Unit 2: Webpage Creation (2010)

Candidate Name: Candidate LB

Assessment Objective	Pass	Merit	Distinction
Guidance for AO1	For Assessment Objective 1 candidates are likely to enjoy this unit if they are interested in the subject matter; therefore, they are required to design their own website, which may be based on their own area of interest or suggestions from the tutor. The proposal for the new website must have an identified purpose and target audience defined by the candidate. The basic site plan must show all pages and a possible navigation system. The house style, which must be more than just the use of a logo on each web page, should cover areas such as the colour scheme and position of different components, including the navigation system. The page plans will show a varying amount of detail which will assist in determining the grade awarded for this AO. Candidates are required to source and store relevant material for their own website. Some components may be provided. It is acceptable for multimedia components to be downloaded from the internet for use on their website, but there is no requirement for candidates to provide information about their sources for this AO. They may also create components themselves; using skills they already have or have learned as part of other units. Evidence of a suitable location for storage of website components is required for AO2.		
AO1 **Design a multimedia website**	~~Candidates will produce a proposal for a website. This will include some details of purpose and target audience.~~ ~~Candidates will source and store components to use in their website.~~ ~~They will produce a site plan~~, basic ~~house style~~ and simple page plans for five web pages showing a possible link system between them. The page plans may not always be accurate.	~~Candidates will produce a proposal for a website. This will include details of purpose and target audience.~~ ~~Candidates will source and store components to use in their website.~~ ~~They will produce a site plan, a suitable house style and page plans for at least five web pages showing a clear navigation structure and showing the position and details of most components (eg images, text, animations, interactive elements, video, sound).~~	~~Candidates will produce a proposal for a website. This will include details of purpose and target audience.~~ ~~Candidates will source and store components to use in their website.~~ ~~They will produce a site plan~~, a detailed house style and page plans for at least five web pages showing a clear navigation structure and showing the position and details of all components (eg images, text, animations, interactive elements, video, sound).
AO1 NOTES ***MERIT***	The candidate's proposal is very clear about purpose and target audience, with some details given, including consideration of the implications of the audience. Clear evidence is provided that text, graphics, animations and video files have all been sourced and stored. The candidate has produced a written site plan, some details of house style (written and diagrammatic) and page plans for more than five pages. These plans do show the position and some details of most components, but there is some vagueness about the content of some of the boxes in the plans. There is sufficient here to award a **MERIT**. Had the page plans contained more detail then this could have been improved to a Distinction. It appears that the plans were created before the components were sourced, which can be appropriate for some designs. However, in this case, the candidate might have been able to provide more detailed designs had components been sourced and stored first, allowing the file names to be included in the page plans.		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO2	For Assessment Objective 2 candidates need to set up a suitable folder structure for the website. Folders and files should have suitable names. For example, for higher grades the home page should be given the filename "index". Candidates should produce a homepage and at least four other pages using a consistent house style. To ensure consistency of layout candidates may use tables or other suitable methods as appropriate. Web pages should include a variety of multimedia components, including as a minimum text and images. Text used on the web pages should be checked for accuracy - proofreading and correcting their work, so that mistakes are minimised. This will be evidenced through the web pages themselves. For Distinction, styles will be defined and used for text elements rather than formatting each block of text individually. It is not necessary for such styles to be defined as part of a cascading stylesheet (css), however candidates may choose to use this method if they wish. Images must be suitable for purpose, and for higher grades must be optimised for use on a website. For Distinction some explanation is required for why optimisation is necessary for the images used on the web site. If images are sourced from an existing website and/or are already optimised using suitable file sizes and types, there is no need for further adjustment, however this should be explained by higher level candidates. Navigation to all web pages must be evident. For higher grades the web pages should be backed up onto a suitable storage device.		
AO2 **Create multimedia webpages**	~~Candidates will show basic competence in producing web pages containing text and images.~~ ~~There may be errors in the text, but meaning will be clear.~~ ~~Images must be suitable for purpose.~~ ~~A method of navigation to all pages must be evident.~~ ~~Candidates will provide evidence showing a basic folder structure although folder and filenames may not always be suitable~~.	~~Candidates will produce web pages containing text and images. There will be consistency to the layout and house style of the web pages, although there may be some exceptions.~~ ~~Meaning of text will be clear but there may be some errors.~~ ~~A range of suitable images will be evident. Image optimisation will be evidenced by showing that image size has been altered for some image files.~~ ~~Images will be of good quality~~ and scaled in proportion. ~~A method of navigation to all pages must be evident.~~ Candidates will provide evidence of a suitable folder structure. Folder and filenames will be suitable for purpose. ~~Some backup procedures will be evidenced.~~	Candidates will produce web pages containing text and images. There will be consistency to the layout and house style of the web pages. ~~Styles will be consistently applied to text used on the web pages.~~ Meaning of text will be clear and there will be minimal textual errors. A range of suitable images will be evident Image optimisation will be evidenced by showing that image size has been altered for image files as appropriate. ~~An explanation of the need for their images to be optimised will be given~~. Images will be of good quality and scaled in proportion. An effective method of navigation to all pages must be evident. Candidates will provide evidence of a suitable folder structure. Folder and filenames will be suitable for purpose. Full back up procedures will be evidenced.
AO2 NOTES ***MERIT***	Much of the evidence for this AO is provided in the electronic files of the website produced. This shows that web pages containing text, images, animations and video have been produced. There is some consistency to the layout and house style of the pages – these largely correspond to the planned house style, although the form page in particular is different and the font might not be exactly the one planned. Although images are of good quality there are some, particularly on the sports page, which are not scaled in proportion, although this problem is not severe in most cases. The user can navigate to all pages, although the effectiveness of the navigation system is limited by the fact that the main buttons are in different places on each page, with additional links appearing somewhat randomly. There is printed evidence of image optimisation for one of the graphics, with some indication that others have also been optimised, but the candidate doesn't clarify which other graphics have been optimised and it appears that there are still quite a few large file sizes left. However, the candidate shows a good understanding of the optimisation process and why it is needed. The candidate has provided the electronic files, which clearly show the directory structure. The candidate appears to have started with good intentions but there are many image files mixed up with the pages. The home page is not appropriately named, although file names are descriptive. The candidate has clearly used styles to keep the format of text consistent – this is shown in her testing of css. Whilst this testing does not contribute to the assessment of this AO it does evidence the use of styles and has clearly aided the candidate's understanding. The candidate claims to have backed up the website files and provides evidence of some files in two locations, one of which is stated to be a memory stick. However, the drive that is claimed to be the main user area appears to have only some of the files in it. This leaves backup evidence rather inconclusive, but clearly some files have been backed up. Although some areas of Merit are not fully met there is sufficient here to consider a **MERIT** the best fit for this AO, especially since some additional Distinction criteria are clearly met.		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO3	For Assessment Objective 3 a range of hyperlinks should be included as part of the navigation system. For Pass all web pages will be accessible using links on the pages without having to use the "back" button. For higher grades the navigation system must be used consistently on all web pages, making them all accessible from the home page. For Distinction, an image map must be included. An image map is an image that has been divided into regions/sections or hotspots. When a hotspot is clicked an action occurs – for example a new web page opens.		
AO3 **Create functioning hyperlinks**	~~Candidates will link together all pages.~~ ~~Linking methods may not be consistent and may lack structure.~~ ~~At least one link to an external website will be included.~~	~~Candidates will link together all pages,~~ Linking methods should be consistent and will ~~allow the user to access all web pages from the home page~~, and show a clear structure. ~~At least one link to an external website and at least one email link will be included~~.	~~Candidates will link together all pages.~~ The method of navigation is consistently placed on all pages to create a fully functioning hyperlink system. Linking methods should show a well-structured approach. ~~At least one link to an external website, an email link and an image map will be included.~~
AO3 NOTES ***MERIT***	Evidence for this AO is provided through the electronic web page files, although the annotated printouts are extremely helpful in finding where different features have been included – this represents best practice. The candidate has used a set of navigation buttons to allow access from each page to all other pages. These buttons have been consistently placed inasmuch as the set of buttons is always in the same place on the page but the position of individual buttons is not consistent, causing confusion to the user. This is because of a basic lack of understanding of how a navigation bar works, with the candidate clearly working hard to make sure that there are no buttons that link pages to themselves. Two external links are indicated by the candidate but only one of these is actually an external link – to www.bullring.co.uk; the other one is actually linked to a page saved with the candidate's own files. There are two email links. The Cadbury World logo on the Attractions page has been made into an image map, with links to www.cadburyworld.co.uk , www.travelinemidlands.co.uk and the candidate's own Attractions page. Although some elements of Distinction are met, the poor navigation system is significant, meaning that the Distinction requirement of consistency is not met. Moreover, the seemingly random use of images for links does not show a well-structured approach, leaving **MERIT** as the best fit for this AO.		
Guidance for AO4	For Assessment Objective 4, at Pass level, at least one interactive element needs to be included, which could be downloaded from the internet or created by the candidate. Hyperlinks are assessed in AO3, they do not count as "further interactive elements". "Interactive elements" could be rollover images, interactive buttons or other interactive elements such as controls/mouseovers/clicks for running video, audio or animation. For Merit/Distinction candidates should use an appropriate range of different types of interactive elements, including some created by themselves using appropriate software. If paper-based evidence is provided, all interactive elements and hyperlinks must be identified by the candidate on the printouts. Electronic evidence may be more suitable for assessment and moderation of this Assessment Objective.		
AO4 **Include interactive elements**	~~Candidates will include at least one interactive element in their website.~~	~~Candidates will include at least two different types of interactive elements in their website. At least one will be a rollover button or image.~~	~~Candidates will include at least three different types of interactive elements in their website. At least one will be a rollover button or image. At least two of the interactive elements will be created by themselves using appropriate software~~ A consistent approach should be adopted where interactive elements are used.
AO4 NOTES ***DISTN***	Evidence for this AO is again provided through the electronic web page files, with the annotated printouts clearly showing where different features can be found. The navigation buttons are all interactive, with rollover effects. There are two rollover images and a number of videos imported with play controls. The navigation buttons and rollover images must have been created by the candidate. There is some consistency in that all the buttons have the same rollover effect and the videos all have the same controls. However, the rollover images appear to have been included just because some were needed – there is no logical reason why these particular images have been treated in this way and no consistency to the use of rollover effects on images. A **DISTINCTION** is the best fit for this AO, although this is weak because of the lack of consistency in the application of rollover effects to images.		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO5	For Assessment Objective 5 for Pass level students this can be a form to be printed out that indicates where text should be entered, completed and sent through the post. The form may be to provide feedback about the website or could be for some other purpose, for example an order/booking form or membership application. For higher levels the form will require a variety of different response types – and for Distinction these will make use of form fields – eg. Response types using radio buttons, check boxes, drop down lists, scrolling text boxes. For Merit, candidates should create a form that has been set up to be submitted online; though it is not necessary that the form functions in this way. For Distinction the form should be capable of functioning. For the form to work, at Distinction level, there must be some code behind the "submit" button, to direct the responses to an email address. It is not expected that the website will be hosted, but the form should be set up so that, if the site were hosted, it would work.		
AO5 **Create a user form for capturing user information or feedback**	~~Candidates will create a simple form that can be printed out for the user to fill in to give some information or feedback.~~ ~~The layout of the form might not be appropriate.~~	~~Candidates create a user form using at least one form field to gather information or feedback that the user can fill in and would be able to submit using a 'submit' button.~~ ~~The form will be mainly well laid out and easy to use.~~	~~Candidates create a~~ well-designed ~~user form using a range of different form fields to gather information or feedback that the user can fill in and would be able to submit using a 'submit' button.~~ ~~The form will work as intended~~ and will be well laid out and easy to use.
AO5 NOTES ***DISTN***	Evidence for this AO is again provided through the electronic web page files, The candidate has created an interactive form using text boxes, radio buttons, check boxes and a list of choices. These are not always the most appropriate – where only one answer is permitted then radio buttons would be more appropriate than check boxes. The text box for the free-text response at the bottom is not sufficiently large for the intended response. Once again it appears that the candidate has been intent on demonstrating a range of techniques rather than considering appropriateness. The 'submit' button is linked to an email address and the 'clear' button works as intended. When assessing this AO we need to consider the differences between the Merit and Distinction requirements – 'well-designed', range of different form fields, 'work as intended' and 'well laid out and easy to use' as opposed to 'mainly well laid out and easy to use'. Of these criteria two – the inclusion of a range of different form fields and the working buttons – have been met. Although the candidate clearly does not understand the different purpose of radio buttons and check boxes there are clear instructions on the form and the text box at the bottom of the page does have the capacity to accept sufficient text. This work falls on the borderline of Merit and Distinction, but there is sufficient to consider **DISTINCTION** as just the best fit for this AO.		
Guidance for AO6	For Assessment Objective 6 the website should be tested covering a range of different areas. For Pass all external and internal hyperlinks, including the navigation system must be tested, and any broken or faulty links fixed. For higher grades testing should include most or all areas (as stated in the KUS) of the website. For Distinction candidates will explain how their website meets its intended purpose and is suitable for the identified target audience. Higher level candidates will action changes to solve problems if appropriate. They can then include annotated code or screenshots to demonstrate this taking place, there is no need to provide step-by-step evidence; before and after evidence to exemplify the changes is all that is required. In cases where candidates carry out testing as they create the website, some evidence of improvements made during the development will be sufficient to evidence this part of this AO.		
AO6 **Test website**	~~Candidates will provide evidence of testing their website, ensuring that all internal and external hyperlinks and navigation system work effectively. Any broken and/or faulty links will be fixed.~~	~~Candidates will provide evidence of testing their website, ensuring that all internal and external hyperlinks and navigation system work effectively. Any broken and/or faulty links will be fixed.~~ ~~Further tests will cover most of the main areas of their website and will be appropriate.~~	~~Candidates will provide evidence of testing their website, ensuring that all internal and external hyperlinks and navigation system work effectively. Any broken and/or faulty links will be fixed.~~ ~~Further tests will cover all of the main areas of their website and will be appropriate.~~ ~~Candidates will use the tests to identify any action that is required to solve any problems identified. For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate.~~
AO6 NOTES ***DISTN***	The candidate has provided extensive evidence of testing. All pages have been tested and the test table is clearly individual to the candidate's work, which is what is required. All links have been tested. The fact that the candidate has not noticed that one external link takes the user to a stored file rather than an external web page is excusable, as the actual page that comes up is the same. Most components, including video and rollover effects have been tested, although there is no clear evidence of testing all of the sections of the image map. The candidate has provided screenshot 'evidence' for all tests carried out, which is not necessary. So long as the final electronic files back up candidate claims that features work as they should then this is sufficient evidence. In this case it is not clear why there is a discrepancy regarding the 'clear' button on the form. Where changes have been made these have been reasonably clearly evidenced. Although there are a few areas that could have been tested in more detail, eg the image map and the link to the Millennium Point page, the extent of the testing suggests that **DISTINCTION** is the best fit for this AO.		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO7	For Assessment Objective 7 candidates must produce an evaluation of their website. For Pass the evaluation must cover suitability for purpose and audience. Examples taken from the candidate's website will be used to support their comments. For Merit the evaluation will also include readability (eg the choice of font and font size, colour, language). For Distinction usability (eg navigation and ease of use) and accessibility (eg issues with screen readers and nested tables, use of ALT tags for images) will also be covered. Readability, usability and accessibility are technical terms that need specific consideration. At the time of publication, www.webcredible.com provides a useful resource for teachers and students on these topics. It has a search facility which brings up articles on each of these issues.		
AO7 **Evaluate own website**	~~Candidates will produce an evaluation of their website. This will cover: suitability of the website for purpose and audience (as identified by the candidate).~~ ~~Candidates will support their comments with examples taken from their website.~~	~~Candidates will produce an evaluation of their website. This will cover: suitability of the website for purpose and audience (as identified by the candidate), and readability.~~ ~~Candidates will support their comments with examples taken from their website.~~	~~Candidates will produce an evaluation of their website. This will cover: suitability of the website for purpose and audience (as identified by the candidate), readability~~, usability and accessibility. ~~Candidates will support their comments with examples taken from their website.~~
AO7 NOTES ***MERIT***	The candidate has produced an extensive evaluation of the website, considering specific areas/pages/features and how they relate to the stated purpose and audience. Readability in terms both of language, font size and colour contrast is considered and there is some reference to usability (although the main problem with this site is its poor navigation system) and some reference to accessibility in terms of people with colour blindness. However, these aspects are only very superficially considered. Had usability and accessibility been covered more specifically and in more depth then a Distinction could have been awarded. However, the work as presented best fits the **MERIT** criteria.		

Overall Grade

AO1	AO2	AO3	AO4	AO5	AO6	AO7
MERIT	MERIT	MERIT	DISTINCTION	DISTINCTION	DISTINCTION	MERIT

The balance of AO grades suggests that this portfolio should be graded at Merit, which is consistent with the overall quality of work produced, which covers quite a good range of skills but not always with full understanding. Although many Distinction criteria have been met there are some basic errors here which a Distinction candidate would not be expected to make.

The candidate has made more work for herself by creating more pages than required. This has increased the work not only in creating the website but also in design and testing, increasing the chance of problems/omissions. The centre might have been wise to advise candidates early on that they should concentrate on quality rather than quantity.

There is some evidence that this candidate has not fully understood some basic aspects of web design, notably the fact that navigation bars are the same on every page, to aid usability. Additionally, some teaching on the *use* of different types of form field as well as how to create them might have helped the candidate.
Parts of the work suggest that the candidate has been intent on including as many different features as possible, without considering their appropriateness. It is recommended that candidates begin this unit by studying websites to learn basic design principles. Concepts of readability, usability and accessibility could be introduced here too, to aid design, to increase the likelihood that there would be something positive to consider in the evaluation.

This candidate has clearly worked very hard, but gaining a Distinction would have been more likely with greater understanding before the portfolio was started, rather than additional work after completion.