

Assessment Objective	Pass	Merit	Distinction
AO1 Investigate website accessibility	Candidates outline briefly at least one factor affecting accessibility of websites; define accessibility and how it can be achieved.	Candidates outline clearly at least two different types of factors affecting accessibility of websites. They describe some of the systems that can help website accessibility.	Candidates outline clearly at least three different types of factors affecting accessibility of websites. They describe the systems that can help website accessibility, explaining how , and clearly link these back to the original factors outlined.
AO2 Analyse existing websites	Candidates comment on the features of a variety of different websites and explain how they have provided ideas for their own websites. They outline briefly at least two different systems that have been used to aid website accessibility.	Candidates comment on the features of a variety of different websites and explain clearly which features they will consider using in their website. They outline clearly at least three different systems that have been used to aid website accessibility and identify at least one of these methods that they intend to use in their own site.	Candidates critically evaluate a variety of websites identifying features that have provided them with ideas for their own website. They give reasons for inclusion of such features in their website. They outline in full at least four different systems that have been used to aid website accessibility and identify at least one of these methods that they intend to use in their own site.
AO3 Plan and develop a website	Candidates produce a brief plan of the website they intend to build. This will include details of purpose and target audience. They list a feature that they will use to help website accessibility. They produce a list of tasks to be carried out, mind maps and simple page plans for the website including possible use of links	Candidates produce a detailed proposal for the website they intend to build; this will include purpose and target audience details. They provide a clear explanation for the inclusion of at least two features that will help website accessibility. They produce an action plan that has some details completed eg task details and expected start/finish dates. Detailed page plans will be created as well as a site plan and identification of all links.	Candidates produce a comprehensive proposal for the website they intend to build. This will include purpose and target audience. They provide a detailed explanation for the inclusion of at least three features that will help website accessibility. They produce a detailed action plan that shows all tasks to be completed, dates and actions Thorough page plans will be created as well as a detailed site plan. All links and objects to be linked will be clearly shown. These plans will all be accurate.

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AO4 Implement a website	Candidates implement a basic directory structure for the website. Candidates show basic competence in producing a website of at least 10 pages containing text, images and additional components using a basic template they have created themselves. There may be errors in the text, but meaning will be clear. The images and components must be suitable for purpose. A method of navigation to all pages is evident. They include one feature that they will use to help website accessibility. Web pages are printed from a web browser, some content may be missing.	Candidates implement a sound directory structure for the website. Candidates produce a website of at least 10 pages containing text with appropriate styles applied for headings and body text, images and a range of additional components using either a template they have made or css. Meaning will be clear but there may be some errors. The images and components must be suitable for purpose. A good method of navigation to all pages is evident. They include two features that they will use to help website accessibility Web pages are printed from a web browser. All content is shown.	Candidates implement a good directory structure for the website. Candidates produce a high quality website of at least 10 pages using css. The website includes a range of additional components and interactive elements. Meaning will be clear and there will be minimal textual errors. A good range of suitable images and components 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. A good method of navigation to all pages is evident. They include three features that they will use to help website accessibility Web pages are printed from a web browser. Whole pages will be displayed.
AO5 Test a website	Candidates create a test plan/table covering all pages in the site and carry out some tests.	Candidates test their website using a detailed test table. The tests cover all the main areas of their website and all tests are appropriate. Candidates test every page and provide annotated code or screen shots highlighting before and after changes where appropriate	Candidates test their website using a testing table. The tests are appropriate and comprehensive and will cover all areas of their website. The test table indicates action that is required to solve any problems. Candidates test every page and provide annotated code or screen shots highlighting before and after changes where appropriate.

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<p>AO6 Upload a website</p>	<p>Candidates show evidence of having researched at least one ISP, of what the ISP will provide and how it benefits the user.</p> <p>Candidates show evidence of using a file exchange program to upload their website to the internet for viewing.</p> <p>They choose a domain name for their website and explain their choice.</p>	<p>Candidates show evidence of having researched at least two ISPs showing detailed evidence of what facilities the ISP will provide and how they benefit the user.</p> <p>Candidates show evidence of using a file exchange program to upload their website to the internet for viewing.</p> <p>They choose a domain name for their website and explain their choice.</p>	<p>Candidates show evidence of having researched at least three ISPs showing detailed evidence of what facilities the ISP will provide and how they benefit the user.</p> <p>Candidates show evidence of using a file exchange program to upload their website to the internet for viewing.</p> <p>They choose a domain name for their website and explain their choice.</p>
<p>AO7 Evaluation of own website</p>	<p>Candidates produce a brief evaluation of their work. This covers: suitability of the website for purpose and audience (as identified by the candidate) and readability of the website; candidates will support their comments with examples taken from their website.</p> <p>They give limited examples of their own strengths and weaknesses.</p>	<p>Candidates produce a detailed evaluation of their work. This covers: 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.</p> <p>They give detailed examples of their own strengths and weaknesses.</p>	<p>Candidates produce an extensive evaluation of their work. This covers: 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.</p> <p>They give thorough examples of their own strengths and weaknesses.</p>