# APPLIED INFORMATION TECHNOLOGY

# ATAR course examination 2021

# Marking key

Marking keys are an explicit statement about what the examining panel expect of candidates when they respond to particular examination items. They help ensure a consistent interpretation of the criteria that guide the awarding of marks.

**Section One: Multiple-choice**                                   **15% (15 Marks)**

| Question | Answer |
|----------|--------|
| 1 | C |
| 2 | B |
| 3 | C |
| 4 | A |
| 5 | C |
| 6 | A |
| 7 | B |
| 8 | D |
| 9 | C |
| 10 | D |
| 11 | C |
| 12 | B |
| 13 | D |
| 14 | A |
| 15 | B |

**Section Two: Short answer** 25% (53 Marks)

**Question 16** (3 marks)

Explain how Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) work together in web design.

| Description | Marks |
|---|---|
| Explains how Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) work together in web design. | 3 |
| Describes how Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) work together in web design. | 2 |
| Makes superficial comment/s about Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS). | 1 |
| **Total** | **3** |
| Answers could include:<br>• HTML is used to provide the structure of the web page, for example defining things like headlines and paragraphs, and allowing images, video, and other media to be embedded.<br>• CSS is used to specify the style of the page including the design, layout and variations in display for different devices and screen sizes. | |
| Accept other relevant answers. | |

**Question 17** **(13 marks)**

(a) Identify an appropriate form for online data collection and explain its effectiveness of evaluating a design solution. (4 marks)

| Description | Marks |
|---|---|
| An appropriate form | 1 |
| Subtotal | 1 |
| Explains the effectiveness of the online form in evaluating a design solution. | 3 |
| Describes the effectiveness of the online form in evaluating a design solution. | 2 |
| Makes superficial comment/s about the online form. | 1 |
| Subtotal | 3 |
| Total | 4 |
| Answers could include:<br>• Surveys<br>• Forms<br>Effectiveness:<br>• collecting feedback<br>• timely<br>• reaches a large demographic<br>• informs the designer as to how effective their product is | |
| Accept other relevant answers. | |

(b) Explain, using examples, **three** validation techniques that can be used for online forms. (9 marks)

| Description | Marks |
|---|---|
| **Three** validation techniques (x 3 marks) | |
| Explains, using examples a validation technique that can be used for online forms. | 3 |
| Describes, using examples a validation technique that can be used for online forms. | 2 |
| Makes superficial comment/s about a validation technique that can be used for online forms **or** only provides an example. | 1 |
| Subtotal | 3 |
| Total | 9 |
| Answers could include:<br>• Range Check – checks that numbers entered are within a defined range, for example checking the date of birth for an age restricted website.<br>• Field Check – checks that all required fields have been entered. Required fields are often symbolised with an asterisk (*)<br>• Length Check – checks that the entered fields don't exceed a defined limit, such as a character limit or word limit.<br>• Email verification – checks the entered email address is legitimate.<br>• CAPTCHA – checks that the person entering the online form is a human and not a robot. | |
| Accept other relevant answers. | |

**Question 18** (9 marks)

Identify **three** actions of staff that can affect data security in a small business. Describe a solution for each.

| Description | Marks |
|---|---|
| **Three** actions identified (x 1 mark each) | |
| Identifies actions of staff that can affect data security in a small business. | 1 |
| Subtotal | 3 |
| **Three** solutions for each(x 2 marks each) | |
| Describes a solution for the action. | 2 |
| Provides a general comment on a solution for the action. | 1 |
| Subtotal | 6 |
| Total | 9 |
| Answers could include:<br>• Staff could be using insecure passwords.<br> The solution is to enforce complex passwords or a strong password policy using combination of uppercase and lower case letters, numbers, symbols, not matching staff's previous passwords.<br>• Accessing parts of the system and data that they should not have access to. (Data security breach).<br> The solution could be ensuring the system administrator creates and enforces a strict access policy, and make folders inaccessible by default until the employee requests permission from the system administrator.<br>• Staff could download from the internet which could result in viruses affecting the business computer systems.<br> The solution would be to run a virus scanner or block network access to certain sites or do a data backup every time your staff leave work at the end of the day.<br>• Clicking on links or attachments from email spam. These malicious links or attachments can infect your computer with malware.<br> The solution would be to educate staff to never open unknown email attachments or click on suspicious links. To ask IT support for advice if unsure.<br>• Staff leaving doors unlocked (physical security), which may allow people unauthorised access<br> The solution would be biometric locks, automatic closing doors. | |
| Accept other relevant answers. | |

**Question 19** (5 marks)

(a)     Describe the concept of User-Generated Content (UGC).     (2 marks)

| Description | Marks |
|---|---|
| Describes the concept of User-Generated Content (UGC). | 2 |
| Outlines the concept of User-Generated Content (UGC). | 1 |
| Total | 2 |
| Answers could include:<br><br>Concept:<br>User-generated content (UGC) is any content such as text, videos, images, reviews, etc. created by people, rather than brands. And brands will often share UGC on their own social media accounts, website, and other marketing channels. | |
| Accept other relevant answers. | |

(b)     Explain how a brand or business can take advantage of UGC.     (3 marks)

| Description | Marks |
|---|---|
| Explains how a brand or business can take advantage of UGC. | 3 |
| Outlines how a brand or business can take advantage of UGC. | 2 |
| Makes superficial comment/s about how a brand or business can take advantage of UGC. | 1 |
| Total | 3 |
| Answers could include:<br><br>Brand/business:<br>For many brands, Instagram is the primary platform for UGC. Users create and share posts featuring the business' brand, exposing their products and services to their audience. The business can then share that content with their own audience, boosting their credibility in the process and increasing exposure, interest and sales. | |
| Accept other relevant answers. | |

**Question 20** **(4 marks)**

Explain the difference between encryption and digital signature in securing data.

| Description | Marks |
|---|---|
| Explains the difference between encryption and digital signature in securing data. | 4 |
| Describes the difference between encryption and digital signature in securing data. | 3 |
| Makes general comments about the difference between encryption and digital signature in securing data. | 2 |
| Makes superficial comment/s about the difference between encryption and digital signature in securing data. | 1 |
| **Total** | **4** |

Answers could include:
- Encryption provides confidentiality and is a secure way of protecting confidential documents/data. When encrypting you use the public key to write the message and the recipient uses their private key to read it. Digital signatures bind the identity of the message source to this message. It ensures data integrity, message authentication. When signing, you use your private key to write message's signature, and they use your public key to check if it's really yours.
- Encryption provides confidentiality by concealing the content of the message by translating it into a code through the use of public key when sending the message and the private key of the receiver when decrypting.
Digital signatures provides integrity and authenticity by verifying the sender of a message and indicating that the content has not been changed.

Accept other relevant answers.

**Question 21** (8 marks)

(a)     Describe the concept of freedom of information (FOI) in Australia. (2 marks)

| Description | Marks |
|---|---|
| Describes the concept of the freedom of information (FOI). | 2 |
| Provides a general comment on the concept of the freedom of information (FOI). | 1 |
| Total | 2 |
| Answers could include: The right of the public to access personal information, policy documentation and administrative decision-making documentation, that Australian Government agencies and their ministers hold. There are some exceptions to this. | |
| Accept other relevant answers. | |

(b)     Describe **three** key provisions that FOI provides to an individual in relation to digital products. (6 marks)

| Description | Marks |
|---|---|
| For each of **three** provisions (x 2 marks each) | |
| Describes a provision that FOI provides to an individual in relation to digital products. | 2 |
| Outlines a provision that FOI provides to an individual with no relation to digital products. | 1 |
| Subtotal | 2 |
| Total | 6 |
| Answers could include: The freedom of information (FOI) allows: <ul><li>individuals to view the digital information government agencies (some exemptions) hold about them</li><li>allows an individual to request that government agencies and ministers correct or annotate digital information they have about you</li><li>provides online access to the public on the function and structure of the government agency</li><li>allows the ministers and agencies to release documents that would otherwise be exempt from the public</li></ul> | |
| Accept other relevant answers. | |

**Question 22** **(6 marks)**

Harvey is in the process of producing a documentary and was told to use multi-layer track editing and effects. Describe to Harvey the **two** video application features below and how they may enhance his documentary.

| Description | Marks |
|---|---|
| **Two** video application features (x 3 marks each) | |
| Describes the video application feature and how it may enhance the documentary. | 3 |
| Outlines the video application feature and how it may enhance the documentary. | 2 |
| Makes superficial comment/s about the video application feature and/or how it may enhance the documentary. | 1 |
| Subtotal | 3 |
| Total | 6 |
| Answers could include:<br><br>Multi-layer track editing: This allows tracks within separate tracks to work together. This feature would allow the audio to be detached audio from footage and alternative audio added such as a narration and play at the same time.<br><br>Effects: These can create a mood or theme in the video. This allows the viewer to see the video in a different way. Different effects create different results. This feature may enhance the documentary but adding special effects and animations to the footage already captured. | |
| Accept other relevant answers. | |

**Question 23** **(5 marks)**

(a) Define the term 'outsourcing'. (1 mark)

| Description | Marks |
|---|---|
| Defines the term 'outsourcing'. | 1 |
| Total | 1 |
| Answer could include:<br>Outsourcing is the practice of using third-party providers to perform services and/or create goods that would traditionally be done within the business. | |
| Accept other relevant answers. | |

(b) Describe the impact on businesses outsourcing information technology services with regard to digital technologies and global markets. (4 marks)

| Description | Marks |
|---|---|
| For each of the digital technologies and global markets | |
| Describes the impact for outsourcing information technology services. | 2 |
| Identifies the impact for outsourcing information technology services. | 1 |
| Subtotal | 2 |
| Total | 4 |
| Answers could include:<br><br>Digital technologies<br>Rapid improvements in technology have made it difficult for some businesses to remain competitive as the technology is too expensive, difficult to implement or not cost effective for them to do in-house. Use outsourcing to keep up productivity in the workplace as workers can focus on other key activities. Outsourcing will allow the business to remain competitive.<br><br>Global markets<br>Technology allows services and productivity to move off-site/off shore as this provides benefit in terms of:<br>• cheaper labour such as the cost being lower in other countries<br>• access to a global pool of expertise, providing better service/product<br>• pooling of resources from other countries encourages global expansion of business<br>• may provide access to technology not available or more expensive in own country<br>• upkeep/upgrade of technology is responsibility of the third-party provider. | |
| Accept other relevant answers. | |

**Section Three: Extended answer** 20% (41 Marks)

**Question 24** (41 marks)

(a) Define the term 'personal information' and identify **two** types of personal information that may be held by TikTok about its users. (4 marks)

| Description | Marks |
|---|---|
| Defines the term 'personal information'. | 2 |
| Provides a limited definition of the term 'personal information. | 1 |
| Subtotal | 2 |
| Identifies two relevant types of personal information. | 1–2 |
| Subtotal | 2 |
| Total | 4 |

Answers could include:

Personal information is data, information or opinions that could identify an individual or may allow someone to be identified.

Examples may include:
- email address
- phone number
- phone and social network contacts
- age
- photos and videos you take
- GPS position (which could identify where you live)

(b) Describe **two** reasons why the Australian Government may want to censor information on TikTok **and** explain how this would be negative for its users. (7 marks)

| Description | Marks |
|---|---|
| **Two** reasons: (x 2 marks each) | |
| Describes **two** reasons why the Australian government may want to censor information on TikTok. | 2 |
| Identifies a reason why the Australian government may want to censor information on TikTok. | 1 |
| Subtotal | 4 |
| Explains how censorship of Tiktok can be negative for its users. | 3 |
| Describes how censorship of TikTok can be negative for its users. | 2 |
| Makes general comments about how TikTok has impacted the lifestyle of its users. | 1 |
| Subtotal | 3 |
| Total | 7 |

Answers could include:

Reasons may include:
- to prevent access to upsetting or disturbing content e.g. crimes against children or graphic scenes
- governments may want to censor information if it's incorrect and may cause unnecessary issues to protect their citizens
- to keep issues related to national security and legal proceedings confidential
- to stop inflammatory sentiment to prevent uprisings and violence against people
- to prevent political instability from incorrect information
- to protect the privacy of their citizens

**Question 24** (continued)

| Negative impact on users may include: |
| --- |
| • citizens are given false information and will not be able to make informed decisions on important issues or events<br>• governments may manipulate the websites and the information to the people making them look more favourable, this could impact election outcomes or rights of people<br>• Government may keep real issues of certain communities from being addressed, therefore promoting discrimination or inequality in the community.<br>• freedom of speech – citizens may not be able to make comment on government if they hold a control on the social media site |
| Accept other relevant answers. |

(c)     Describe how TikTok may be used to defame an individual **and** list **three** actions they may take if they have been defamed.                                (6 marks)

| Description | Marks |
| --- | --- |
| Describes how TikTok may be used to defame an individual. | 3 |
| Outlines how TikTok may be used to defame an individual. | 2 |
| Makes superficial comments about how TikTok may be used to defame an individual. | 1 |
| **Subtotal** | **3** |
| **Three** different ways: (x 1 marks each) | |
| Lists an action that can be taken. | 1 |
| **Subtotal** | **3** |
| **Total** | **6** |
| Answers could include:<br>• TikTok allows freedom to upload content in the form of video, images, audio and text. Uploaded content is allowed without regulation. This can allow people to make false statements about another that may ruin their reputation either personally or professionally.<br>• contact the person via comment section and ask them to remove the video<br>• stitch the video and make a counter claim, rectifying the untruth<br>• flag the content or contact online app directly to request the removal of the video<br>• send a legal notice to the video owner to remove content and request a retraction<br>• sue for damages based on losses made from loss of reputation | |
| Accept other relevant answers. | |

(d)  Discuss, using examples, how development and convergence trends in contemporary digital technologies have affected the lifestyle of online content creators and viewers.

(6 marks)

| Description | Marks |
|---|---|
| Discusses with examples, development and convergent trends that have impacted the lifestyle of online content creators and viewers. | 6 |
| Explains, with examples, development and convergent trends that have impacted the lifestyle of online content creators and viewers. | 5 |
| Describe, using an example, development and convergent trends that have impacted the lifestyle of online content creators and viewers. | 4 |
| Outlines a development and convergent trend that impact the lifestyle of creators and viewers. | 3 |
| Identifies development trends or convergent trends impacting the lifestyle of creators and viewers. | 2 |
| Makes a superficial comment about a development trend or convergent trend. | 1 |
| **Total** | **6** |

Answers could include:
- the convergence of cameras (video and still) into mobile devices has allowed users to post content (video, images etc) from their mobile device, making it easy to post content without excessive equipment. Likewise, viewers or users of apps may watch or view video/ be entertained by opening up an app on their phone
- continued improvements in cellular connectivity providing higher data rates, reduced latency, and faster connection times. e.g. 4G, 5G This has allowed content creators to video content to be produced and uploaded using the app on their mobile devices. Viewers of the content are able to view this content anywhere, anytime with a cellular device.
- advancements in mobile operating systems that allow users to download social media apps, create content and publish content, using touchscreen capabilities. Viewers are able to use the same touchscreen capabilities to view the content for entertainment purposes. Neither are bound to a laptop or desktop to produce or view this type of media. This has changed the way we are entertained and where we can view it.
- developments in apps means that it is accessible to everybody and anybody is able to become a content creator. This enables creators to get information out quickly using their own devices, including broadcasting of issues for different points of view e.g. Invasion day vs Australia day. Viewers of the apps are able to see different points of view and make informed decisions about social issues. It also allows people to connect with people who share their point of view. This can also be detrimental if anti-social sentiment is broadcasted.
- people are able to use social media apps and mobile applications to create content that is entertaining. This can be viewed by people all over the world. For viewers these can be quick videos that are only a minute long allowing a quick entertainment break anytime. Conversely this may act at a distraction from work.
- as everyone is now able to be a content creator using their own device and free apps, some are vying for popularity and likes by videoing acts that may be dangerous. For viewers this may be entertaining, but for some creators this has cost them their lives.

Accept other relevant answers.

**Question 24** (continued)

(e)  Explain, using examples, **three** different ways in which a user can secure their personal
data when using online applications. (9 marks)

| Description | Marks |
|---|---|
| **Three** different ways: (x 3 marks each) | |
| Explains, using an example a way in which a user can secure their personal data when using online applications. | 3 |
| Describes, using an example a way in which a user can secure their personal data when using online applications. | 2 |
| Identifies a way in which a user can secure their personal data when using online applications. | 1 |
| Subtotal | 3 |
| Total | 9 |
| Answers could include:<br>• security of devices: including passcodes and biometric access to individual devices that have the app installed.<br>• installing antivirus software on devices to protect personal information<br>• be vigilant when posting, ensuring you do not give away your location, personal details about yourself, that may provide more information about your identity. | |
| Accept other relevant answers. | |

(f)  Use examples to explain **three** different ways in which TikTok can ensure the security of
personal and/or sensitive information gathered from its users. (9 marks)

| Description | Marks |
|---|---|
| **Three** different ways: (x 3 marks each) | |
| Explains, using an example how TikTok can ensure security related to personal and/or sensitive information gathered from their users. | 3 |
| Describes, using an example how TikTok can ensure security related to personal and/or sensitive information gathered from their users. | 2 |
| Makes general comments about how TikTok can ensure security related to personal and/or sensitive information gathered from their users. | 1 |
| Subtotal | 3 |
| Total | 9 |
| Answers could include:<br>• usernames and password (users) protection – this ensures that only those that are authenticated can have access to accounts with their personal details on them<br>• use of a firewall, this will provide protection against external threats. Firewalls on the servers that contain this data (private cloud facilities) so that personal data can be separated from general data.<br>• limiting access to data and servers, through authentication. Limits the amount of staff that have access to the servers.<br>• encryption of data which is the process that scrambles readable text so it can only be read by the person who has the secret code, or decryption key. | |
| Accept other relevant answers. | |

**Section Four: Scenario** 40% (73 Marks)

**Question 25** (73 marks)

(a) Identify **one** project management approach you would use and explain why you would use it in designing a solution for Boom Leisure Centre. (4 marks)

| Description | Marks |
|---|---|
| Prototype | |
| Prototype | 1 |
| Subtotal | 1 |
| Explains why appropriate for project | |
| Explains why the chosen project management approach is appropriate for this project. | 3 |
| Describes why the chosen project management approach is appropriate for this project. | 2 |
| Makes superficial comment(s) about the chosen project management approach. | 1 |
| Subtotal | 3 |
| Total | 4 |
| Answers could include:<br><br>Prototype<br>It is appropriate because the Council has requested that a small scale model or a prototype be built quickly where it can be tested by stakeholders gaining ongoing feedback during the development of the system. | |
| Accept other relevant answers. | |

(b) Identify **three** project planning tools that you will use to design the website and app for Boom Leisure Centre. Describe how each of these tools will be used during the development of the solution. (9 marks)

| Description | Marks |
|---|---|
| Project planning tools (x 1 mark each) | |
| Identifies a project planning tool. | 1 |
| Subtotal | 3 |
| **Three** planning tools (x 2 marks each) | |
| Describe how the tool maybe used during the development of the solution. | 2 |
| Makes superficial comment(s) about how the tool maybe used during the development of the solution. | 1 |
| Subtotal | 6 |
| Total | 9 |
| Answers could include:<br><br>Gantt charts: provides a schedule of tasks and time frames of each task to be performed during the development of the solution.<br><br>Storyboards: are used to outline the structure of the app and website in graphical format. This helps to consolidate ideas of team.<br><br>Flow charts: demonstrate the flow of design process in a chart that is easy to follow and understand.<br><br>Project management software: provides software that can organise, plan and manage resources when developing the app and website. | |
| Accept other relevant answers. | |

**Question 25** (continued)

(c)     (i)      Describe the purpose of the world wide web consortium (W3C).       (2 marks)

| Description | Marks |
|---|---|
| Describes the purpose of the world wide web consortium (W3C). | 2 |
| Makes superficial comment(s) about the world wide web consortium (W3C). | 1 |
| **Total** | **2** |
| Answers could include:<br><br>to lead the world wide web to its full potential by developing protocols and guidelines that ensure the long-term growth of the Web.<br><br>to ensure that the web is inclusive, accessible and usable for all users. | |
| Accept other relevant answers. | |

     (ii)      Explain how your website will reflect compliance with the following Web Design and Applications standards of the W3C.       (9 marks)

| Description | Marks |
|---|---|
| Graphics | |
| Explains how the website will reflect the graphics W3C standard. | 3 |
| Describes how the website will reflect the graphics W3C standard. | 2 |
| Makes superficial comment(s) about how the website will reflect the graphics W3C standard. | 1 |
| **Subtotal** | **3** |
| Audio and video | |
| Explains how the website will reflect the audio and video W3C standard. | 3 |
| Describes how the website will reflect the audio and video W3C standard. | 2 |
| Makes superficial comment(s) about how the website will reflect the audio and video W3C standard. | 1 |
| **Subtotal** | **3** |
| Mobile web | |
| Explains how the website will reflect the Mobile web W3C standard. | 3 |
| Describes how the website will reflect the Mobile web W3C standard. | 2 |
| Makes superficial comment(s) about how the website will reflect the Mobile web W3C standard. | 1 |
| **Subtotal** | **3** |
| **Total** | **9** |
| Answers could include:<br><br>Graphics<br>Enhance the appearance of the website through:<br>• CSS allows presentation of the website, including colours, layout, and font information<br>• CSS may be used to enhance the graphical aspects of HTML and svg<br>• compressed images designed for the web.<br>• images used are either in png or svg formats are the W3C standards for graphics. For example; logos svg format and images as png format. | |

| Audio and video |
| --- |
| • storage format for sound/music and moving pictures information<br>• audio and video digital recording can be uncompressed, lossless compressed or lossy compressed depending on the desired quality and use cases<br>• enhance the experience with the website (e.g. audio background)<br>• provide alternatives such as captions, descriptions or sign language<br><br>Mobile web<br>• meet growing demand for a quality mobile experience<br>• create responsive design by using CSS. |
| Accept other relevant answers. |

(d)     Explain how you intend to incorporate the following concepts into your app or website design.                                                                  (6 marks)

| Description | Marks |
| --- | --- |
| Usability | |
| Explains how usability features will be incorporated in their design solution. | 3 |
| Describes how the usability features will be incorporated in their design solution. | 2 |
| Makes superficial about how the usability feature will be incorporated in their design solution. | 1 |
| Subtotal | 3 |
| Accessibility | |
| Explains how usability features will be incorporated in their design solution. | 3 |
| Describes how the usability features will be incorporated in their design solution. | 2 |
| Makes superficial comment(s) about how the usability feature will be incorporated in their design solution. | 1 |
| Subtotal | 3 |
| Total | 6 |

Answers could include:
• Usability: designing products that are functional, effective and easy to use. This may include:
  ◦ settings button that allows for personal preferences, e.g. font size, contrast, language, accessibility features
  ◦ search bar – visible, recognisable and easily located in familiar place on web page, this will allow users to locate specific information quickly
  ◦ categorised content – in the website to make information more accessible and mobile responsiveness.

• Accessibility: features that allow a positive user experience for people with disabilities. These may include:
  ◦ change of colour contrast for people with visual impairments
  ◦ audio description/text to audio/screen, reader for people with visual impairments
  ◦ use of alt text with pictures that provide a description for people with visual
  ◦ use of closed captions in video and transcripts for audio for people with hearing impairment.

Accept other relevant answers.

**Question 25** (continued)

(e)    Design the website homepage for Boom Leisure Centre in the space provided.
       Your design must include annotations and show:

      (i)       layout and structure of your intended design.                          (5 marks)

| Description | Marks |
|---|---|
| Produces an effective drawing/representation of the layout and structure of the website that includes detailed, supporting annotations. | 5 |
| Produces an appropriate drawing/representation of the layout and structure of the website that includes some supporting annotations. | 4 |
| Produces a rudimentary drawing/representation of the layout and structure of the website that includes some relating annotations. | 3 |
| Produces a simplistic drawing of the layout and structure of the website that includes limited annotations. | 2 |
| Produces a limited drawing of the layout and structure of the website that has inadequate or no annotations. | 1 |
| **Total** | **5** |

      (ii)      elements and principles of design used and the relationship between them.
                                                                                     (3 marks)

| Description | Marks |
|---|---|
| Produces a design that indicates clearly the elements and principles of design used, the relationship between them and that includes supporting annotations. | 3 |
| Produces a design that features some of the elements and principles of design used, some description of the relationship between them and that includes some relating annotations. | 2 |
| Produces a design where some of the elements and principles of design have been used but the relationship between them is unclear and the design has inadequate or no annotations. | 1 |
| **Total** | **3** |

      (iii)     organisation of content suitable for the given digital medium.        (3 marks)

| Description | Marks |
|---|---|
| Produces a design that features logical and practical organisation of content suitable for the given digital medium and that includes supporting annotations. | 3 |
| Produces a design that shows some practical organisation of content suitable for the given digital medium and that includes some relating annotations. | 2 |
| Produces a design that shows limited organisation of content for the given digital medium and that has inadequate or no annotations. | 1 |
| **Total** | **3** |

(iv)     user-generated content feature(s) suitable for the given digital medium.

(3 marks)

| Description | Marks |
|---|---|
| Produces a design that clearly indicates user-generated content feature(s) and annotates a clear reason for choice. | 3 |
| Produces a design that shows some user-generated content feature(s) and includes some relating annotations. | 2 |
| Produces a design that only indicates the feature(s) with no reason. | 1 |
| **Total** | **3** |

(v)     a help feature that enables accessibility.     (2 marks)

| Description | Marks |
|---|---|
| Produces a design that clearly indicates accessibility and annotates a clear purpose for feature. | 2 |
| Includes an accessibility feature in the design but is not clearly annotated or not relevant to the given digital medium. | 1 |
| **Total** | **2** |

(f)     You are required to design the main screen of the app in the space provided.

(i)     layout and structure of your intended design.     (5 marks)

| Description | Marks |
|---|---|
| Produces an effective drawing/representation of the layout and structure of the app that includes detailed, supporting annotations. | 5 |
| Produces an appropriate drawing/representation of the layout and structure of the app that includes some supporting annotations. | 4 |
| Produces a rudimentary drawing/representation of the layout and structure of the app that includes some relating annotations. | 3 |
| Produces a simplistic drawing of the layout and structure of the app that includes limited annotations. | 2 |
| Produces a limited drawing of the layout and structure of the app that has inadequate or no annotations. | 1 |
| **Total** | **5** |

**Question 25** (continued)

(ii) elements and principles of design used and the relationship between them.

(3 marks)

| Description | Marks |
|---|---|
| Produces a design that indicates clearly the elements and principles of design used, the relationship between them and that includes supporting annotations. | 3 |
| Produces a design that features some of the elements and principles of design used, some description of the relationship between them and that includes some relating annotations. | 2 |
| Produces a design where some of the elements and principles of design have been used but the relationship between them is unclear and the design has inadequate or no annotations. | 1 |
| **Total** | **3** |

(iii) organisation of content suitable for the given digital medium. (3 marks)

| Description | Marks |
|---|---|
| Produces a design that features logical and practical organisation of content suitable for the given digital medium and that includes supporting annotations. | 3 |
| Produces a design that shows some practical organisation of content suitable for the given digital medium and that includes some relating annotations. | 2 |
| Produces a design that shows limited organisation of content for the given digital medium and that has inadequate or no annotations. | 1 |
| **Total** | **3** |

(iv) navigation controls suitable for the given digital medium. (3 marks)

| Description | Marks |
|---|---|
| Produces an effective drawing/representation of the navigation controls of the website that includes detailed, supporting annotations. | 3 |
| Produces an appropriate drawing/representation of the navigation controls of the website that includes some supporting annotations. | 2 |
| Produces a limited drawing of the navigation controls of the website that has inadequate or no annotations. | 1 |
| **Total** | **3** |

(v) user-generated content feature(s) suitable for the given digital medium. (3 marks)

| Description | Marks |
|---|---|
| Produces a design that clearly indicates user-generated content feature(s) and annotates a clear reason for choice(s). | 3 |
| Produces a design that shows some user-generated content feature(s) and includes some relating annotations. | 2 |
| Produces a design that only indicates the feature(s) with no reason. | 1 |
| **Total** | **3** |

(g)    Explain how the user interface (UI) of your design for the website and app is different.
                                                                                      (4 marks)

| Description | Marks |
|---|---|
| Explains how the user interface of the design for the website and app is different. | 4 |
| Describes how the user interface of the design for the website and app is different. | 3 |
| Makes general comment(s) about how the user interface of the website and app is different. | 2 |
| Makes superficial comment(s) about how the user interface of the website and app is different. | 1 |
| **Total** | **4** |

Answers could include:

- website (more colour range, larger images, video, multiple links, careful placement of text/items to help increase readability and engagement)
- application (uncluttered, clear consistent layout, simple navigation, use typography to create hierarchy and clarity)
- website (hierarchical structure, standard navigational links, link to homepage, site mapping to outline the website's structure and navigation scheme)
- application (jump to section, simple layout, icon based, responsive, customisation, use phone features, e.g. GPS, camera).

Accept other relevant answers.

(h)    Describe **three** tools that could be used to evaluate the effectiveness of your digital
       solution in accordance with the design brief for this project.            (6 marks)

| Description | Marks |
|---|---|
| For each of the **three** tools | |
| Describes a tool which could be used to evaluate the effectiveness of the digital solution in accordance with the design brief for the project. | 2 |
| Makes superficial comment(s) about a tool which could be used to evaluate the effectiveness of the digital solution. | 1 |
| **Subtotal** | **2** |
| **Total** | **6** |

Answers could include:

- Survey: Open and closed answer questions provided in a written format to be responded by users to gain effective feedback.
- Interview: Open and closed answer questions provided in verbal format, may be recorded for review at a later date.
- Self-evaluation: User to judge his or her own performance against predetermined criteria.

Accept other relevant answers.