

ORGANISATION and RESEARCH	
<b>EFFICIENT WORKING PRACTICE</b>	<b>MAX 5</b>
Store using folders and subfolders and files	1
Sensible naming of files and folder	1
Evidence of backup folders on an external device	1
Demonstrate careful version management	1
Sources log	1
<b>TOTAL out of 5</b>	
<b>RESEARCH AND ANALYSIS OF TWO WEBSITES / PRESENTATIONS</b>	<b>MAX 12</b>
Describe the purpose of first	1
Describe house style of first	1
Describe target audience of first	1
Describe the purpose of second	1
Describe house style of second	1
Describe target audience of second	1
<b>Identify and compare and contrast design/layouts</b> e.g. navigation, template design, hyperlinks or hotspots, anchors or bookmarks, rollover buttons, pop up comments, mood colours, no of pages, interactive features, etc	
Difference x 2	1
Difference x 2	1
Similarities x 2	1
Similarities x 2	1
<b>Identification of size and type multimedia features x 2</b>	
• Banners and/or animations	1
• Web icons	1
• Digital images	
• Animations	
• Movies	
• Sound	
• Other.....	
Size + type (both need to be there for 1 mark) x 2	
<b>TOTAL out of 12</b>	
<b>Design own 6 web pages / 6 slides in presentation</b>	<b>MAX 5</b>
Purpose	1
Explanation of why solution fit for purpose	1
Master page/ slide design	
• Basic layout	1
• Navigation features	1
Collection of moodboard	1
<b>TOTAL out of 5</b>	

IMPLEMENTATION	
<b>TEMPLATE &amp; NAVIGATION</b>	<b>MAX 12</b>
Create master template	
• Standardised layout/template	1
• Background style/colour scheme	1
• Navigation colour scheme	1
• Logo	1
Enter text on each page/slide fit for purpose	6
Use 2 different types of navigation tools	
Type 1	1
Type 2	1
<b>CREATE GRAPHICAL IMAGES</b>	<b>MAX 10</b>
Create 1 simple original image	1
Create 1 complex image with three layers	1
Evidence of consideration of compression used image 1	1
Evidence of consideration of compression used image 2	1
Extra marks for following can be awarded if <b>ANNOTATED EVIDENCE PRODUCED</b> for use of 6 different tools e.g.	
• standard shapes and or lines	1
• fill tools	1
• brush tools	1
• text tools	1
• selection tools	1
• distortion tools	1
• sizing or cropping tools	1
• repeated patterning or cloning	
• transparency tools	
• .....	
<b>CREATE AN ANIMATION OR ANIMATED MOVIE</b>	<b>MAX 10</b>
Create a basic story board - What it does	1
Add more detail e.g. timing frame or rate, etc	1
Create a <b>three</b> frame animation, stop frame animation or flash animation (one mark each frame)	3
<b>NB can create 2 animations to cover extended features but only award 'Create an animation 3 marks' once for one animation.</b>	
Extra marks awarded if <b>ANNOTATED EVIDENCE PRODUCED</b>	
• cloning	1
• onion skinning	
• tweening	1
• rotoscoping	
• grouping	1
• backdrops (still)	
• looping of (whole animation)	
• 3D	
• .....	
Explanation of frame rate/timings used	1
Create an animated banner combining text and graphics	1
<b>CREATE AND MANIPULATE SOUND</b>	<b>MAX 3</b>
Use a simple sound file from internal library or backing store or narration	1
Extra marks awarded if <b>ANNOTATED EVIDENCE PRODUCED for 2 out of 3 of 2 extra simple edits or description of sound compression techniques used</b> (Edit sound/music/narration/crop/change volume/Compression etc	2
<b>TOTAL out of 35</b>	

ONE additional mark can be awarded if there is annotated evidence for use of each additional feature to a MAX of 9	
<b>Web/presentation effects:</b> Rollover buttons	
<b>Web/presentation effects:</b> Add special effects to objects e.g. Shadow, raised/outer glow.	
<b>Web/presentation effects:</b> Make some use of drop down boxes or expanding/collapsing menus of at least two choices	
<b>Web/presentation effects:</b> hyperlinks in the form of text or graphics to external files	
<b>Interactive element(s)</b> from a library (gallery/forms/custom animation/transitions/narrator notes etc NB only 2 marks can be awarded max in this section)	
<b>Enhancements with original code</b> e.g. html, vb, etc	
<b>Animation effects:</b> More complex animation of at least six frames or techniques or a mixture of both <b>MUST SHOW COMPLEX MOVEMENT</b>	
<b>Animation effects:</b> Use of background or overlay frames (Moving or animated backgrounds or proof of several frames being used but still need some movement)	
<b>Animation effects:</b> Looping or repeating techniques (extra looping movement of individual objects NOT just of whole animation and not just cloning or copying still images))	
<b>Movie effects:</b> title or credits	
<b>Movie effects:</b> video or transition effects (between or on frames)	
<b>Sound effects:</b> Envelopes, echo, extra volume control, etc	
<b>Sound effects:</b> Looping or repeating	
<b>Sound effects:</b> Overlay tracks	
<b>Sound effects:</b> Podcasting	
<b>Please tick which ones</b>	
<b>TOTAL out of 9</b>	

Evaluation Max 14	Max	Awarded
<b>Evaluation of solution (website or presentation/images/sound/animations/movies/data)</b>		
• description of the suitability and effectiveness of the features analysed	10	
• evaluation of tools and techniques used		
• justification of choice of image, movies, sound and animation optimisation.		
<b>Critical analysis and problem solving</b>		
• suggestions for improvement	2	
• review of feedback given and received		
• comments on modifications made		
<b>Publication</b>		
• consideration of download/upload times and file size (compression/optimisation) (1)	2	
• consideration of output to the web (1)		
<b>Summary evaluation</b>		
• evaluation of effectiveness of final solution (fit for purpose?) (1)	2	
• evaluation of working practice (research/organisation/safe working) (1)		

Working Practice (5)	
Research & Analysis (12)	
Design (5)	
Template & Navigation (12)	
Images (10)	
Animation (10)	
Sound (3)	
Additional features (9)	
Evaluation (14)	
<b>Total out 80</b>	

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