AICT 6.1 REQUIREMENTS SPECIFICATION   5 marks

Mark Band 1	Mark Band 2	Mark Band 3
The candidate has • stated the purpose of the promotional campaign and identified some success criteria.	The candidate has • analysed the Client's brief, produced some measurable success criteria for the campaign and described proposals for testing the final products.	The candidate has • analysed the Client's brief, produced measurable success criteria for the campaign, related the criteria to the campaign objectives and described detailed proposals for testing the final products.
0 – 2 marks	3 – 4 marks	5 marks

AICT 6.2 DESIGN GRAPHIC PRODUCTS   10 marks

Mark Band 1	Mark Band 2	Mark Band 3
The candidate has produced designs for graphic products and has presented • Details of some sources and stimulus materials • Evidence of their initial design ideas for products • Evidence of their initial designs for identified elements.	The candidate has produced designs for graphic products that are sufficiently detailed to allow the designs to be implemented, and has presented • Details of sources and stimulus materials for each element/product. • Clear evidence of their initial design ideas, illustrating the progression of their ideas and identifying elements required for further development. • Clear evidence of their design ideas for the identified elements, illustrating the progression of their ideas and identifying tools and techniques required for further development.	The candidate has produced designs for graphic products that are appropriate for the intended audience and sufficiently detailed to allow the designs to be implemented, and has presented • A range of sources and stimulus materials for each element/product, clearly relating the sources to the designs. • Clear evidence of their initial design ideas, illustrating the progression of their ideas, explaining design decisions and identifying elements required for further development. • Clear evidence of their design ideas for the identified elements, illustrating the progression of their ideas, explaining design decisions and identifying tools and techniques required for further development.
0 – 5 marks	6 – 8 marks	9 - 10 marks

AICT 6.3 DESIGN MULTIMEDIA PRODUCTS   10 marks

Mark Band 1	Mark Band 2	Mark Band 3
The candidate has produced designs for multimedia products and has presented • Details of some assets, both ready made and original. • Evidence of their initial design ideas for products • Evidence of their initial designs for identified components.	The candidate has produced designs for multimedia products that are sufficiently detailed to allow the designs to be implemented, and has presented • Details of a range of assets, both ready made and original, for each product • Clear evidence of their initial design ideas, illustrated the progression of their ideas and identified components required for further development. • Clear evidence of their design ideas for identified components, illustrated the progression of their ideas and identified tools and techniques required for further development.	The candidate has produced designs for multimedia products that are appropriate for the intended audience and sufficiently detailed to allow the designs to be implemented, and has presented • Details of a range of potential assets, both ready made and original, and has clearly related the assets to the required products. • Clear evidence of their initial design ideas, illustrated the progression of their ideas, explained design decisions and identified components required for further development. • Clear evidence of their design ideas for identified components, illustrated the progression of their ideas, explained design decisions and identified tools and techniques required for further development.
0 – 5 marks	6 – 8 marks	9 - 10 marks

AICT 6.4 CREATE GRAPHIC PRODUCTS   20 marks

Mark Band 1	Mark Band 2	Mark Band 3
The candidate has • Made use of some vector tools in the creation of the identified graphic products. • Made use of some bitmap tools in the creation of the identified graphic products. • Produced prototypes and obtained limited feedback during the development of the identified graphic products. • Produced most of the identified graphic products. The products meet some of the requirements of the Client's brief.	The candidate has • Made good use of a range of vector tools in the creation of the identified graphic products. • Made good use of a range of bitmap tools in the creation of the identified graphic products. • Produced prototypes and obtained feedback at most stages in the development of the identified graphic products and has refined the products in response to feedback. • Produced all of the identified graphic products. The products meet most of the requirements of the Client's brief. The final products are fit for purpose and suitable for the identified audience(s).	• The candidate has • Made good use of a wide range of vector tools in the creation of the identified graphic products. • Made good use of a wide range of bitmap tools in the creation of the identified graphic products. • Produced prototypes and obtained feedback at all stages in the development of the identified graphic products and has refined the products in response to feedback or offered clear reasons where suggested changes have been discounted. • Produced all of the identified graphic products. The products meet all of the requirements of the Client's brief and include effective combinations of vector and bitmap elements. The final products are fit for purpose and suitable for the identified audience(s).
0 – 10 marks	11 – 15 marks	16 - 20 marks

AICT 6.5 CREATE MULTIMEDIA PRODUCTS 25 marks		
Mark Band 1	Mark Band 2	Mark Band 3
The candidate has • Made use of a limited range of video editing tools in the creation of the identified multimedia components. • Made used of a limited range of sound editing tools in the creation of the identified multimedia components. • Made use of a limited range of animation in the creation of the identified multimedia components. • produced some prototypes and obtained limited feedback during the development of the identified multimedia products. • Produced most of the identified multimedia products. The products meet some of the requirements of the Client's brief. •	The candidate has • Made good use of video editing tools in the creation of the identified multimedia components. • Made good use of sound editing tools in the creation of the identified multimedia components. • Made good use of animations in the creation of the identified multimedia components. • Produced prototypes and obtained feedback at most stages in the development of the identified multimedia products and has refined the products in response to feedback. • Produced all of the identified multimedia products. The products meet most of the requirements of the Client's brief. The final products are fit for purpose and suitable for the identified audience(s).	The candidate has • Made good use of a range of video editing tools in the creation of the identified multimedia components. • Made good use of a range of sound editing tools in the creation of the identified multimedia components. • Made good use of a range of animations in the creation of the identified multimedia components. • Produced prototypes and obtained feedback at all stages in the development of the identified multimedia products and has clearly refined the products in response to feedback or offered clear reasons where suggested changes have been discounted. • Produced all of the identified multimedia products. The products meet all of the requirements of the Client's brief and include effective combinations of components. The final products are fit for purpose and suitable for the identified audience(s).
0 – 12 marks	13 – 19 marks	20 - 25 marks

AICT 6.6 REVIEW - 20 marks		
Mark Band 1	Mark Band 2	Mark Band 3
The candidate has provided • A brief evaluation of the main tools and techniques used to create the campaign products. • A brief evaluation of the products • An account of their own performance in the design and production of the campaign products. • Evidence that conveys meaning but lacks detail, with little use of specialist vocabulary. The work may contain inaccuracies.	The candidate has provided • An evaluation of the effectiveness of the main tools and techniques used to create the campaign products. • An evaluation of the products against the objectives identified in the requirements specification. • An account of potential improvements to the campaign products. • A description of both strengths and weaknesses in their own performance during the project. • An account of problems arising during the project. • Evidence structured clearly to communicate meaning. Technical vocabulary will be used accurately. The work will contain relatively few errors.	The candidate has provided • A detailed evaluation of the effectiveness of the tools and techniques used to create the campaign products. • A detailed evaluation of the products against the objectives identified in the requirements specification. • A description of significant potential improvements to the campaign products. • A description of both strengths and weaknesses in their own performance in the design and production of the campaign products. • A description of specific changes of approach that would be adopted in future to avoid problems experienced during the project. • Evidence structured and clearly expressed. Specialist terms will be used with ease and accuracy. Work will be largely error free.
0 – 10 marks	11 – 15 marks	16 - 20 marks

AICT 6.7 ePORTFOLIO - 10 marks		
Mark Band 1	Mark Band 2	Mark Band 3
The candidate has produced an eportfolio that • Comprises a series of pages that are easily viewed on screen. • Allows access to the promotional products and most of the supporting evidence.	The candidate has produced an eportfolio that • Provides a context for the promotional products and supporting evidence, with most of the content prepared to facilitate viewing on screen. • Allows access to the promotional products and supporting evidence. • Is accurate and suitable for the intended audience.	The candidate has produced an eportfolio that • Provides a context for the promotional products and supporting evidence, with all of the content prepared to facilitate viewing on screen. • Is fully functional and allows access to the promotional products and supporting evidence. • Is accurate, well designed, consistently presented and clearly matched to the intended audience.
0 – 5 marks	6 – 8 marks	9 - 10 marks