

Unit 2 – Web Design – Checklist for Moderation

Candidates – page reference in Column A, Teacher confirm in column B, Moderator column C

Pass	A	B	C	A	B	C	A	B	C
AO1									
Candidates will produce a brief proposal for a website. This will include some details of purpose and target audience.				Candidates will produce a detailed proposal for a website. This will include purpose and target audience details.			Candidates will produce a comprehensive proposal for a website. This will include purpose and target audience.		
They will produce a site plan, basic house style and simple page plans for five web pages showing a possible link system between them.				They will produce a site plan, a suitable house style and accurate detailed plans for at least five web pages showing more than one way to link the pages together .			They will produce a site plan, a detailed house style and accurate, detailed plans for at least five web pages showing links, colour scheme and multimedia components .		
The page plans may not always be accurate.									
AO2									
Candidates will show basic competence in producing webpages containing text and a minimum of five different images, using a basic template they have created themselves.				Candidates will produce webpages with appropriate styles applied for headings and body text, using either a template they have made or css .			Candidates will produce high quality web pages using css		
There may be errors in the text, but meaning will be clear.				Meaning will be clear but there may be some errors.			Meaning will be clear and there will be minimal textual errors .		
Images must be suitable for purpose. A method of navigation to all pages must be evident.				Some use will be made of tables. A range of suitable images will be evident. Image optimisation will be evidenced in the form of a screenshot which clearly shows 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.			Tables will be used throughout to aid with the layout of different components. A good range of suitable images will be evident. Image optimisation will be evidenced in the form of a screenshot which clearly shows image size has been altered for all files used. Images will be of excellent quality and scaled in proportion. A method of navigation to all pages must be evident.		

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Web pages are printed from a web browser, some content may be missing.	Webpages are printed from a web browser.	Webpages are printed from a web browser. Whole pages will be displayed.			
Candidates will produce screenshot evidence showing a basic directory structure. Directory and filenames may not always be suitable. Backup may not be evident.	Candidates will produce screenshot evidence showing a sound directory structure. Directory and filenames will be accurate . Some backup procedures will be evidenced in the form of screenshots.	Candidates will produce screenshot evidence showing a good directory structure. All directory and filenames will be accurate and descriptive . Full backup procedures will be evidenced in the form of screenshots.			
AO3 Candidates will link together all five pages. Linking methods may not be consistent and may lack structure.	Candidates will link together all pages, Linking methods should be consistent and show a clear structure.	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.			
Links to external websites will be included.	Links to external websites, at least one email link and at least one hotspot/image map will be included.	Links to external websites, email links, hotspots/image maps will be included.			
AO4 Candidates will include one or more rollover images/buttons in their website.	Candidates will include at least two different rollover objects in their website.	Candidates will include at least three rollover objects in their website. A consistent approach should be adopted for button rollovers on all pages.			
	They will also add one further interactive element.	Some limited use of scripting will also be used, although this might not work as intended.			

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AO5	Candidates will create a simple form with tables that can be printed out for the user to fill in with some feedback. The layout of the form might not be appropriate.	Candidates create a user form to gather 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 to gather feedback that the user can fill in and would be able to submit using a 'submit' button. The form will be well laid out, easy to use and will work.
AO6	Candidates will test their website using a test table containing at least four tests, most of which are appropriate.	Candidates will test their website using a test table containing at least five tests. The tests will cover most of the main areas of their website and will be appropriate. For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate	Candidates will test their website using a test table containing at least six tests. The tests will cover all main areas of their website and will all be appropriate. The test table will indicate action that is required to solve any problems. For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate.
AO7	Candidates will produce a brief evaluation of their work. This will cover: suitability of the website for purpose and audience (as identified by the candidate) and readability of the website; candidates will support their comments with examples taken from their website. They will give limited examples of their own strengths and weaknesses	Candidates will produce a detailed evaluation of their work. This will cover: suitability of the website for purpose and audience (as identified by the candidate), readability and usability; candidates will support their comments with examples taken from their website. They will give detailed examples of their own strengths and weaknesses.	Candidates will produce an extensive evaluation of their work. 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. They will give thorough examples of their own strengths and weaknesses.