best of my knowledge the work produced is solely that of the candidate. Signed candidate declarations for the entire cohort will be kept on file.  The candidate has clearly referenced any sources and any Artificial Intelligence tools used in the work. I understand that false declaration is a form of malpractice. | | I have read and understood the Notice to Candidates (above).  I have produced the attached work without assistance other than that which my teacher has explained is acceptable within the specification.  I have clearly referenced any sources and any Artificial Intelligence tools used in the work. I understand that false declaration is a form of malpractice. | |
| **Teacher's signature:** |  | **Candidate's signature:** |  |
| **Date:** |  | **Date:** |  |