

NAME:
UNIT 21

Web Graphics

	CODE		Pass	Merit	Distinction
AO1: Research, collect and describe a range of existing graphics/images for use in web pages	AO1 - P1	Collect and display examples of graphics from at least two different websites			
	AO1 - P2	Describe the purpose and comment on the positive and negative aspects of these graphics			
	AO1 - M1	Collect and display examples of graphics from at least three different websites,			
	AO1 - M2	Describe the purpose and be able to discuss their suitability.			
	AO1 - M3	Give details of the size of the graphics			
	AO1 - M4	Comment on the positive and negative aspects of these graphics, giving reasons.			
	AO1 - D1	Collect and display examples of graphics from at least four different websites			
	AO1 - D2	Describe the purpose and be able to discuss their suitability and impact			
	AO1 - D3	They should give details of the size of the graphics			
AO1 - D4	Comment on the positive and negative aspects of these graphics, giving valid reasons				
AO2: Plan the production of a range of graphic images for a client, to be used on their website	AO2 - P1	Produce basic sketch diagrams for three different types of graphic			
	AO2 - P2	Some details of target audience and purpose are identified			
	AO2 - M1	Produce detailed sketch diagrams for three different types of graphic			
	AO2 - M2	Details of target audience and purpose are identified			
	AO2 - M3	A house style is identified and adhered to and there is some consideration of size			
	AO2 - D1	Produce detailed sketch diagrams for three different types of graphic			
	AO2 - D2	Give comprehensive details of what they plan to create			
	AO2 - D3	Details of target audience and purpose are identified			
AO2 - D4	A suitable house style is identified and adhered to and size is considered				
AO3: Create a navigation bar or menu bar	AO3 - P1	Produce a basic navigation bar/menu bar that uses some colour and is suitable for purpose			
	AO3 - P2	Use is made of a table			
	AO3 - M1	Produce a navigation bar/menu bar that uses colour well and is suitable for purpose and audience			
	AO3 - M2	There is some use of graphics and text, which is combined together well			
	AO3 - D1	Produce an effective navigation bar/menu bar that makes good use of colour and is fit for purpose and audience			
	AO3 - D2	There is some use of drop-down boxes or expanding/collapsing menus			
AO4: Create a set of navigation buttons	AO4 - P1	Produce three buttons, using ready-made templates or adapting graphics that already exist			
	AO4 - M1	scratch			
	AO4 - M2	These should be suitable for purpose			
	AO4 - D1	Produce three interactive buttons, customising ready-made templates or creating them from scratch			
	AO4 - D2	These should be suitable for both purpose and audience.			
AO5: Create an advertising banner	AO5 - P1	Produce a static advertising banner, combining text and graphics			
	AO5 - M1	Candidates will produce an advertising banner that has some form of user interaction, combining text and graphics			
	AO5 - M2	This should be fit for purpose			
	AO5 - D1	Produce an animated/moving advertising banner, combining text and graphics			
	AO5 - D2	This should be fit for purpose and audience			
AO6: Present work to a client for a specific purpose, using a suitable format for display	AO6 - P1	Present work in a suitable format.			
	AO6 - M1	Present work well in a suitable format, demonstrating the use of suitable file types			
	AO6 - D1	Candidates will present work effectively in a suitable format, demonstrating the use of suitable file types			
	AO6 - D2	Graphics will be optimised for use on the web			