

**‘Rotherham Scouts’**  
 Kindly produced as exemplar  
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<b>Background</b>	<p><b><u>Description of the organisation</u></b>          Candidates should clearly describe the where it is, what the organisation is;</p> <p><b><u>Ethos and house style</u></b>  <b>Identification of 3 types of documents</b> used by the organisation. Three original documents have been produced and the purpose of three of them identified all be it at a later stage <u>and used in the analysis of the house style</u></p> <p><b>Analysis of existing publication(s) to determine existing or potential ‘house style’.</b>  <b>Features of the later documents were used to illustrate house style in both their similarities and differences.</b></p>	<p style="text-align: center;">2</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p>
<p><b>Data processing activities within the organization.</b></p> <p><i>These could be actual automated documents or manual documents which have the potential to be an automated activity e.g. membership cards.</i></p> <p><i>Alternatively for</i></p>	<p><b>Desktop publishing</b>          1 mark identifies at <u>least 2 documents</u> and states the purpose of each. <i>(if only 1 document then 0 marks)</i></p> <p><b>Purpose of the newsletter is .....</b>  <b>Purpose of the information sheet is .....</b>  <b>Not been clearly defined in either case</b></p> <p>1 mark 4 <u>techniques used</u> e.g. tables, bullets etc.</p> <ul style="list-style-type: none"> <li>• <b><u>Identification of font features</u> (Font and font size); Times new Roman size 12 pts. ✓</b></li> <li>• <b><u>Use of graphics</u>: Logo and its position / smiley face graphic ✓</b></li> <li>• <b><u>Formatting features: Heading is bold and underlined</u> ✓</b></li> <li>• <b>Header is name of Scots etc ✓</b></li> <li>• <b>Paragraph spacing consistent - too general ✗</b></li> </ul> <p><b>Automated documents</b>  <b>Note they do not have an automated document but the Subscription payment receipt and letters to all members have been identified as a potential ones.</b>          1 mark for details of purpose of the document</p> <p>1 mark for details of data ‘could be’ or ‘is’ merged</p> <p><b>Not really clear. The candidate must clearly state what data not ask the examiner to make the assumption.</b></p> <p><b>Presentation or web page (Actual or potential)</b></p>	<p style="text-align: center;"><b>0</b></p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;"><b>0</b></p>

<p><i>presentation and web page if none exist at the moment.</i></p> <p><i>What does the user want the candidate to produce?</i></p>	<p><b>1 mark for purpose</b></p> <p><b>As there is no existing web site or electronic presentation available to this organization the information sheet for parents could have been useful.</b></p> <p><b>Had this been presented as a potential information section on a web page so parents could look up information from home or even relate it to a presentation evening for parents of scouts going on the trip it would have been acceptable.</b></p> <p><b>1 mark for data and special features e.g. video, sound animations which are included or could be included</b></p> <p><b>Specific and concrete examples of how these could be incorporated would have been acceptable</b></p>	<p><b>0</b></p> <p><b>0</b></p>
<p><b>Task 1 – DESKTOP PUBLISHING</b></p> <p>Design &amp; produce a document of at least two A4 sides and containing at least 150 words</p> <p><b>General points</b></p> <ul style="list-style-type: none"> <li>• <b>There must be a final printout showing evidence of the features they have used. Some candidates put in reports showing how they did e.g. headers and footers, but if these features could not be clearly seen on the final printed document then they should not receive a mark.</b></li> <li>• <b>Candidates are required to sign that ‘this is all there own work’</b></li> <li>• <b>Centres must not give templates for candidates to ‘fill in’</b></li> <li>• <b>Note the leaflet must be the equivalent of two sides of A4 and contain at least 150 words therefore evidence of a word count must be included. If candidates do not comply with this requirement they should not be given the marks for purpose and design. If there are problems in Publisher then text could be exported to Word to provide evidence.</b></li> </ul>		
<p><i>Components</i></p>	<p><i>Criteria</i></p>	<p><i>Mark</i></p>
<p><b>Design of document</b></p> <p><i>This document must be the equivalent of two sides of A4 and contain at least 150 words therefore evidence of a word count must be included. If candidates do not comply with this requirement they will not be given the marks for purpose and design</i></p>	<p><b>Purpose of document</b></p> <p><b>Image / ethos being conveyed</b></p> <p><i>Consistent with what was stated earlier</i></p> <p><b>Detailed design of document (4 marks)</b></p> <ul style="list-style-type: none"> <li>• <b>1 mark</b> was awarded for an outline layout with inherent page orientation and identifying which frames were text and which were for pictures.</li> <li>• <b>1 mark</b> was awarded for details of the ‘data’ both text and graphics</li> <li>• <b>1 mark</b> was awarded for details of fonts and font sizes to be used</li> <li>• <b>1 mark</b> was awarded for details of 8 features used such as margins, tab settings line spacing paragraph styles etc.</li> </ul> <p><i>This excludes different fonts and font sizes.</i></p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>
<p><b>Use of basic features</b></p> <p><i>Note the features appear on the final document.</i></p>	<p><b>Use of different font styles and sizes</b></p> <p><b>Use of bold, centre and underline</b></p> <p><b>Autoshape</b> <b>Note report was useful here as not standard speech bubble and could have been interpreted as clipart</b></p> <p><b>Right or full justification</b></p> <p><b>Bullet points</b></p> <p><b>WordArt</b></p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>



Use of basic features	<b>1 mark was awarded for the wordprocessed template document.</b> Printed in full and not for screenshot of letter headed notepaper (see later)	1
	<b>1 mark</b> was for evidence of the database used, usually a screenshot or printout. <i>No need to show creation of the database.</i>	1
	<b>Use of suitable format and layout for data</b> <b>1 mark for a suitable letter which addresses all of the following</b> Does it address the stated purpose? ✓ Does it have contact details on? ✓ If it is a letter does it have a date? ✓ Does the body of data contain all the required data e.g., place and time if applicable? ✓	1
	<b>1 mark is it a suitable format and layout</b> <b><u>NOT ONE MISTAKE</u></b> Should you wish for to take part	0
	<b>Ensure automated routines work</b> <b>1 mark</b> for printouts of the letter. There should be <u>at least 3 records / merged documents.</u> <b><u>If less than this do not give a mark.</u></b>	1
	<b>1 mark</b> was given if there were no spacing errors in the merged data. Do not allow double spacing e.g. Dear Mr	1
Use of advanced features	<b><u>Individual macros or modules created using internal programming capabilities of the software package</u></b> <b><u>Option 1</u></b> Provide 3 simple play and record macros <b>1. Evidence of the three macros with the actual template letter in the background .</b> <b>2. Code Included</b>	3
	Logo from a file + Yours sincerely + Signature from a file	
	<b><u>Individually designed templates</u></b> <b>1. Save the mailmerge document as a template document capable of being reused</b> <b>Not given because could not see at least some of the mailmerged fields. This could be any standard letterheaded notepaper and not related to mailmerge task..</b>	MAX 3 marks  0
	<b>2. Show use of template document for another use.</b> <ul style="list-style-type: none"> <li>• Must use the same template and database. The data will simply be altered. ✓</li> <li>• Must have new mailmerged template printed out ✓</li> <li>• Must have at least 3 records printed out. ✓</li> <li>• Must have no spelling, capital letter or basic grammar mistakes. ✓</li> </ul>	1
	<b>3. No third advanced feature.</b>	0

<b>Task 3 – PRESENTATION</b>		
<i>Components</i>	<i>Criteria</i>	<i>Mark</i>
<b>Design of documents</b>  <i>Must have at least 6 slides or <u>all marks</u> for purpose and design will be lost</i>	Purpose of document	1
	Detailed design of documents/presentation/web page <b>Note annotated documents is not design so no screenshots or handouts.</b>	1
	<ul style="list-style-type: none"> <li>• <b>1 mark</b> is for the basic background style and outline layout of the presentation with inherent page orientation and identified which frames were text and which were for pictures</li> </ul>	1
	<ul style="list-style-type: none"> <li>• <b>1 mark</b> is for details of the data both text and graphics including original and non original graphics.</li> </ul>	1
	<ul style="list-style-type: none"> <li>• <b>1 mark</b> if they added details of fonts and font sizes used.</li> </ul>	1
	<ul style="list-style-type: none"> <li>• <b>1 mark</b> is for <b>details of 6 of the special features they have used e.g.</b> of internal animation, transition, hotspots, hypertext, bookmarks sound and video, animations etc.</li> </ul>	1
	<b>Structure diagram showing pathways</b>	<b>0</b>
Use of basic features	<b>Background styles</b> It is original and has a have a consistent theme.	1
	<b>Animation effects</b> Can see slide and effects	1
	<b>Transition effects</b> Can see slide can see choice and transition icons.	1
	<b>Hypertext (Link to external file)</b> Can see text and URL and it appear on slide printout	1
	<b>Hotspots (Picture/graphic which link to internal or external object or file)</b> Can see Archery object and slide address and appears on final presentation o	1
	<b>Bookmarks /Anchor(Link to internal slide/object or file)</b> Can see text and slide address and it appear on slide printout	1

Use of advanced features	<b>Use of sound</b> <b>1 mark simple use e.g.</b> <ul style="list-style-type: none"> <li>Internal sound features of PowerPoint</li> <li>Sound in film</li> </ul>	1
	<b>1 mark How was the sound captured?</b> <b>Note this is NOT for loading a file from a backing store</b> e.g. <ul style="list-style-type: none"> <li>download relevant music from Internet and evidence of it being loaded into the Powerpoint presentation</li> </ul>	1
	<b>Use of original video</b>	1
	<b>1 mark for extra detail e.g. planning/story board</b> <b>Non attempted</b> This mark can only be awarded if <b>all</b> of the following criteria are covered. <ul style="list-style-type: none"> <li>There must be an overview or outline of what is going on in each frame of the video either in written form or pictorially.</li> <li>On the story board there must be evidence of a transcript of what is being said or explanation of sound files to be used</li> <li>There must be timings between frames</li> <li>There must be planned transition <i>or</i> special effects <i>or</i> titles and credits</li> </ul>	0
	<b>Video editing effects put on frames</b> Rotate / titles and credits	1
	<b>Video effects effect put on transitions between frames</b> <b>Non attempted</b>	0
	<b>Use of original animation / Flash graphics</b> <b>Appropriate to the topic can be seen on final printouts</b>	1
<b>1 mark for a simple animation such as</b> <b>1 extra mark for more complex graphical animations</b> At least 3 frames or commands	1	

**COMPRESSION AND STORAGE TECHNIQUES**

<i>Criteria</i>		<i>Mark</i>									
<b>Note Centres should not give candidates tables to fill in as this would be regarded as too much guidance and the candidates will receive no marks.</b> <b>Identification of method</b> <b>Justification of chosen method</b> <ul style="list-style-type: none"> <li><b>No justification of their chosen formats in at least 3 areas?</b></li> </ul>		1									
<table border="1"> <tr> <td><b>Compression</b></td> <td>Identification</td> <td>Justification of own stated <b>examples</b></td> </tr> <tr> <td><b>Did they explain why we use compression techniques?</b></td> <td>0</td> <td>0</td> </tr> <tr> <td><b>3 relevant techniques</b></td> <td>1</td> <td>0</td> </tr> </table>	<b>Compression</b>	Identification	Justification of own stated <b>examples</b>	<b>Did they explain why we use compression techniques?</b>	0	0	<b>3 relevant techniques</b>	1	0		0
<b>Compression</b>	Identification	Justification of own stated <b>examples</b>									
<b>Did they explain why we use compression techniques?</b>	0	0									
<b>3 relevant techniques</b>	1	0									

<b>EVALUATION</b>	
<i>Criteria</i>	<i>Mark</i>
A detailed and critical evaluation of all three tasks which examines the data, system and suggests future modifications <i>5-6 marks</i>	4
A detailed evaluation of all tasks, which addresses the system and future modification <i>4- 3 marks</i>	
Not all tasks have been evaluated or only a brief evaluation of all three tasks and limited suggestions for future modifications <i>2-1 marks</i>	
<p>This evaluation straddles between the 3-4 and 5-6 band because there is a good deal of critical appraisal but falls down in detail evaluation of the specific features used in all the areas. Some are mentioned in more depth than others and some generalisations are given e.g. I would have more scouts in the film and make it longer.</p> <p>With a little more evaluation of specific features it would clearly be in the 5 – 6 bracket. e.g. value of headers footer pagination, macros , templates etc and more concrete examples e.g. what would the scouts be doing in the film and how much longer and why?</p>	

**Total 65**

