

Write your name here

Surname

Other names

Pearson
Edexcel GCSE

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--

Information and Communication Technology

Unit 3: Exploring Digital Design

Wednesday 21 May 2014 – Afternoon
Time: 1 hour 30 minutes

Paper Reference

5IT03/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

P42840A

©2014 Pearson Education Ltd.

1/1/1/1/1



PEARSON

Answer ALL questions. Write your answers in the space provided.

Some questions must be answered with a cross in a box . Mark only one answer. If you change your mind about an answer, put a line through the box and then mark your new answer with a cross .

Sonia is the manager of Moorland Zoo. She has employed George to help develop the digital products that the zoo will use.

Figure 1 shows a leaflet that Sonia and George have made.

MOORLAND ZOO

School Holiday Spectacular

Dinosaur Roadshow
Exclusive to Moorland Zoo
1st August - 1st September 2014

KOOL 4 SKOOL!
COMPETITION

1st Prize
£1000 of digital learning resources for your school

Scan our QR code to find out more 



Figure 1



1 (a) Look at the leaflet in **Figure 1**.

What is the **main** purpose of this leaflet?

(1)

- A** To educate
- B** To influence
- C** To entertain
- D** To advertise

(b) (i) The leaflet is aimed at 11–14 year olds.

Identify **three** ways in which the leaflet is suitable for the target audience.

(3)

1

.....

2

.....

3

.....

(ii) Sonia wants a version of the leaflet for 5–8 year olds.

Give **three** changes that George could make to the leaflet that would make it more accessible to 5–8 year olds.

(3)

1

.....

2

.....

3

.....



(c) (i) George has used the zoo logo on the leaflet. It is an image.

Which **one** of these file extensions would be used for an image file?

(1)

- A** .gif
- B** .avi
- C** .mpg
- D** .zip

(ii) George is creating a new printed version of the leaflet. **Figure 2** shows two versions of an image he could use.

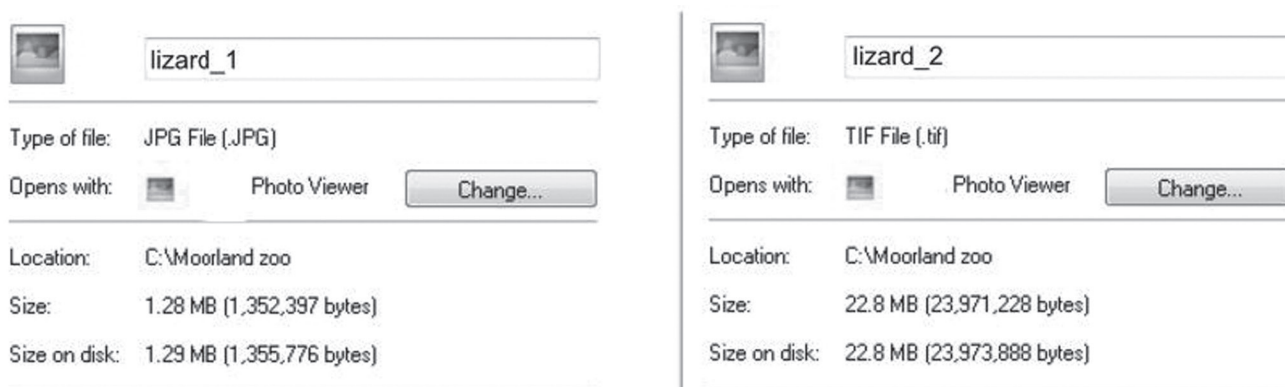


Figure 2

Give **one** reason why George would use the image 'lizard_2' rather than the image 'lizard_1'.

(1)

.....

.....

(d) When creating the new leaflet George re-purposes some of the elements from **Figure 1**.

State **two** reasons why George might use re-purposed elements.

(2)

1

.....

2

.....



(e) George wants to make sure that his leaflets are suitable for 5–8 year olds.

He chooses to interview members of his target audience to get feedback on his leaflets.

Give **three** benefits of using interviews to gain feedback.

(3)

1

.....

2

.....

3

.....

(Total for Question 1 = 14 marks)



2 Sonia wants interactive information points throughout the zoo.

Figure 3 shows the main menu screen from an early version of an interactive information point.

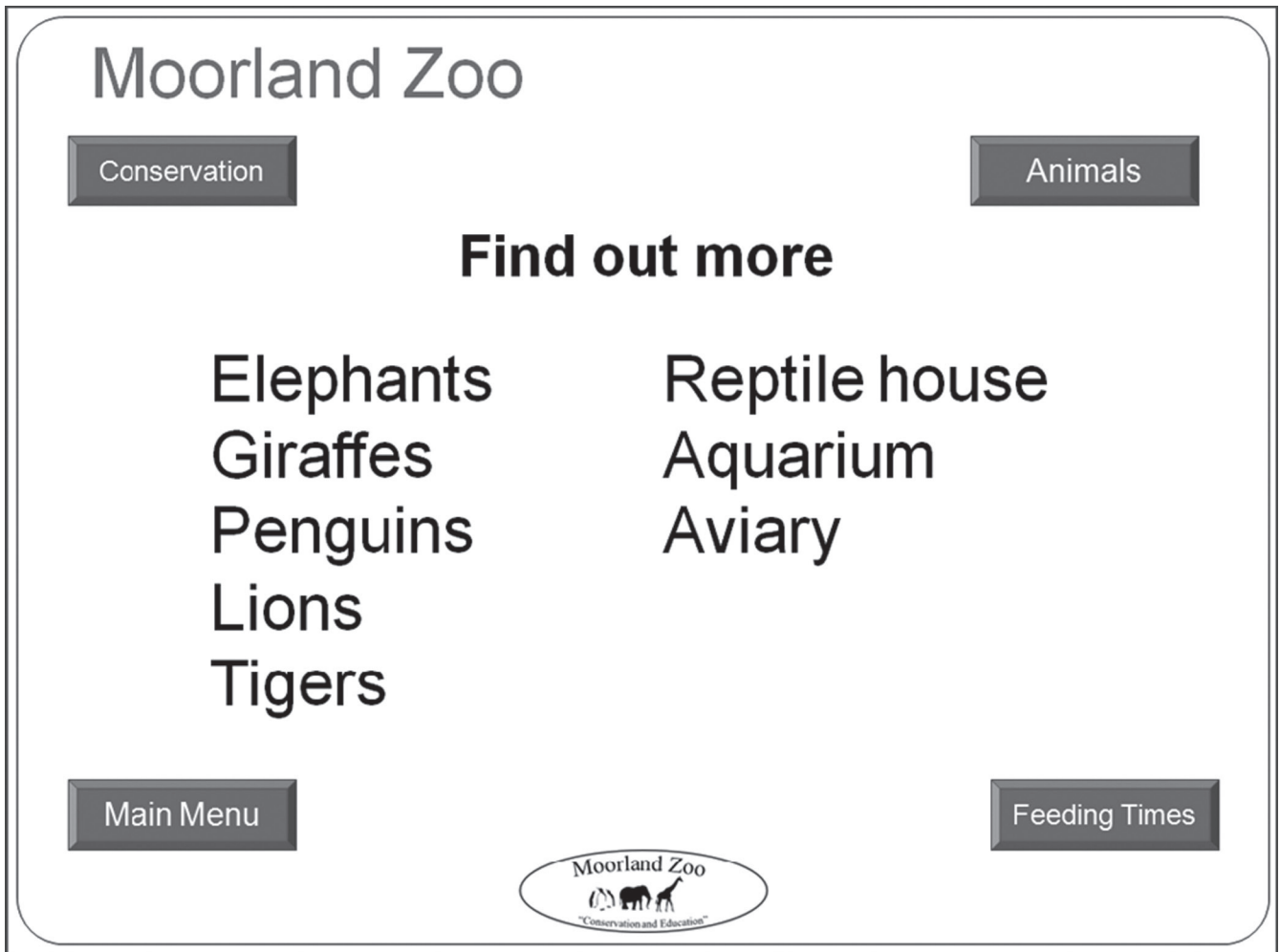


Figure 3

(a) Give **three** ways that the design of the main menu screen could be improved.

(3)

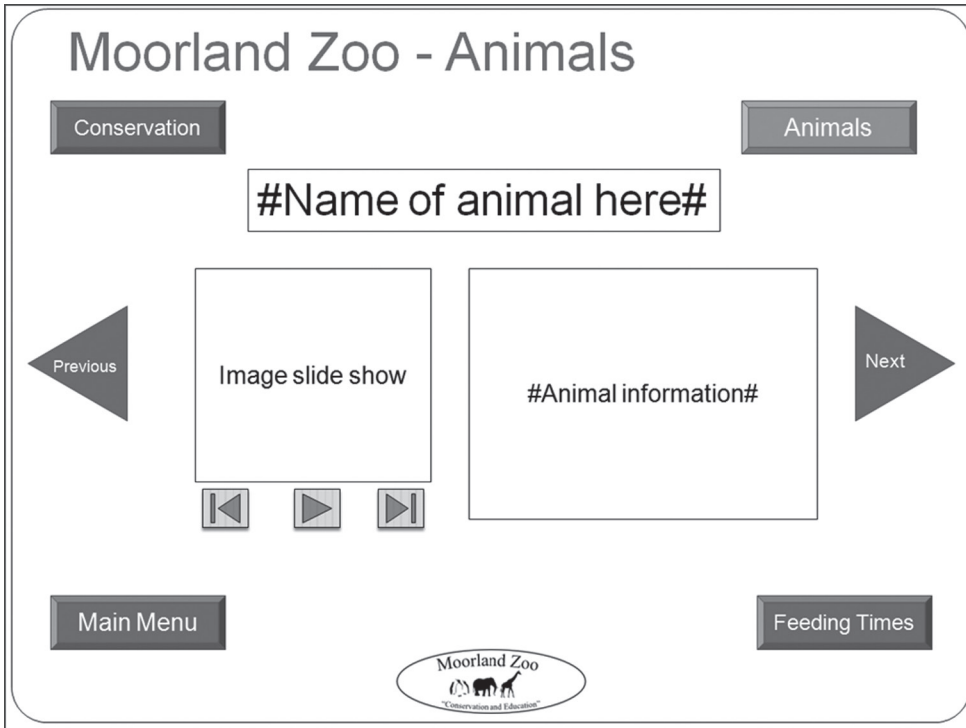
1

2

3



(b) George has made a template for an 'Animals' screen.



Heading text

Font: Arial

Size: 36

Information text

Font: Arial

Size: 12

Transition: Slide left

(i) The font used for the heading text is Arial, which is a sans-serif font.

State what is meant by sans-serif.

(1)

.....

.....

(ii) Give **two** reasons why George would use a sans-serif font.

(2)

1

.....

2

.....



(c) (i) Give **one** benefit to George of using a template when creating the 'Animals' screens for the information point. (1)

.....
.....

(ii) George's template uses a transition.
Describe what a 'transition' is. (2)

.....
.....
.....

(d) Sonia has asked George to make the information points easy to use.
Give **three** reasons why the information points should be easy to use. (3)

1

2

3

(e) Identify **two** suitable accessibility features that George could add to the information points. (2)

1

2

(Total for Question 2 = 14 marks)



3 Sonia wants a database to hold customer information and keep track of ticket sales. George has designed a database that will be used by zoo staff.

Figure 4 shows a data entry form.

The form is titled 'Moorland Zoo' and 'Ticket Purchase'. It includes a logo for Moorland Zoo with the tagline 'Conservation and Education'. The form fields are: Last name, Title, Date, First name, Number of adults, Number of children, and Payment method. A 'Submit' button is located at the bottom right.

Figure 4

(a) Identify **four** improvements that could be made to the form to ensure data entry is easy and accurate.

(4)

- 1
- 2
- 3
- 4



(b) (i) All bookings have a five-digit reference number.

George is adding a search screen to the database.

These are the user requirements:

Screen title:

Customer Booking Search

Data entry fields:

Booking reference

Surname

Other features:

Submit button

Use the space provided to draw a layout design for the search screen that meets these user requirements.

(4)

Moorland Zoo



(ii) George produces a test plan for the new search screen. He tests each data entry field and the submit button to make sure they work.

Which **one** of these is the name for this type of testing?

(1)

- A Security
- B Functionality
- C Usability
- D Accessibility

(iii) This is part of George's test plan.

Test number	Description of test	Test data	Expected outcome	Actual outcome	Action required
1	Check surname field only accepts text characters	Smith	Data entry accepted	Data entry accepted	No action required
2	Check surname field only accepts text characters	9sd5478		Data entry accepted	

Complete George's test plan by identifying the **expected outcome** and **action required** for test number 2.

(2)



(iv) The search screen will be used by staff at the zoo entrance.

Explain why George might get the staff to test this part of the database in a busy location.

(2)

.....

.....

.....

.....

(v) George makes some changes to the search screen following his testing.

Explain why it is important for George to re-test the search screen after he has made these changes.

(3)

.....

.....

.....

.....

.....

.....

(Total for Question 3 = 16 marks)



4 Sonia wants George to make an e-zine, which will be sent to the zoo's customers.

(a) George makes use of a range of design documentation when designing the e-zine.

(i) Describe how George might use a moodboard.

(2)

.....

.....

.....

.....

(ii) Describe how George might use a storyboard.

(2)

.....

.....

.....

.....



Figure 5 shows the front cover from the first version of the e-zine.



Figure 5



(b) Some features of the first version of the e-zine could be improved.

(i) Identify **one** feature that could be improved.

(1)

.....

.....

(ii) Explain how, if not improved, this feature would have a negative impact on the user experience.

(2)

.....

.....

.....

.....

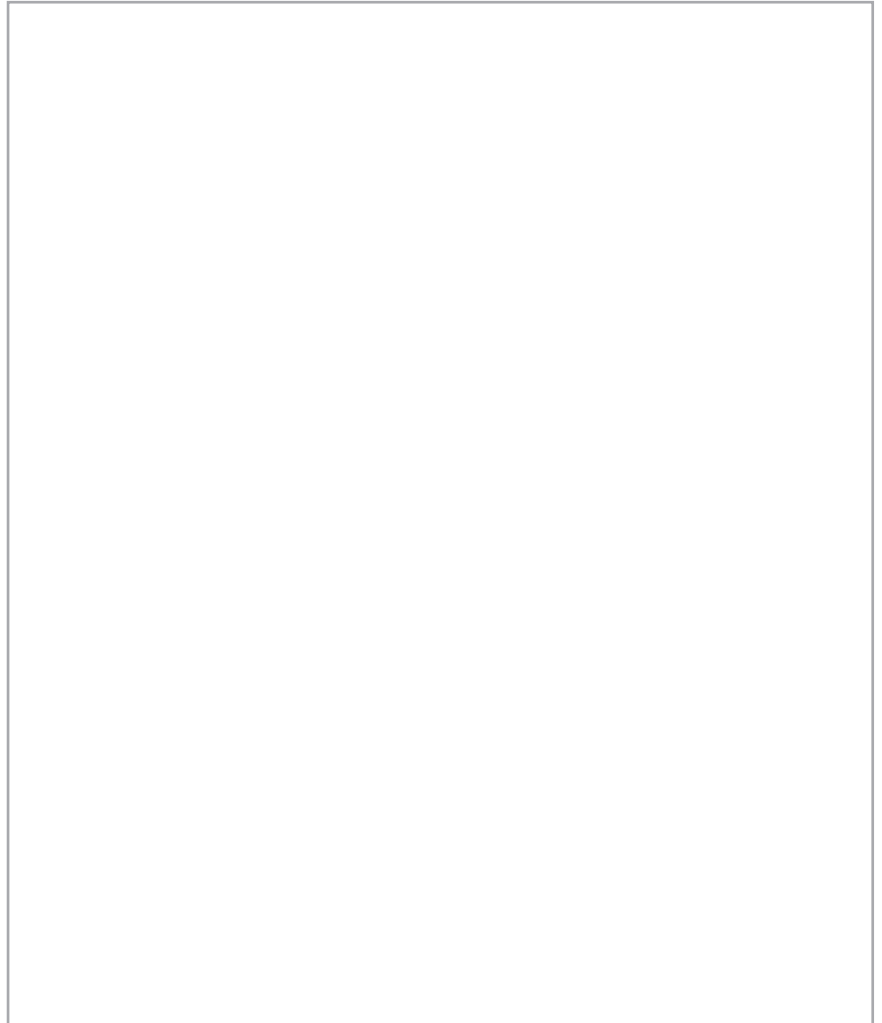


(c) George has gathered and prepared a number of assets to use in the e-zine.

This is George's folder.

(i) Use the space provided to draw a suitable folder structure that could be used to improve the organisation of these files.

(3)



(ii) Give **two** benefits of using your suggested folder structure instead of the original folder structure.

(2)

1

.....

2

.....



BLANK PAGE



5 Sonia has asked George to redesign the zoo's website.

Figure 6 shows the new home page George has created.



Figure 6



(a) The table lists some of the aims of the website.

Identify **one** design feature of the website that matches each aim.

Give a different feature for each aim.

(4)

Aim of website	Design feature
Easy to use	
Suitable for a wide audience	
Suits the nature of the business	
Engaging	

(b) (i) The website will have a video page where users will be able to stream videos about the zoo and the animals.

State another method of accessing video online.

(1)

(ii) The videos on the website will be compressed.

Identify **one** method of compressing video.

(1)



(iii) Give **two benefits** of compressing video.

(2)

1

.....

2

.....

(iv) Give **two drawbacks** of compressing video.

(2)

1

.....

2

.....

(c) When planning the website George created a site map.

Explain why a site map is used when planning a website.

(2)

.....

.....

.....

.....



BLANK PAGE

