

Maths Wizards is a new website which aims to help primary school children improve their maths skills. It uses cartoon wizards to set maths questions and puzzles for children and rewards them when they complete work correctly.

One of the main methods of promoting the website will be posters which can be put up in schools.

(a) Create a mind map that can be used by the production team to help plan the development of the poster campaign.

Marks will be awarded for:

- structure
- content
- relevance

[7 marks]

Question is level marks. The context is important answers must be relevant to the design of a poster campaign for Maths Wizards

Marks	Key points	Examples
Level 3 (6-7 marks)	<p>Clear structure with logical connections</p> <p>Detail is clear and understandable</p> <p>Content is relevant</p> <p>Subject specific vocab used</p>	<p>Obvious central hub, nodes,, subnodes and links logically put together</p> <p>Content relevant to poster design</p>
Level 2 (4-5 marks)	<p>Clear structure but not always logically organised</p> <p>Content not fully relevant</p> <p>Subject specific vocab occasionally used</p>	<p>Obvious central hub, nodes and links</p> <p>Subnodes may not be linked correctly to nodes</p> <p>Content may not always be relevant to poster design ideas</p>
Level 1 (1-3 marks)	<p>Simple diagram with little structure</p> <p>Links not totally logical</p> <p>Content may not be appropriate for the context</p> <p>Little subject specific vocab used</p>	<p>May lack any subnodes</p> <p>Content does not deal with poster for Maths Wizards</p> <p>Max level 1 if an obvious mind map produced but the content is unsuitable</p>