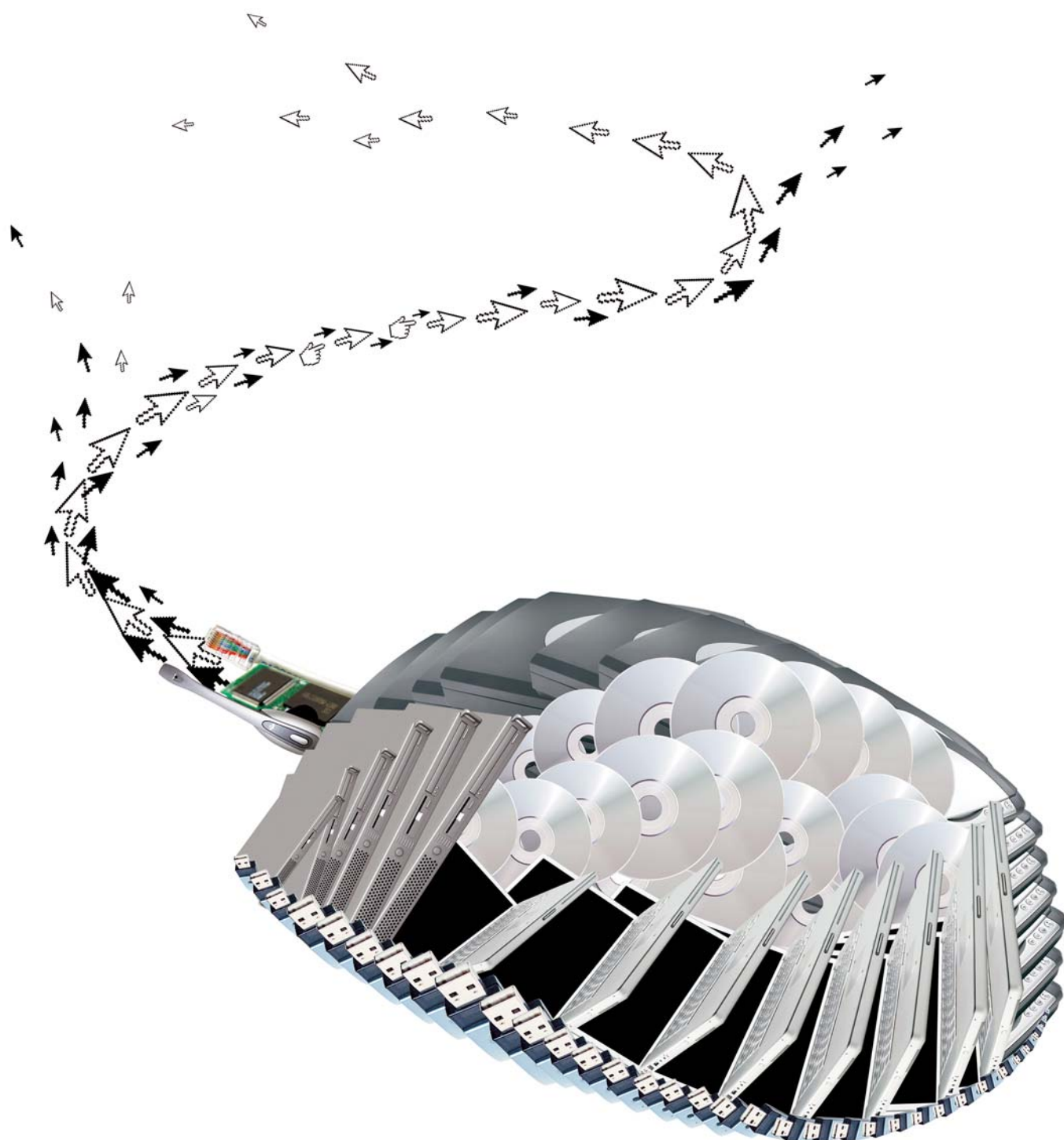


SAMPLE INTERNALLY ASSESSED UNIT COMMENTARY

UNIT 4 - MULTIMEDIA



Diploma – Principal Learning Information Technology

Level 1 Unit 4 Multimedia

Sample Internally Assessed Unit Commentary

Please note that the following internal tasks, responses and moderator commentary are provided as examples only for the purpose of assisting assessors delivering the Diploma Principal Learning. A direct relationship between the marks/commentaries and a unit grade cannot be made at this stage, since grade boundaries will be determined at the Award Meetings at the end of each series.

The Road Line video project commentary

The documents and files provided cover the assessment requirements for Units 2 and 4. A separate commentary for each is provided below.

Unit 2 Working with people

The candidate has provided a range of documents and other electronic files that fulfil the evidence and assessment requirements.

The candidate has provided various examples of their formal and informal communications, using a variety of media channels. There are records of e-mails, written reports, presentations, speaking in meetings, giving and receiving spoken communications and feedback. The communication presentation that summarises these gives an indication that the candidate understands why they were appropriate for use in these situations, as does the commentary given in the blog. Supporting witness testimonies identify the candidate's contribution to group work that is relevant.

On the whole the candidate's written and spoken English is shown to be clear and appropriate, with clear evidence of understanding information received and of giving clear information.

The candidate has used appropriate mathematical skills and calculations, with spreadsheets and graphs. The numerical information has been correctly interpreted where necessary.

There is clear evidence having worked as part of a team to produce and carry out a presentation to the band, Road Line. This is backed up by witness testimonies and the candidate's blog. There is a clear business context for the presentation.

The presentation, the candidate's part in it and the team performance have been commented on and reviewed in the candidate's blog, where conclusions and recommendations for improvement have been made. This includes comments on personal behaviour and style and the effect that these had on team performance.

The attached Mark Grid provides a detailed commentary on the evidence provided and gives an overall mark of **46/48**.

Unit 4 Multimedia

The group project that is assessed for Unit 2 provides a large part of the evidence for Unit 4, though there is also additional evidence.

The candidate has investigated a number of websites that use multimedia features and has put together a simple set of linked web pages to show the results of the research. Some of the pages are not linked in to the home page. The pages also do not focus sufficiently on the multimedia features of the websites that allow the site to support the business objectives of the organisations that they belong to. However the businesses are clearly identified and there are external links to these sites.

As part of the group project for Road Line, the candidate has designed, created and tested a multimedia video, using still images, audio and text, with transition effects.

The candidate has followed a formal process of design, create, test, amend in creating this product, but has not described the process or the reasons for following this formal process.

The candidate has described the business and audience in simple terms, has produced a story board, obtained relevant images and has presented the designs to the business to ensure that they meet the business needs. The feedback received has been acted on, as has the response to the initial version of the video.

Testing has been carried out with members of the potential audience as well as with the business. The video has been loaded on *YouTube* in order to facilitate this.

As a result of testing, following a test plan, the candidate has drawn conclusions and made changes.

The attached Mark Grid provides a detailed commentary on the evidence provided and gives an overall mark of **37/48**.

Centre Number	Candidate Name	Assessor	Total Mark	37/48
	Candidate Number	Moderator	Moderator's Mark	/48

Assessment criteria topic 1: Business communications using multimedia products

	0-1 mark	2 marks	3 marks	
1	Candidate researched one type of professionally produced multimedia product available on the Internet	Candidate researched at least two professionally produced multimedia products available on the Internet	Candidate researched a variety of professionally produced multimedia products available on the Internet	
	<p>Location of evidence, including page number: The candidate has reviewed (and included links to) the Audi website, the Cisco video conferencing website, the TeachICT website amongst others. These can be found on the animations.html, videos.html and websites.html pages.</p> <p>Comments:</p>			<p>Mark</p> <p>3</p>
2	Candidate identified one business/organisation that one of the products has been produced for	Candidate identified most of the businesses/organisations that the products have been produced for	Candidate identified all of the businesses/organisations that the products have been produced for	
	<p>Location of evidence, including page number: All the businesses that these products have been produced for have been identified, as shown above.</p> <p>Comments:</p>			<p>Mark</p> <p>3</p>
3	Candidate made some attempt to state features used for effective communication	Candidates stated the features used for effective communication	Candidate described how the features are used for effective communication	
	<p>Location of evidence, including page number: The candidate states that the animations are used to attract people to the TeachICT site, but there is little additional discussion of the multimedia features used for effective communication. This is only an attempt.</p> <p>Comments:</p>			<p>Mark</p> <p>1</p>

	0-1 mark	2 marks	3 marks
4	Candidate made some attempt to state features used to support business objectives	Candidates stated the features used to support business objectives	Candidate described how the features are used to support business objectives
	<p>Location of evidence, including page number: Some features are stated (video and animation on 'train.html'); (website and video on 'promote and advertise.html'); (communicating with customers on 'communicate.html') but the features of the multimedia products that support these business objectives are not described, only stated.</p> <p>Comments:</p>		

Assessment criteria topic 2: Designing and creating multimedia products

	0-1 mark	2 marks	3 marks
5	Candidate made some attempt to describe a structured process to be followed	Candidate described a structured process to be followed to design, develop and test the product	Candidate described a coherent and structured process to be followed to identify business requirements, and to design, develop and test the product effectively
	<p>Location of evidence, including page number: A structured process has been followed (as shown in the design proposals) and creation, testing and amendment of the product and the process for this have been recorded in the blog. However, the reasons for carrying out the project in this way have not been described. The proposal document (RLP Page 4) and plan (VPP Page 2) go some way to describing the process, but the reasons for following this process are again not made clear.</p> <p>Comments:</p>		
6	Candidate identified the business and their needs	Candidate identified and described the business and their needs	Candidate also stated the ways in which the product reflects these needs
	<p>Location of evidence, including page number: The candidate has identified the band Road Line as the client in several documents. It is clear who the business is and their needs are described (MVPB, Page 1 to Page 8, RLP Pages 2 and 3, DP Pages 2 to 4). The blog (MVPB Page 9) states how the product meets the identified needs.</p> <p>Comments:</p>		
7	Candidate identified the audience and their needs	Candidate identified and described the audience and their needs	Candidate also stated the ways in which the product reflects these needs
	<p>Location of evidence, including page number: The audience is described in simple terms, though adequately for this context (RLP Page 2) and the way that the video meets their needs is also stated (MVPB Page 9).</p> <p>Comments:</p>		

	0-1 mark	2 marks	3 marks
8	Candidate created some storyboard designs for a multimedia product	Candidate also indicated the effects to be used	Candidates designs included sufficient detail to be implemented by someone else
	<p>Location of evidence, including page number: The story board is very simple but indicates the images, sequence and length of the video, with transitions. There is no indication of what soundtrack is to be used so it would not be possible for a third party to implement the design (VSB Page 2).</p> <p>Comments:</p>		
9	Candidate gave some indication of the resources required to implement the solution	Candidate listed the resources required to implement solution	Candidate described the resources required to implement solution
	<p>Location of evidence, including page number: There is a list of resources required that includes hardware, software, images and who will supply the audio track. These are not described.</p> <p>Comments:</p>		
10	Candidate created a multimedia product combining text and graphics	Candidate created a multimedia product that also used transition effects	Candidate created a multimedia product that also used animation and audio where appropriate
	<p>Location of evidence, including page number: The video combines text and graphics, uses transition effects and audio. These were used appropriately (Version 3 of video).</p> <p>Comments:</p>		
11	Candidate included images that they had resized	Candidate included images that they had edited using techniques such as cropping and resizing	Candidate included images that had been edited skilfully using techniques such as cropping and resizing
	<p>Location of evidence, including page number: The images used are shown in the Video Images document and their editing has been described in the blog (MVPB Page 6). The images that needed editing appear to have been edited skilfully, as all images fit well in the product.</p> <p>Comments:</p>		

	0-1 mark	2 marks	3 marks
12	Candidate identified some limitations affecting the product including accessibility and HCI issues	Candidate recognise the size of text, amount of text, and quality of the images have an impact on the effectiveness of the product	Candidate explained the constraints and limitations affecting multimedia products including the size of the audience, where the product is shown, image size, text size, amount of text, clarity and copyright laws
	Location of evidence, including page number: There appears to be no evidence that the candidate has considered these issues, though the video was uploaded to <i>YouTube</i> and made accessible to mobile phone users. Comments:		

Assessment criteria topic 3: Testing and evaluation of multimedia products

	0-1 mark	2 marks	3 marks
13	Candidate produced a simple test plan	Candidate produced a test plan that fully tests the features of the multimedia product	Candidate produced a test plan that also tests the clarity of the multimedia product
	<p>Location of evidence, including page number: The product is simple and this is reflected in the test plan and test report (TR Pages 1 and 2). However, the test plan includes interim testing during development, client testing, functional testing and audience testing. The plan tests the features of the product and its clarity. However, the test plan only provides for testing of the product when it reached the first version and does not include tests for such things as video length and soundtrack length matching.</p> <p>Comments:</p>		
14	Candidate provided evidence of testing some features the multimedia product	Candidate provided evidence of testing all features of the multimedia product in a logical manner	In addition candidate provided evidence of testing the clarity of the multimedia product
	<p>Location of evidence, including page number: The features of the presentation have been tested as laid out in the test plan, but the above comments on developmental testing apply.</p> <p>Comments:</p>		
15	Candidate gathered a limited amount of feedback from the potential audience	Candidate gathered feedback from the potential audience	Candidate gathered and collated feedback from the potential audience
	<p>Location of evidence, including page number: Feedback was obtained from the potential audience by inviting some peers to view the video. Their responses have been collated and analysed in the spreadsheet file 'tests.xls. The results have been graphed and included in the test report (TR, pages 2 to 4).</p> <p>Comments:</p>		

	0-1 mark	2 marks	3 marks
16	Candidate identified a possible improvement following testing and audience feedback	Candidate identified possible improvements following testing and audience feedback	Candidate improved the multimedia product following testing and audience feedback
	<p>Location of evidence, including page number: Feedback was received from both the audience ('tests.xls', TR Page 2) and the band (TR Page 1, MVPB Page 8). The video was amended to meet the issues raised and identified in the feedback. Audience feedback was not acted on for the reasons stated (TR Page 2).</p> <p>Comments:</p>		

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