

	CODE	NAME: UNIT 2 WEB PAGE CREATION	Pass	Merit	Distinction
AO1: Design a multimedia website	AO1 - P1	Candidates will produce a brief proposal for a website.			
	AO1 - P2	This will include some details of purpose and target audience.			
	AO1 - P3	They will produce a site plan, basic house style and simple page plans for five web pages showing a possible link system between them.			
	AO1 - P4	The page plans may not always be accurate.			
	AO1 - M1	Candidates will produce a detailed proposal for a website.			
	AO1 - M2	This will include purpose and target audience details.			
	AO1 - M3	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.			
	AO1 - D1	Candidates will produce a comprehensive proposal for a website.			
	AO1 - D2	This will include purpose and target audience.			
	AO1 - D3	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.			
AO2: Create multimedia web pages	AO2 - P1	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.			
	AO2 - P2	There may be errors in the text, but meaning will be clear. Images must be suitable for purpose.			
	AO2 - P3	A method of navigation to all pages must be evident.			
	AO2 - P4	Web pages are printed from a web browser, some content may be missing.			
	AO2 - P5	Candidates will produce screenshot evidence showing a basic directory structure. Directory and filenames may not always be suitable. Backup may not be evident.			
	AO2 - M1	Candidates will produce webpages with appropriate styles applied for headings and body text, using either a template they have made or css.			
	AO2 - M2	Meaning will be clear but there may be some errors.			
	AO2 - M3	Some use will be made of tables.			
	AO2 - M4	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.			
	AO2 - M5	A method of navigation to all pages must be evident. Webpages are printed from a web browser.			
	AO2 - M6	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.			
	AO2 - D1	Candidates will produce high quality web pages using css.			
	AO2 - D2	Meaning will be clear and there will be minimal textual errors.			
	AO2 - D3	Tables will be used throughout to aid with the layout of different components.			
	AO2 - D4	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.			
	AO2 - D5	A method of navigation to all pages must be evident.			
	AO2 - D6	Webpages are printed from a web browser. Whole pages will be displayed.			
AO2 - D7	Candidates will produce screenshot evidence showing a good directory structure. All directory and filenames will be accurate and descriptive. Full back up procedures will be evidenced in the form of screenshots.				
Linking hyperlinks	AO3 - P1	Candidates will link together all five pages.			
	AO3 - P2	Linking methods may not be consistent and may lack structure.			
	AO3 - P3	Links to external websites will be included.			
	AO3 - M1	Candidates will link together all pages, Linking methods should be consistent and show a clear structure.			

AO3: Create functi	AO3 - M2	Links to external websites, at least one email link and at least one hotspot/image map will be included.			
	AO3 - D1	Candidates will link together all pages. The method of navigation is consistently placed on all pages to create a fully functioning hyperlink system.			
	AO3 - D2	Linking methods should show a well-structured approach.			
	AO3 - D3	Links to external websites, email links, hotspots/image maps will be included.			
AO4: Create interactive elements	AO4 - P1	Candidates will include one or more rollover images/buttons in their website.			
	AO4 - M1	Candidates will include at least two different rollover objects in their website.			
	AO4 - M2	They will also add one further interactive element.			
	AO4 - D1	Candidates will include at least three rollover objects in their website.			
	AO4 - D2	A consistent approach should be adopted for button rollovers on all pages.			
	AO4 - D3	Some limited use of scripting will also be used, although this might not work as intended.			

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AO5: Create a user form for capturing user feedback	AO5 - P1	Candidates will create a simple form with tables that can be printed out for the user to fill in with some feedback.			
	AO5 - P2	The layout of the form might not be appropriate.			
	AO5 - M1	Candidates create a user form to gather feedback that the user can fill in and would be able to submit using a 'submit' button.			
	AO5 - M2	The form will be mainly well laid out and easy to use.			
	AO5 - D1	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: Test website	AO6 - P1	Candidates will test their website using a test table containing at least four tests, most of which are appropriate.			
	AO6 - M1	Candidates will test their website using a test table containing at least five tests.			
	AO6 - M2	The tests will cover most of the main areas of their website and will be appropriate.			
	AO6 - M3	For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate.			
	AO6 - D1	Candidates will test their website using a test table containing at least six tests.			
	AO6 - D2	The tests will cover all main areas of their website and will all be appropriate.#			
	AO6 - D4	The test table will indicate action that is required to solve any problems.			
AO7: Evaluate the website	AO7 - P1	Candidates will produce a brief evaluation of their work.			
	AO7 - P2	This will cover: suitability of the website for purpose and audience (as identified by the candidate) and readability of the website;			
	AO7 - P3	candidates will support their comments with examples taken from their website.			
	AO7 - P4	They will give limited examples of their own strengths and weaknesses.			
	AO7 - M1	Candidates will produce a detailed evaluation of their work.			
	AO7 - M2	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.			
	AO7 - M3	They will give detailed examples of their own strengths and weaknesses.			
	AO7 - D1	Candidates will produce an extensive evaluation of their work.			
	AO7 - D2	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 - D3	They will give thorough examples of their own strengths and weaknesses.			