

UNIT 4: MULTIMEDIA

CODE

PASS
MERIT
DIST

			PASS	MERIT	DIST
AO1 Review several existing multimedia products	AO1 - P1	Candidates list and give an explanation of the good and not so good features of three different multimedia products.			
	AO1 - M1	Candidates identify the aim of the multimedia product.			
	AO1 - M2	Candidates give a detailed explanation of the good and not so good features of at least three multimedia products, and suggest possible improvements.			
	AO1 - D1	Candidates identify the aim and the audience of the multimedia product.			
	AO1 - D2	Candidates identify the aim and the audience of the multimedia product. Candidates give a thorough explanation of the good and not so good features of at least three multimedia products, and suggest a range of valid improvements to help the product meet its aims.			
AO2 Design a multimedia product	AO2 - P1	Candidates give purpose and audience for the product.			
	AO2 - P2	A basic plan, housestyle and navigation system is produced.			
	AO2 - P3	A simple storyboard covering the main elements is provided.			
	AO2 - P4	The designs may lack structure.			
	AO2 - M1	Candidates give purpose and audience for the product.			
	AO2 - M2	A detailed plan, housestyle and navigation system is produced.			
	AO2 - M3	The designs have a clear structure.			
	AO2 - D1	Candidates are thorough in their description of purpose and audience for the product.			
	AO2 - D2	A detailed plan, appropriate housestyle and effective navigation system is produced.			
	AO2 - D3	A storyboard covering all elements is provided.			
AO2 - D4	The designs are well structured.				
AO3 Source and store suitable multimedia elements.	AO3 - P1	Candidates will source and store multimedia elements including: text, images and sound.			
	AO3 - P2	Some acknowledgement of sources given.			
	AO3 - M1	Candidates will source and store multimedia elements including: text, images, sound and animation.			
	AO3 - M2	Acknowledgement of most sources given.			
	AO3 - D1	Candidates will source and store multimedia elements including: text, images, sound, video and animation.			
AO3 - D2	Accurate acknowledgement of all sources given.				
AO4 Create the multimedia product	AO4 - P1	The multimedia product makes some use of: alternative pathways, hyperlinks and multimedia effects.			
	AO4 - P2	Some elements may not work as intended.			
	AO4 - P3	The multimedia product contains: text, images and sound.			
	AO4 - M1	The multimedia product makes good use of: alternative pathways, hyperlinks, user interaction and multimedia effects.			
	AO4 - M2	Most elements work as intended.			
	AO4 - M3	The multimedia product contains: text, images, sound and animation.			
	AO4 - D1	The multimedia product makes effective use of: alternative pathways, hyperlinks, user interaction and multimedia effects.			
AO4 - D2	All elements work as intended.				
AO4 - D3	The multimedia product contains: text, images, sound, video and animation.				
AO5 Seek feedback and suggest improvements	AO5 - P1	Candidates seek feedback from a test user or through peers.			
	AO5 - P2	They suggest a possible improvement that could be made to the product.			
	AO5 - M1	Candidates seek feedback from a test user or peers and through selfevaluation of their product.			
	AO5 - M2	They suggest valid improvements that could be made to the product.			
	AO5 - D1	Candidates seek a range of feedback from a test user or peers and through detailed self-evaluation of their product.			
	AO5 - D2	They suggest valid improvements that could be made to the product, providing details on how these could be achieved.			