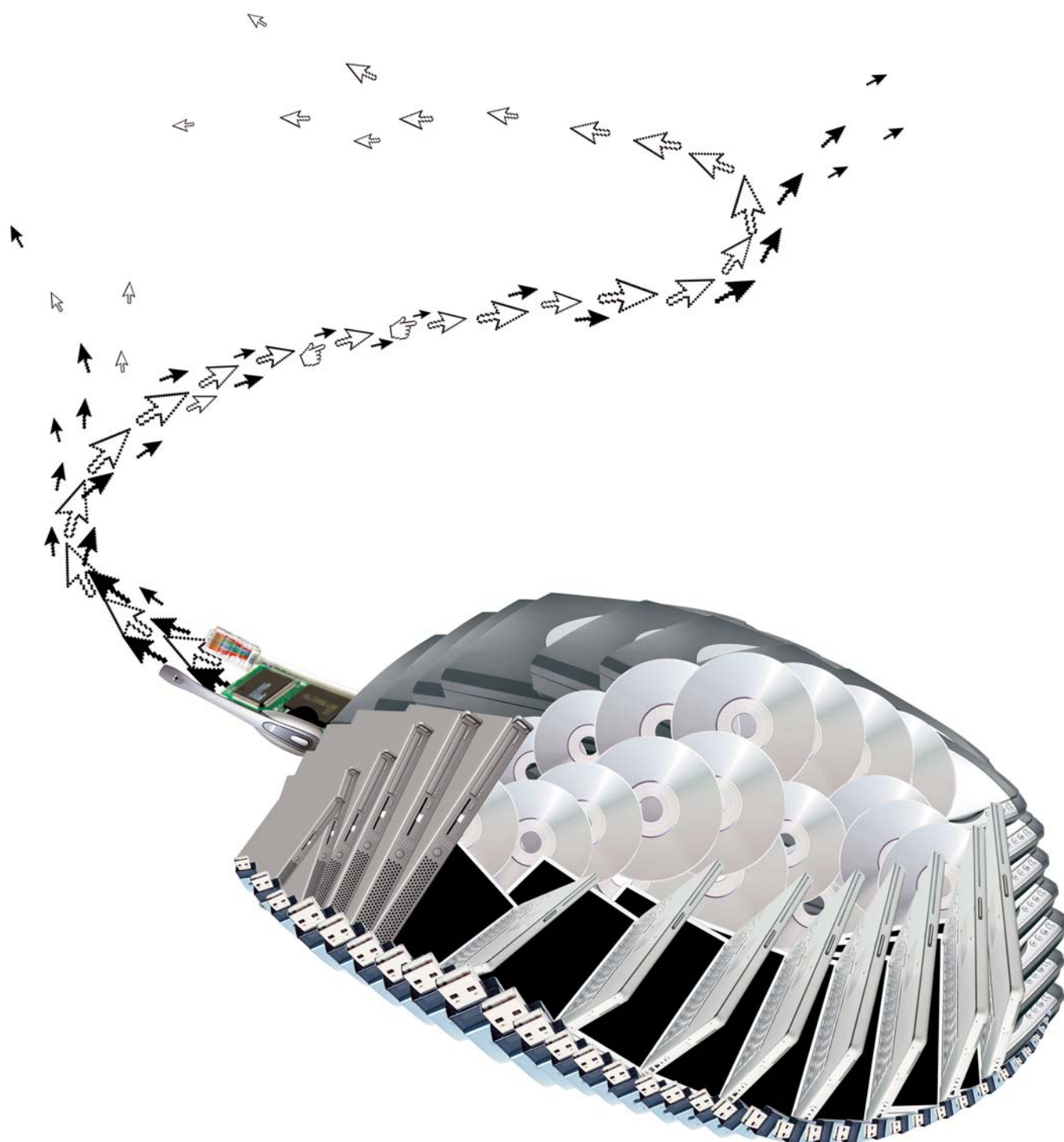


SAMPLE INTERNALLY ASSESSED UNIT COMMENTARY

UNIT 6 - MULTIMEDIA



Diploma – Principal Learning Information Technology

Level 2 Unit 6 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.

Multimedia Projects Commentary

Unit 6

The candidate has created two multimedia products. The first is an interactive game that is used to enhance an existing website for an educational games supplier; the second is a multimedia website that aims to raise the profile of a local business.

The candidate has produced a structured report that reviews multimedia products and features used in two popular websites, with one analysed in detail. The information is presented in tabular form.

The candidate has produced one main narrative description of the work undertaken, which contains the structured report and hyperlinks to the other documents and relevant files that make up the rest of the evidence for this unit.

The attached Mark Grid shows how a mark of **23/48** has been awarded.

The candidate's report demonstrates a misunderstanding of the requirement for assessment. What the candidate has done is to review how various websites, such as Facebook and MySpace, allow customers to communicate rather than how the multimedia facilities and features within websites allow the website owner to enhance communication with its customers. This does mean that a substantial number of marks out of the 12 in Assessment Criteria 1 are not available to this student and this is reflected in the overall mark.

The practical aspects of the multimedia work that has been carried out is good, with two appropriate products being developed. Limited planning and testing has again restricted the number of marks that could be achieved, as evidence of these must be seen across both products.

AQA-C&G IT DIPLOMA: PRINCIPAL LEARNING LEVEL 2, UNIT 6: MULTIMEDIA YEAR OF EXAMINATION:

Centre Number	Candidate Name	Assessor	Total Mark	23/48
	Candidate Number	Moderator	Moderator's Mark	/48

Assessment Criteria Topic 1: Researching multimedia and understanding business audiences (12 marks)

	0-1 mark	2 marks	3 marks
1	Candidate has researched and listed a variety of professionally produced multimedia products used in websites	Candidate has described a variety of professionally produced multimedia products used in websites	Candidate has given a detailed description of a variety of professionally produced multimedia products used in websites
	<p>Location of evidence, including page number: Candidate has listed such things as media streaming, music applications, messaging services, video upload facilities and subscriber-customisable pages (pages A1 to A3). These are described but not in detail. The candidate has not clearly made the distinction between multimedia products used to enable business communication and the facilities offered to users.</p> <p>Comments: Because of the type of websites chosen, whose purpose is to facilitate social networking, there may be difficulty in identifying the multimedia elements that the websites use to communicate with their audience and the facilities made available to its audience that allow them to communicate together. This appears to be a misunderstanding of the requirements of the unit.</p>		
2	Candidate has shown some understanding of the relationship between the business processes and the multimedia products	Candidate has shown a good understanding of the relationship between the business processes and the multimedia products	Candidate has explained how multimedia products can be used to support business activities such as marketing and training
	<p>Location of evidence, including page number: Because of the examples chosen the candidate has failed to show any understanding of the relationship between multimedia products used in websites and the business processes behind the websites. The Specification (Assessment criterion 1 and Guidance for Delivery) clearly indicate the types of product and processes that should be investigated.</p> <p>Comments:</p>		

	0-1 mark	2 marks	3 marks
3	Candidate has stated the features and techniques used in these products	Candidate has described the features and techniques used in these products	Candidate has explained how the features and techniques of a variety of professionally produced multimedia products used in websites are effective for communication
	<p>Location of evidence, including page number: Although there is an attempt to identify the features and techniques used, again these are in relation to the site users' communication and not in relation to the business customer communication that is required for marks to be awarded.</p> <p>Comments:</p>		
4	Candidate stated the audience for these multimedia products	Candidate described the audience for these multimedia products and identified their needs	In addition the candidate explained how multimedia products reflect audience and business needs
	<p>Location of evidence, including page number: The candidate has described the audience for Facebook and MySpace, so one mark may be awarded. However, the lack of description of multimedia products used for communication with the audience prevents any further marks being awarded.</p> <p>Comments:</p>		

Assessment Criteria Topic 2: Enhancements of web pages through the use of multimedia content (9 marks)

	0-1 mark	2 marks	3 marks
5	Candidate provided evidence of simple enhancement of a web page	Candidate provided evidence of complex enhancement of a web page	Candidate provided evidence of a variety of enhancements to web pages
	<p>Location of evidence, including page number: The candidate has enhanced the News page of the Egames+ website with the addition of a game demo (page A8). This is a complex enhancement but only one page has been enhanced, so only two marks may be awarded. For the full three marks to be awarded several pages should be enhanced with a variety of enhancements.</p> <p>Comments:</p>		
6	Candidate showed some understanding of the benefit of the enhancement carried out	Candidate showed understanding of the benefit of the enhancement carried out	Candidate explained how any enhancement s carried out deliver improvement in communication with the intended audience
	<p>Location of evidence, including page number: The candidate has shown some understanding of the benefit of the enhancement, giving some explanation of how it meets the needs of the web site and how it improves the communication with the intended audience (page A9). This is not, however, particularly descriptive. Also, as only one enhancement has been carried out the full marks should not be awarded.</p> <p>Comments:</p>		
7	Candidate identified some constraints affecting the multimedia products used	Candidates described constraints affecting the multimedia products used	Candidate explained how the constraints affecting the multimedia products have affected the web pages and identified any limitations that result
	<p>Location of evidence, including page number: The candidate has not identified any constraints affecting the products used to enhance the web site. The types of constraint that might be considered are listed in the Specification, Assessment Criteria 2d.</p> <p>Comments:</p>		

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Assessment Criteria Topic 3: Designing, developing and testing multimedia products for a specific purpose (24 marks)

	0-1 mark	2 marks	3 marks
8	Candidate attempted to follow a structured process	Candidate applied a structured process	Candidate applied a full structured process coherently and effectively
	<p>Location of evidence, including page number: Product 1 (Game Demo). A structured process has been applied. The client needs have been elicited; a decision has been made on the upgrade; design work has been done and tested, with amendments made following feedback; implementation has been done and feedback obtained (though there is no evidence of formal testing of the demo game during implementation; pages A5 to A9). There is not sufficient evidence of a test plan or of testing the product during implementation.</p> <p>Product 2 (Multimedia Web site incorporating video and flash animation). A structured process has been applied. The client needs have been clearly described (page A12), design work has been carried out (pages D1 to D3); implementation has been done, a test plan has been created and testing carried out (pages T1 and T2, pages TE1 and TE2) and feedback obtained (pages A13 and A14). The evaluation is based on the identified client needs and feedback given (pages A13 to A15).</p> <p>Comments: The evidence for both products has to be considered in order for an overall mark to be awarded. Overall it is clear that the candidate has applied a structured process coherently and effectively, though less so in Product 1.</p>		
9	Candidate made some attempt to collect the client's needs and identify audience and purpose of the products	Candidate collected the client's needs, identified the audience and stated the purpose of the products	Candidate collected and described the client's needs, described the audience and stated the purpose of the products and how this will affect the designs
	<p>Location of evidence, including page number: Product 1. There is an interview with the EGames+ owner (Mike Griffin Interview video) that is transcribed (pages A5 and A6). From this the client needs are described and the audience is also described (page A7). The purpose of the demo game is stated (page A7) and there are notes on how the design has been affected by the audience and purpose (page A7).</p> <p>Product 2. There is no evidence of the actual gathering of client needs (presumably an interview), but there is a good description of the background and the client needs are clearly identified, as are the purpose and audience (pages A10 and A11). There are no notes on how the design will be affected by these.</p>		

	Comments: The evidence for both products has to be considered in order for an overall mark to be awarded.	
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	0-1 mark	2 marks	3 marks
10	Candidate produced storyboard designs for two multimedia products	The storyboard designs for two different multimedia products contain sufficient detail to be implemented by the learner	The storyboard designs for two different multimedia products contain sufficient detail to be implemented by someone else
	<p>Location of evidence, including page number: Product 1. There is design work for the game (pages LAD 1 to LAD 3) which constitutes the storyboard for the demo. There is insufficient detail for the design to be implemented by a third party, with no indication of images to be used, colours, dimensions etc.</p> <p>Product 2. There is a clear storyboard of the video (pages D4 and D5). This contains sufficient detail to be implemented by the learner. Although the specification for images is not very specific there is enough detail for the product to be implemented by someone else.</p> <p>Comments: The evidence for both products has to be considered in order for an overall mark to be awarded.</p>		
11	The candidate produced a limited test plan	The candidate produced a test plan that obtains feedback from the audience	The candidate produced a test plan that obtains feedback from the audience and the client
	<p>Location of evidence, including page number: Product 1. The only evidence of a test plan for the demo is a sentence on page A8. This does mention user testing but this is not sufficient to obtain the second mark available on this row.</p> <p>Product 2. There is a test plan (pages T1 and T2) that shows some understanding of the necessary process. This is only a functional test plan and does not include plans for obtaining feedback from the audience, so should only be awarded one mark.</p> <p>Comments: The evidence for both products has to be considered in order for an overall mark to be awarded. A test plan needs to be seen for both products, which is not the case with this candidate, so overall the top mark could not be</p>		

	justified.	
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	0-1 mark	2 marks	3 marks
12	The candidate created two multimedia products containing motion, text and graphics	The two multimedia products combine text, images, video, audio, motion and the use of a timeline, using two different types of multimedia software	In addition, the candidate justified the choice of multimedia software used
	<p>Location of evidence, including page number: Product 1. The demo is interactive, with motion controlled by the user. The product contains images and text in combination and has been produced as a Flash animation, using Macromedia Flash. The candidate has not explained, or justified, the choice of software.</p> <p>Product 2. The video combines text, video, sound. Audacity has been used to create the sound track and a video editing package to create the video, though the candidate has not said which one. There is no justification of the package used.</p> <p>Comments: The evidence for both products has to be considered in order for an overall mark to be awarded.</p>		
13	The candidate included images that they had created, e.g. with a digital camera or using graphics software	The candidate included images they had created and edited using techniques such as cropping and resizing	The candidate described why they included images that they had created and edited
	<p>Location of evidence, including page number: Product 1. The images in the demo ('EGames+ website', News page) have been produced by the candidate during the implementation of the animation, but there is no evidence that they have been cropped or resized, or that any other subsequent editing has taken place.</p>		

	<p>Product 2. The images in the video have been taken from original sources and the Internet but there is no indication of how they have been edited (page A15).</p> <p>Comments: The evidence for both products has to be considered in order for an overall mark to be awarded. All techniques do not have to be seen in both products.</p>	
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	0-1 mark	2 marks	3 marks
14	The candidate included audio clips	The candidate included audio clips that they had created and edited	The candidate described the purpose of the included audio clips that they had created and edited
	<p>Location of evidence, including page number: Product 1 contains no audio.</p> <p>Product 2 contains a soundtrack that has been produced by the candidate. There is evidence of the origin of the sounds (pages A14 and A15) and the original clips are presented along with the finished soundtrack. The candidate has described the purpose of the clip.</p> <p>Comments: The evidence for both products has to be considered in order for an overall mark to be awarded. As only one product has a sound clip incorporated the full marks should not be awarded.</p>		
15	The candidate provided some evidence of testing the multimedia product	The candidate provided evidence of successful testing, including feedback from the audience	In addition the evidence of testing included feedback from the client
	<p>Location of evidence, including page number: Product 1. There is some evidence of testing with members similar to the target audience and the feedback is given (pages A8 and A9). There is no evidence of testing the product during implementation, or of feedback from the client.</p>		

	<p>Product 2. There is evidence of successful functional testing (pages TE1 and TE2) and some feedback has been obtained from an audience member (page A14) but no evidence of feedback from the client.</p> <p>Comments: The evidence for both products has to be considered in order for an overall mark to be awarded. Overall the testing is poor, so only one mark is awarded.</p>	
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Assessment Criteria Topic 4: Evaluation and improvement (3 marks)

	0-1 mark	2 marks	3 marks
16	The candidate sought some feedback on the fitness for purpose from the target audience	The candidate evaluated feedback on the fitness for purpose from the target audience	In addition the candidate identified improvements
	<p>Location of evidence, including page number: Product 1. The candidate has obtained some feedback on fitness for purpose from the adult tester (similar to one of the identified target audience) and has evaluated the product in relation to this feedback and the client needs (pages A8 and A9). The feedback does identify an improvement that needs to be made, though this is not to the product itself.</p> <p>Product 2. There is feedback from a member of the target audience (the teacher, page A14) and the candidate has evaluated this feedback, identifying some improvements that could be made.</p> <p>Comments: The evidence for both products has to be considered in order for an overall mark to be awarded Overall the evaluations are weak, so only two marks are awarded.</p>		

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