

OCR Nationals Unit 4 Coursework

Evidence

If you are going to get good marks for this GCSE coursework project it is important that you produce evidence of every task you undertake. There is no point in you doing the work without providing the evidence. If your work is safely stored in your user area and there is no evidence in your portfolio then you will get **NO MARKS** and **FAIL** your GCSE.

Portfolio

To build a portfolio get a set of dividers and add the Assessment objective numbers to them (1 to 6). As you complete a task put the evidence in that section. When you have all the evidence for an assessment objective then complete the checklist and number your pages (by hand) so that you can add page references to your checklist. Place the checklist(s) for each Assessment objective at the front of that section. Use treasury tags or a ring binder to store your work as one booklet.

Marks

Throughout this guide there are helpful highlights to show you where to get your marks and maximise your grades. You should always start by completing all the tasks shown for a Pass mark, to gain further marks you should then carry on to complete the Merit tasks and finally the distinction tasks. To get a distinction grade you must have completed the tasks shown in ALL THREE sections.

Tasks shown in **Blue** will get you a Pass mark (C grade equivalent)

Completing the additional tasks shown in **Pink** will get you a Merit mark (B grade equivalent)

Completing the additional tasks shown in **Green** will get you a Distinction mark (A grade equivalent)

Scenario

Bouncy Party

You have been asked to help with the setting up of a new business “Bouncy Party” a bouncy castle hire business. The company is run by a young couple from their home and they started by hiring out one bouncy castle and have now expanded to having a range of bouncy castles to hire as well as other party attractions. Their business offers

Bouncy castle hire (choice of 10)
Character costumes
Party bags
Party theme packs
Entertainers
Party food

You have already worked with the owners of Bouncy Party to produce a range of materials to support their business and they have now asked you to produce a multimedia information point to display at local events to promote their business. They would like the information point to

- Tell customers about the different services they offer
- Let people see some of their products
- Convey the sense of fun offered by Bouncy Party
- Be attention grabbing

The information point will be run on a touch screen display unit and must have a good interactive feel with the user being able to navigate their own route around the information.

Task 1 – Review existing multimedia products

Assessment objective 1 is assessed in this task

Before you start to design the information point you should look at other multimedia products and do some evaluation to help you focus on your own designs. You should look at a range of multimedia products and review at least three. You should look at the following multimedia products.

- Interactive multimedia websites
- Educational and recreational computer games
- Online and CD Rom/DVD ROM presentations
- Commercial advertisements on CD ROM/DVD ROM

For each review you should start by explaining what you are reviewing and what the target audience is. As a closing paragraph you should explain the aims of the product and whether or not you think they have been met.

To achieve a pass you must:

- Review 3 different products
- Explain the good features
- Explain the bad features

To progress to Merit or Distinction you will also need to show evidence of:

- A detailed explanation of the good features
- A detailed explanation of the bad features
- Some suggestions for possible improvements

To progress to Distinction you will also need to show evidence of:

- A thorough explanation of the good features
- A thorough explanation of the bad features
- A range of suggestions for valid improvements to help the product meet its aims

(Evidence will be a word document.)

Task 2 – Design a multimedia product

Assessment objective 2 is assessed in this task

Now that you have a good idea of what is expected from a multimedia product. You should produce designs to show the owners of Bouncy Party so they understand your vision for the information point and can let you know if your product is what they want.

You should produce a range of design documentation eg:

- Define purpose and audience
- Plan of the product eg site map/plan
- House style
- Navigation system
- Storyboard
- Flowchart

To achieve a pass you must:

- Clearly explain your audience and purpose
- A basic plan showing house style and navigation
- A simple storyboard covering the main elements

To progress to Merit or Distinction you will also need to show evidence of:

- A detailed plan showing house style and navigation
- A detailed storyboard covering the *main* elements

To progress to Distinction you will also need to show evidence of:

- Thoroughly explaining the audience and purpose of the product
- A detailed plan showing *appropriate* house style and navigation
- A detailed storyboard covering *all* the elements

(Evidence can be plans, hand drawn storyboards.)

Task 3 – Source and store multimedia elements

Assessment objective 3 is assessed in this task

Before creating the product you should collect a range of different elements to include in it such as

- Text
- Images (may include:)
 - Photographs
 - Drawings
 - clipart
- Sound
- Animation
- Video

These will be a mixture of primary and secondary elements and you should keep track of all of them, and their sources, in an asset table.

To achieve a pass you must:

- Source and store text elements
- Source and store image elements
- Source and store sound elements
- Acknowledge some sources

To progress to Merit or Distinction you will also need to show evidence of:

- Sourcing and storing animation elements
- Acknowledge *most* sources

To progress to Distinction you will also need to show evidence of:

- Sourcing and storing video elements
- Accurately acknowledge *all* sources

(Evidence can be a completed asset table and screenshots showing stored files.)

Task 4 – Create the multimedia product

Assessment objective 4 is assessed in this task

You are now ready to create the information point, remember you should use your plan to ensure that you create what you have designed. If you do find you need some elements which you didn't source in task 3, you should add them to your task 3 document.

To achieve a pass you must:

- Create an information point
- Use hyperlinks
- Use multimedia effects
- Include text
- Include images
- Include sound
- Allow the user some freedom to select their own route

To progress to Merit or Distinction you will also need to show evidence of:

- User having freedom to select their own route
- Including animation
- Most elements working as intended

To progress to Distinction you will also need to show evidence of:

- Including video
- All elements working as intended

(Evidence can be annotated screen shots, a copy of the final product should also be available for the external moderator to view.)

Task 5 – Seek feedback and suggest improvements

Assessment objective 5 is assessed in this task

Before handing your information point over to the owners of Bouncy Party you should seek feedback and suggest improvements.

To achieve a pass you must:

- Show feedback from a test user or peers
- Suggest possible improvements

To progress to Merit or Distinction you will need to show evidence of:

- Feedback through self evaluation
- Suggest valid improvements

To progress to Distinction you will need to show evidence of:

- Suggest details on how to achieve the suggested improvements

(Evidence can be questionnaires, written feedback, annotated improvements.)