



Non-Examined Assessment

Band 2 Exemplar Learner Response

**NCFE Level 1/2 Technical Award in
Interactive Media (603/7005/1)**

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Introduction

The following are sample learner responses for each task within an assignment alongside examiner commentary for each assignment. They show how learners might respond and can help assessors in making their overall marking decisions.

Learner responses

Each learner response should demonstrate what a **mark band 2/third band** response looks like alongside any evidence which is required to be completed. All responses use content from the mark schemes and align with the standards in the mark band descriptors and indicative content.

Assessor commentary

The assessor commentary demonstrates why the responses given throughout the assignment meet the criteria for the mark band they have been awarded. The assessor commentary will be linked to, and supported by, the descriptors in the mark scheme.

Task 6 – Summative evaluation of the product		
Band	Marks	Descriptors
4	10–12	<p>AO5 – Excellent evaluation of demonstration of the essential technical skills, processes, tools and techniques used to create their interactive media product and the success of the final interactive media product in relation to the client brief that is comprehensive and highly detailed and highly relevant.</p> <p>The success of the functionality, accessibility for the target audience, aesthetics and usability are discussed in a highly detailed and thoughtful way.</p> <p>Suggests thoughtful and creative ways to improve the interactive media product.</p>
3	7–9	<p>AO5 – Good evaluation of demonstration of the essential technical skills, processes, tools and techniques used to create their interactive media product and the success of the final interactive media product in relation to the client brief is mostly comprehensive and mostly detailed and mostly relevant.</p> <p>The success of the functionality, accessibility for the target audience, aesthetics and usability are discussed in a considered way.</p> <p>Suggests useful ways to improve the interactive media product.</p>
2	4–6	<p>AO5 – Reasonable evaluation of demonstration of the essential technical skills, processes, tools and techniques used to create their interactive media product and the success of the final interactive media product in relation to the client brief with some detail and some relevance.</p> <p>The success of the functionality, accessibility for the target audience, aesthetics and usability are discussed in some detail.</p> <p>Clearly suggests at least one way to improve the interactive media product.</p>
1	1–3	<p>AO5 – Limited evaluation of the success of demonstration of the essential technical skills, processes, tools and techniques used to create their interactive media product and the success of the final interactive media product in relation to the client brief with limited detail and limited relevance.</p> <p>Functionality, accessibility for the target audience, aesthetics and usability may be mentioned in limited detail or relevance but success may not be discussed.</p> <p>Improvements may not have been included or are very limited.</p>
0	0	No rewardable material

Project brief

You have been approached by Tea and Trivia who are opening a new café in your area.

Tea and Trivia is a café chain. This company is opening a new café in your area. Tea and Trivia provides families with a creative space to play games and eat exciting food. The new café in your area wants to influence behaviour by attracting families with children aged 7 to 12 years.

Tea and Trivia has asked you to create an interactive media product. This product will provide new customers with engaging content about the games they can play and the food they can eat when they visit the cafe.

Tea and Trivia would like you to present **one** of the following interactive products:

- a website
- a mobile phone or tablet app
- a product that can be accessed on an information kiosk.

Project instructions

Along with the final interactive media product, Tea and Trivia has asked you to present a portfolio. This portfolio should include:

1. research (2 hours)
2. a product proposal for your Tea and Trivia interactive media product (2 hours)
3. planning for your Tea and Trivia interactive media product (2 hours)
4. evidence to show how you have sourced, created and edited your assets (4 hours)
5. evidence to show how you have created your final interactive media product (5 hours)
6. evaluation of your final interactive media product (2 hours)

Task 1: research

Evidence:

- annotated research/initial product ideas
- your internet browsing history used for research and planning purposes.

I began by looking at the internet at arcade games as this is a modern way to play games compared to old type games. Like monopoly with cards and little figures such as dog and hat. But is also retro as from decades ago which is popular now.

These are the sites I looked at



Links:

- <https://www.techradar.com/news/best-arcade-games>
- [Classic Arcade Games \(classicgamesarcade.com\)](http://classicgamesarcade.com)
- [Best Arcade Games: From The '70s Through The '90s - GameSpot](http://www.gamespot.com)

Here is an example of an arcade machine from [Arcade 1up](http://www.1up.com)
[1Up Midway Legacy Edition Arcade 1up Cabinet - Electronic Games MID-A-10140 : Amazon.co.uk: Toys & Games](http://www.1up.com)

Findings:

There are loads of arcade games and machines that can be bought, would give old times look. They are bright and colorful and have lots of buttons. People can put money in them to play. I played on some of these at a Media Museum went to with school in Bradford and these were fun. Children were playing on them as well. Amount of material on internet says people are interested and retro is popular.

Assessor comments:

The learner included links to the websites they looked at which is a common way to reference in Interactive Media. Note: they are in blue and underlined automatically

The comments are 'reasonable' and show some detail but the work is not specified enough and needs to link to the project requirements in more detail.

New games:

Links I looked at: [Amazon.com : racing arcade machine](https://www.amazon.com/racing-arcade-machine)

[Amazon.com: Next Level Racing GTTrack Simulator Cockpit \(NLR-S009\) : Video Games](https://www.amazon.com/Next-Level-Racing-GTTrack-Simulator-Cockpit-NLR-S009)



Picture from site above

[PlayStation 5 Console : Amazon.co.uk: PC & Video Games](https://www.amazon.co.uk/PlayStation-5-Console)

Next looked at new games like PS5 with consoles playable or car racing game. For new console seems better as car racing is only one game and consoles has loads of games. Not sure re copyright for console though if has loads of games but have seen before in shops so should be alright.



[Amazon.co.uk : ps5 games 7 year old](https://www.amazon.co.uk/ps5-games-7-year-old)

I searched on Amazon for games that kids aged 7 could play.

[LEGO Star Wars: The Skywalker Saga Classic Character DLC Edition](https://www.amazon.co.uk/LEGO-Star-Wars-The-Skywalker-Saga-Classical-Character-DLC-Edition)

[Nickelodeon Kart Racers 2: Grand Prix \(PS4\) : Amazon.co.uk: PC & Video Games](https://www.amazon.co.uk/Nickelodeon-Kart-Racers-2-Grand-Prix)

[Sonic Mania Plus \(PS4\) : Amazon.co.uk: PC & Video Games](https://www.amazon.co.uk/Sonic-Mania-Plus)

[Sonic Mania Plus \(PS4\) : Amazon.co.uk: PC & Video Games](https://www.amazon.co.uk/Sonic-Mania-Plus)

Sonic looks most fun:

Picture from amazon [Sonic Mania Plus \(PS4\) : Amazon.co.uk: PC & Video Games](https://www.amazon.co.uk/Sonic-Mania-Plus)

Assessor comments:

The learner only included one console and this could have easily been developed to a number of consoles.

This work was not developed enough and was rather limited. The learner needed to show how each item was chosen for the work in more detail.

The copyright was limited and shows the learner has not thought this through thoroughly.

I choose old arcade game machines as will give the café retro and cool look. Parents can eat and kids play games. The pub one seemed to have things for kids but wasn't sure and maybe would be boring for younger kids. New console might have copyright issues and people have the same thing at home so why bother to go out to use.

We looked at different cafes. I have put the links below for some of the places I looked at and ones I liked the best out of them. I searched for places with good food and for kids as well. Example of places I looked at:

[Tasty Food, Large Portions - B1, Birmingham Traveller Reviews - Tripadvisor](#)

[Hearty's Food Hall | Food With Heart \(heartysfoodhall.co.uk\)](#)

[Family Restaurants | Lets Go With The Children](#)

[Welcome to Lola's Cupcakes | The #1 London Cake Shop \(lolascupcakes.co.uk\)](#)

[HEY LITTLE CUPCAKE!, Manchester - Restaurant Reviews, Photos & Phone Number - Tripadvisor](#)

Assessor comments:

Adding the links to websites showed good protocol but to obtain higher grades the learner would need to have discussed each of the websites.

Findings

[10 Best Arcades and Gaming Cafes In Guildford Near Me | Attractions in Surrey | Day Out With The Kids](#)

Gaming cafes sound like what aiming for but when I looked I found more just games places not café with food and drink. Mine will be a café or pub type place that will have computer games.

I looked at a load of family café type places and even a cupcake place to see what kind of place would want the café to look like. I liked the less posh ones. There seems to be fancy or decent portions of foods. I chose decent portions as eating is about getting good food not just looking pretty. It's for families with young kids 7+ so need to be for whole family and no swearing or nudity around the area. But needs to be ok with things dropped and fancy stuff could get damaged easily.

I looked again for cafes and video games.

I feel like this one - [Pixel Bar | Video Gaming Cocktail Bar | Leeds & Manchester \(pixel-bar.co.uk\)](#)

It looks like family friendly and has right vibe. But not serving alcohol in the one I have as it is for children and this one seems more adult place (odd beer for adults maybe). The drinks with pokemon are good but also think are grown up drinks. I think this but also really liked the media museum in Bradford and how it looked and where you sat but more for playing games part, maybe tables with similar designs on them but made for eating and not next to machines or the games would all get messy.

Link – [Games Lounge | National Science and Media Museum](#)

Assessor comments:

This page is key to why the learner is in Band 2 for task 1. Up until this point the learner showed a mixture of Band 1 and Band 2. The learner is now using the information to formulate own ideas. While not in the 'good' category, these are solidly in the reasonable category and place this work in Band 2 for task 1 – reasonable.

Task 2: product proposal

Evidence:

- a proposal of your interactive media product
- your internet browsing history used for research and planning purposes.

Your evidence **must** be provided in the following format:

- digital presentation.

What I found out from research.

Needs to look grown up for adults but not with alcohol and not too grown up as in not just place for little kids but will need to have games for kids 7 upwards could look at. I'm from west Yorkshire so want it to be for the kind of people I know personally. Friendly and helpful décor and staff. Could get messy due to kids being there so don't want to be fancy but need a reason for someone to come and pay for food and games and interest adults to bring their kids. So retro gaming seems right and would have arcade game machines which can be bought as still popular. The media museum is from West Yorkshire and it sort of place and feel I want.

Link - [Games Lounge | National Science and Media Museum](#)

It has Pac Man and Super Mario Kart and the image at the top has a young girl so this type of place would be right. I like the seats but might annoy adults and might not be right for eating on. Picture taken from National Science and Media Museum using search engine



Assessor comments:

While there is internet browsing history in task 2, part of the mark is taken from task 1 and therefore the learner is solidly in mark band 2 for their browsing history.

The proposal is clear, if basic, and considers the brief given to the learner. It is important that the learner always refers back to the brief and especially so in this section as it is their proposal based on the brief.



Target audience –
 So adults with kids, so parents. Kids over 7 to age 12. Will want to eat and drink but also go and play games. Going to choose a website because I have created one in class and know how to use the program. I have no idea how to make app or kiosk. We have Photoshop in school and can make website on Wix. Need to know colours for website so going to look at internet.

Assessor comments:

The learner has completed limited work at times but has covered appropriate areas such as considering colours and what type of media they would create. This shows that they have gone further than the basic/band 1.

Link: [The psychology of colours and how you can use them to attract your target audience | Color psychology, Color psychology personality, Color therapy \(pinterest.com\)](https://www.pinterest.com/pin/241111111111111111/)

Explore > Art

If you like this idea, sign up to see all the details!

Article from swoonreads.com

The Symbolism of Colors

Color is more than just what you see! Color has the power to be a character in your story! As a designer and lover of literature,...

Swoon Reads 1k followers

Psychology Meaning Color Psychology Psychology Facts What Are Colours >

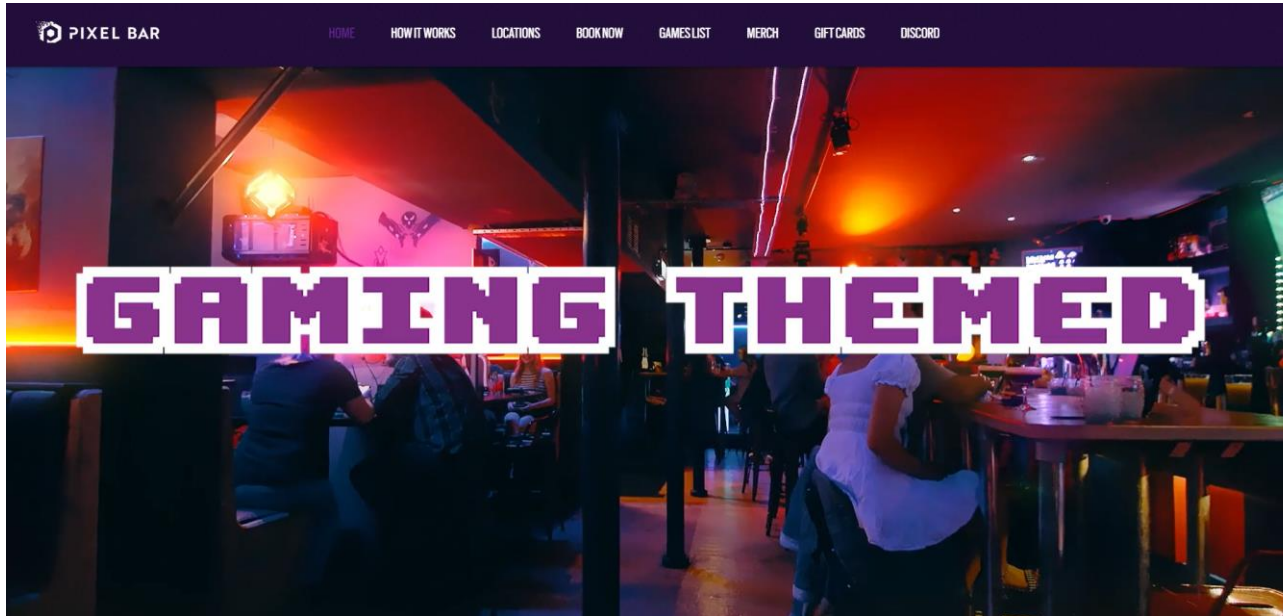
More information... Comments

Link: [Pixel Bar | Video Gaming Cocktail Bar | Leeds & Manchester \(pixel-bar.co.uk\)](http://pixel-bar.co.uk)

Yellow seems the best colour for website. It says its about cheerfulness and joy. Green is no good as says about wealth as its about good value and portions not about getting lots of money. I want people to choose my café. Its in Yorkshire so people are well known as friendly and helpful. Also honest. So maybe pink for innocence? But also romance which is not right as family. So I may not use pink.

This is the one that nearest to the look I want but not yellow and more family look then this is more adults night out but the right idea with gaming machines is good –

Link: [Pixel Bar | Video Gaming Cocktail Bar | Leeds & Manchester \(pixel-bar.co.uk\)](https://pixel-bar.co.uk)



Findings:

We had to create our own products and so mine is going to be pages and it will be a web site. So I picked a design and colours which work with what we had to complete which was a café and games. Some of which might be trivia machines as called Tea and Trivia but as long as kids can play them.

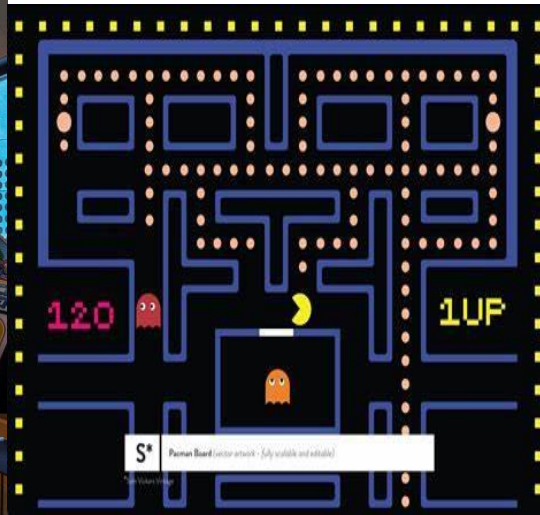
Final:

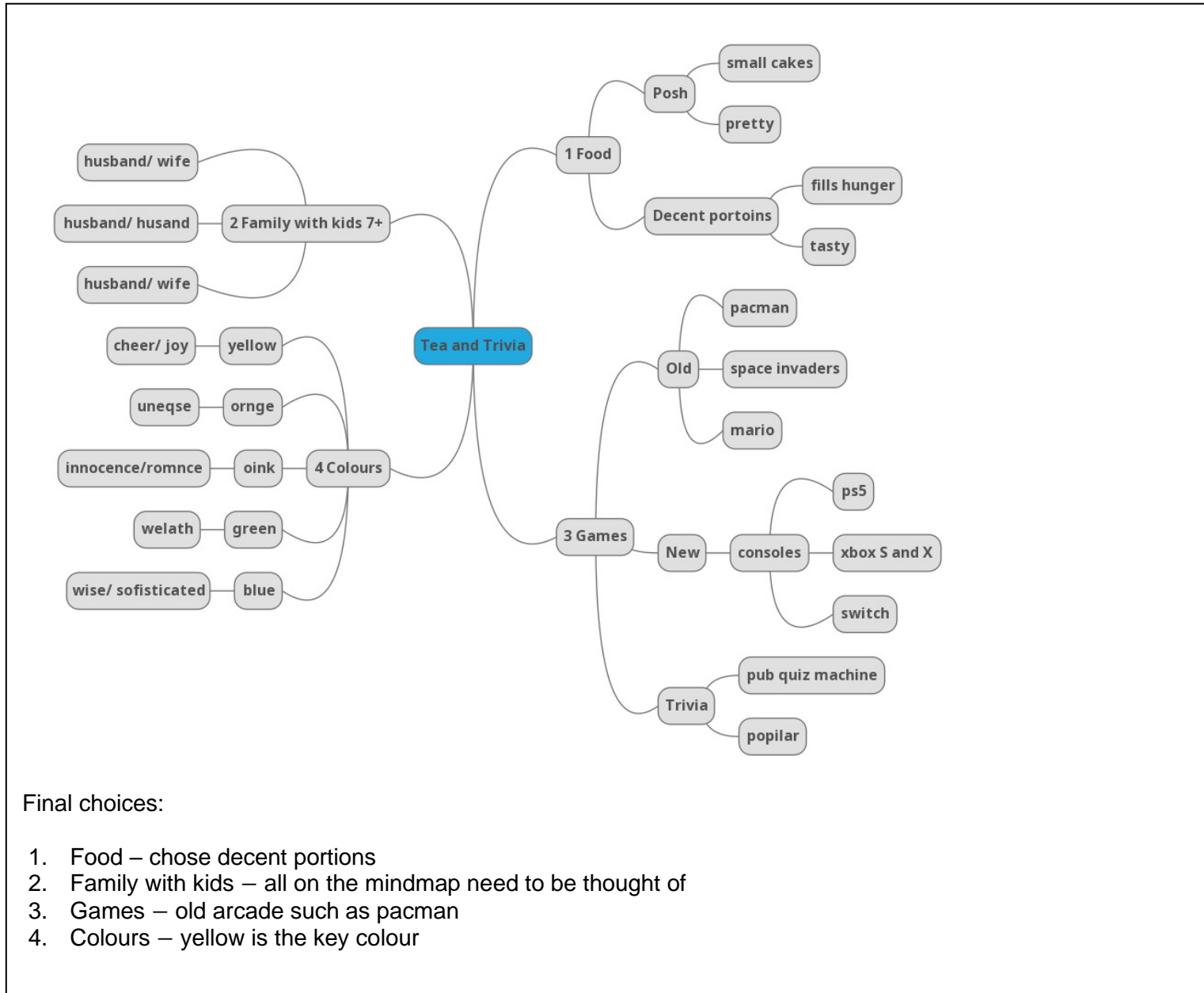
Based on everything I have done I have created a mind map which shows all the ideas I had and will end saying what the final choices were so how could create the best web site. Made at - Link: [An untitled mindmap \(mindmup.com\)](https://mindmup.com).

Assessor comments:

The image of an adult night out doesn't seem quite appropriate for the required age range, but the learner does note this. It could have been developed with more family friendly imagery. This part is quite limited.

Images are games and cafes with games and if can find a menu, if not I will just type one up. The images will be edited before use.





Assessor comments:

The mind map is appropriate (spelling mistake aside) and shows the learner has considered what they will be including in the work. This brings task 2 to a clear Band 2 – Reasonable.

Task 3: planning

Evidence:

- a plan of your interactive media product
- your internet browsing history used for research and planning purposes.

Your evidence can be provided in any of the following formats:

- written report
- annotated diagrams
- digital presentation
- screen shots
- screen recordings.

It's important that you think of who looks at the web site as they are the ones who will need to be interested enough look and understand and have colours to attract them.

Who will be looking at site:

- adults with kids
- West Yorkshire area
- like food
- kids like games.

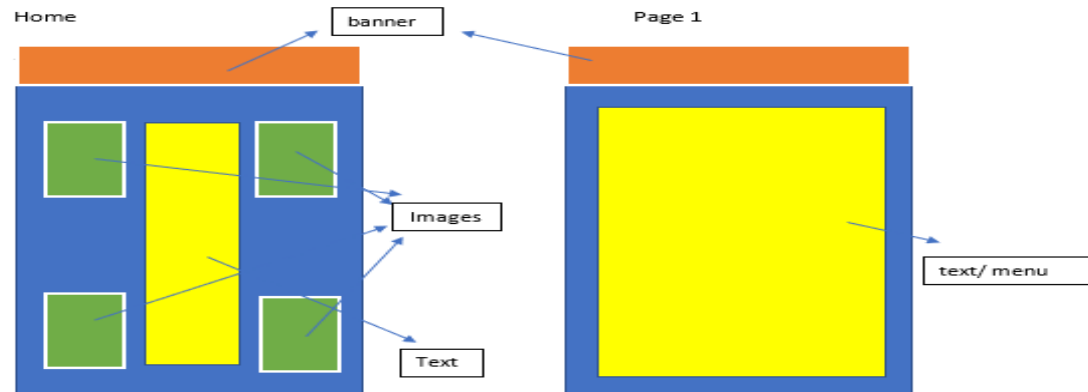
Times:

6 hours for this first part - Research/Product Proposal/Planning

9 hours to make website - sourced, created and edit assets and create website

2 hour to evaluate - conclusion

I created layout pictures like we were taught in class and added where pictures and text and how it all looks for each page. The colours are not colour of website but colours for each part so like images are in green etc. so clear.



Assessor comments:

As per task 2 – internet browsing history can be considered from earlier tasks.

The learner has considered time allowed and created some wireframes.

These would have been better in black and white as colour can confuse. These shows a reasonable level of work.

Page 2

Page 3

banner

Images

Text

It's important that age and other things are thought of as well as gender because while it's for anyone it's best so that not sexist and everyone is thought of. Therefore images will be of both genders. But if local then you wouldn't want it for others living too far away as they couldn't visit unless tourist eg it will be for West Yorkshire. I think I want it to be bright and welcoming and anyone to use but also to be used by those who need it to come visit. It is important that you think about who is spending money or what they want from your web site. You don't want them to leave and not look because it's not welcoming or not what they would want. I looked at web sites on the internet and found ones that showed the same as what I wanted to show in task 1. I added links earlier. As education website we were told about in previous in class and can use google images as long as they are referenced.

I want images and animations and videos. I will be using Wix for the website and Adobe Photoshop to edit pictures. I will use other Adobe software or internet for any other assets that need me to as have Adobe Suite at school.

Assessor comments:

The learner shows some thoughts on who the website is made for in more detail, such as gender and where the cafe is located. Though this could have been clearer and so is more limited at times.

The next page brings this work together and places the learner firmly in reasonable.

The work is relevant and shows a plan which shows some detail such as the wireframe. The learner is in Band 2 – Reasonable.

To do for website

- Images need editing - software. Adobe Photoshop. Images are jpeg or gif for animations.
- Going to use adobe photoshop then import to Wix. Use a template in Wix but replace with own material.
- Hardware - website will be wix and published to internet. Use computer with mouse and a monitor.
- Legal - images are sourced and this is education product so ok to use. Would buy pictures if doing it for real.
- Ethical - if for an actual business i need to make sure people who made pictures are paid.
- Health and safety - make sure I take breaks, don't eat by computer and don't leave any wires we can fall over.
- From Proposal - the website will be for families, and make sure parents can enjoy as well as kids. So more like pub like but with arcade games for kids. Food will be good price, tasty and good portions. The colour will be yellow as the key colour.
- It will be a website as we have that software at school and also because I have used this before. Also think its good as some adults might not have smart phones to use app.
- Its 17 hours, spilt up 6 hours/9 hours/2 hours. Editing images may take time as not used the software much.
- Going to be yellow in colour.

Task 4: developing assets

Evidence:

- development of assets
- evaluation of each asset and how they meet the brief
- internet browsing history used for research and planning purposes.

Your evidence can be provided in any of the following formats:

Development of assets:

- video
- images
- audio
- animation.

Evaluation of each asset and how they meet the brief:

- written report either handwritten or electronic.

Pic 1



Both taken From google
(for sample taken from istock)

Pic 2



From google

Assessor comments:

The learner has shown satisfactory work. The images are clearly chosen and are basically referenced.

Learners at this level will not always verbalise why they chose assets but it is clear looking at them that they were chosen based on the earlier tasks.

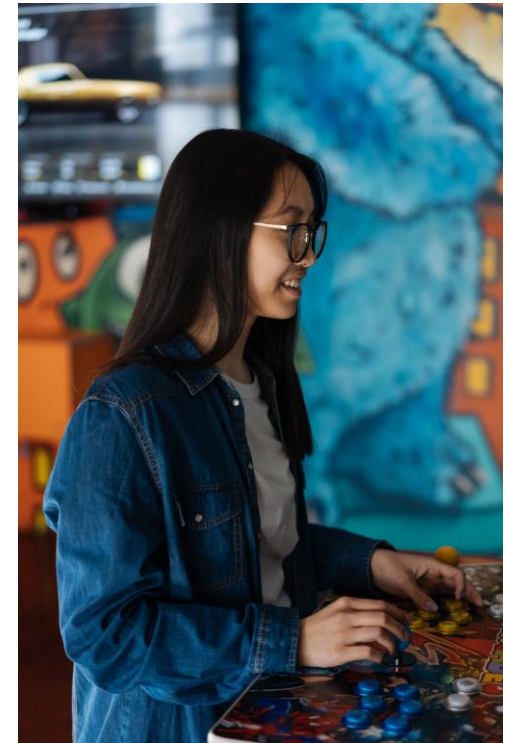
Pic 3 from pexels.com by **ROMAN ODINTSOV**



Pic 7 from pexels.com by **Josh Kobayashi**



Pic 4 from pexels.com by **Garrett Johnson**



Pic 5 from pexels.com by **Mikhail Nilov**



Pic 6 from aoogle (istock for sample)

Animations:

1 <https://wifflegif.com/gifs/563092-animated-arcade-gif>



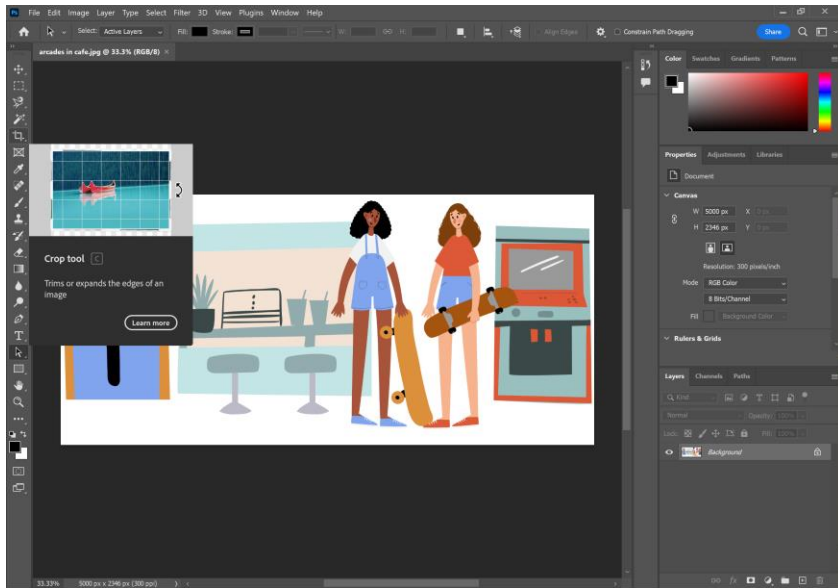
2 <https://gifer.com/ru/7reK>



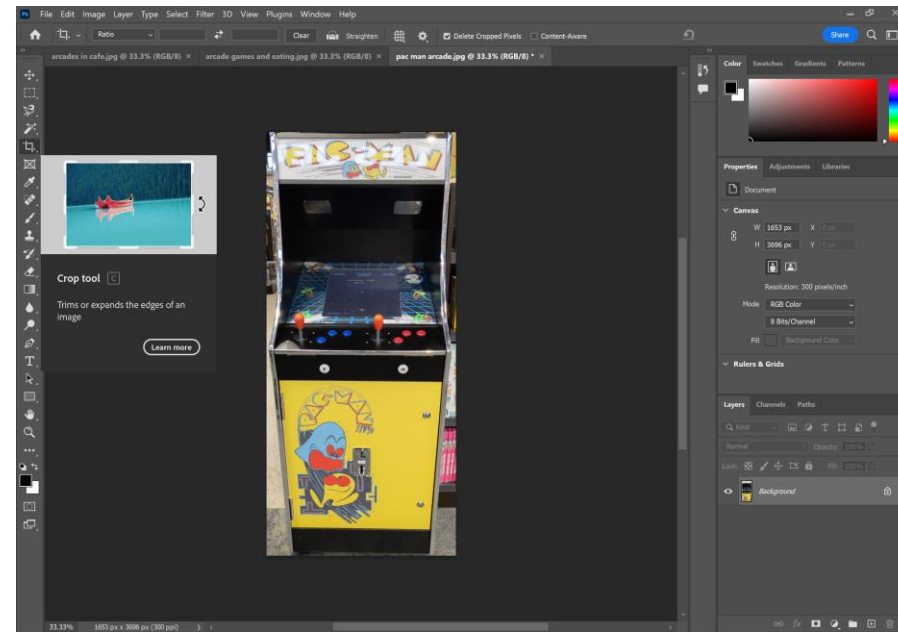
3 <https://www.pinterest.com/pin/92323861089482746/>



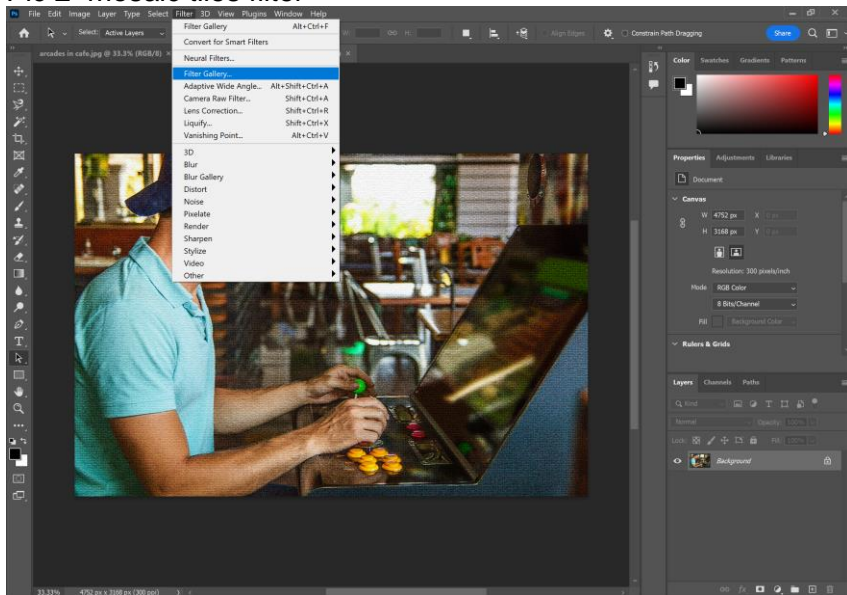
4 Editing assets. Pic 1



Pic 6 cropped



Pic 2 mosaic tiles filter



Assessor comments:

The work is satisfactory and shows a reasonable amount of skill using Adobe Photoshop. This covers the development of assets.

Overall the work is in Band 2 – Satisfactory/Reasonable.

Task 5: creating the interactive media product

Evidence:

- stage of each process
- interactive media product
- your internet browsing history used for research and planning purposes.

Your evidence can be provided in the following formats:

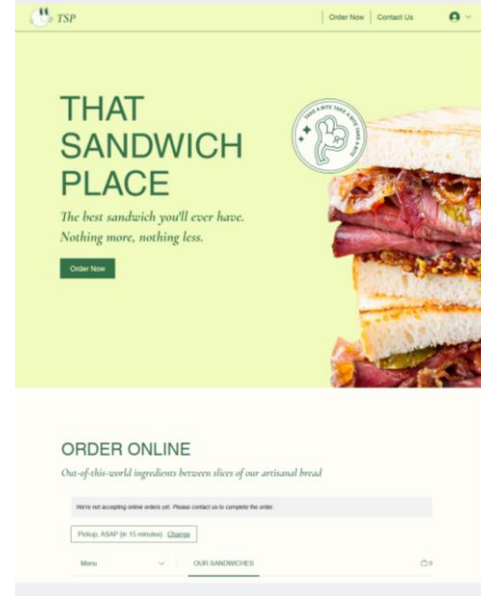
Stage of each process:

- annotated screen shots.

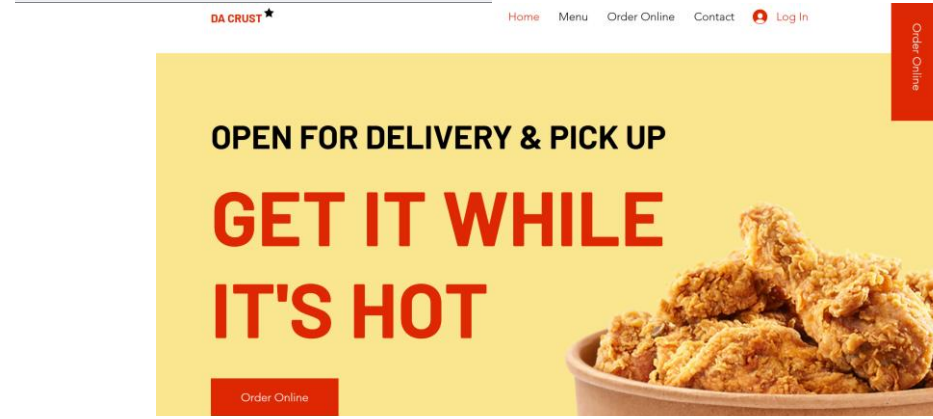
Interactive media product:

- web page
- mobile app.

Based on research looked for yellow template:



I tried making pages on these templates. While not in the colour I was going to use I didn't like templates so looked further.



Assessor comments:

The learner did not use their own wireframes and therefore did not use their plan to a higher level.

The learner did, however, experiment and show why they changed colours from their plan and were open about using a WI template.

The assets were all referenced previously (apart from 2 assets used from Wix, which are noted as such).

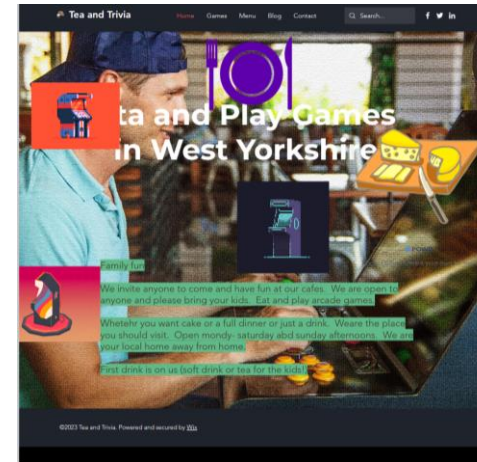
There were issues with the website – the animations were carelessly placed, a typo in the title and the cartoon image incorrectly used so looks as though simply a skateboarder, as well as unfinished pages. Overall the website was reasonable and so was a Band 2.

Template I chose on Wix



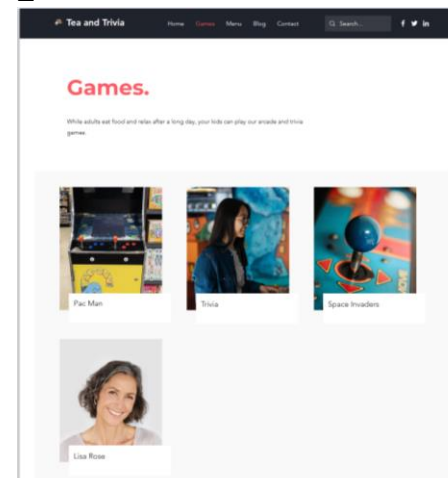
Pages

1

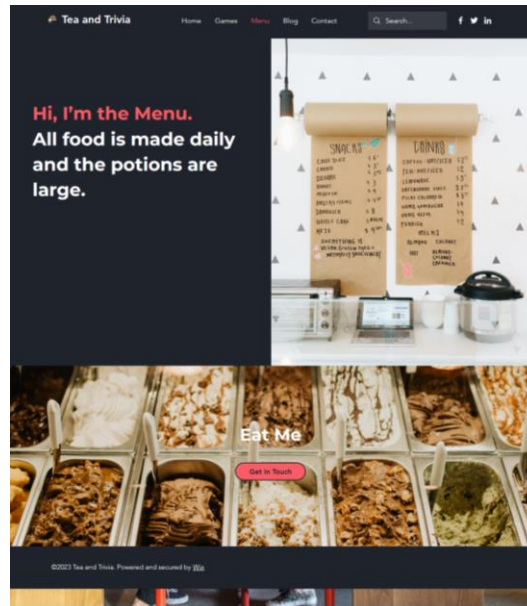


Cheese and dinner plate pics from wix.com

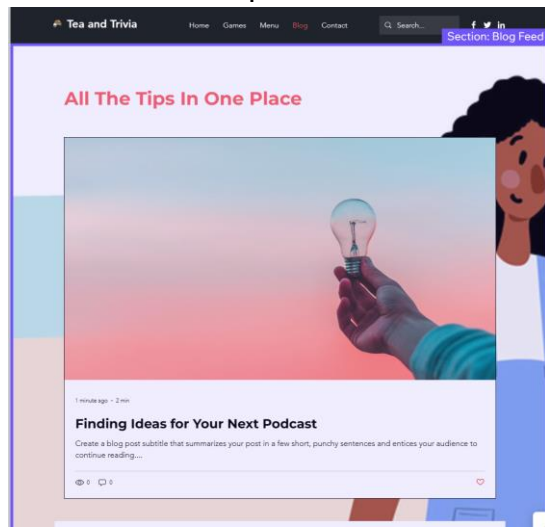
2



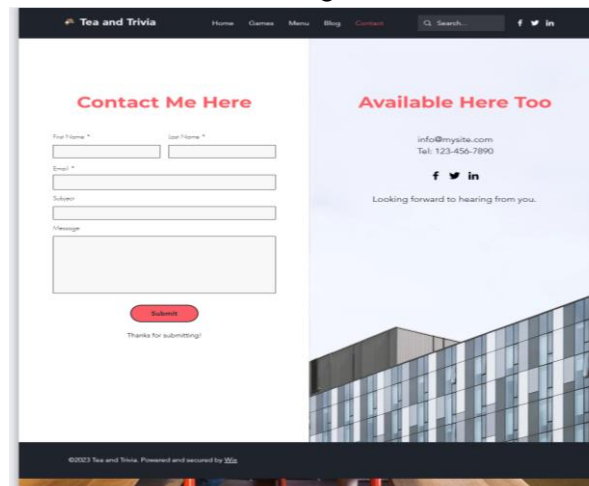
3



4



5



Task 6: summative evaluation of the product

Evidence:

- your evaluation.

Your evidence must be provided in any **one** of the following formats:

- written responses
- video with commentary.

I didn't have time to finish a blog or contact pages as a 2nd website. First page was yellow but didn't like the looks so changed it. Its now black and white which goes against my colour theory but looks nice and mainly pictures are over the top so you can't see much. It looks trendy and reminds me of famous cafes in American style.

I started by using MS Word for this document. I used Wix and started an account from my school email. I could only use free one so was limited. Was going to add a videos but couldn't find ones I liked on YouTube or searching and was taking too long. I would go to the café and get pictures and videos if doing it for real.

You open Wix and then confirm by email that its your email. You find a template that looks how you like overall look then out your own material on. Thus was quite easy but not as realised took more time then thought would. So I ran out of time and couldn't finish whole site. This was especially as I did the site in yellow and it was bright and wrong so did another one which I used in the end. I could import my own assets and add text. We could change each section and delete what we didn't want. I added an extra page. I have included the link to Wix so can be looked at: [REDACTED]

All the links worked and I tried in a few different browsers like Firefox and chrome and it works fine. There is some social media links and a main link in the website to contact the café. It is my own apart from updating blog and details on contact page as I ran out of time. I saved my assets on school computer system. Was told not to use usb and only computer at school on own drive. I could have added video and more animations and needed to manage my time better so I would have had time to find ones that fit. It's a bit plain on games page and needs more colour and needs more life to it.

I realised I covered the title with animation but didn't have time to go back to Wix, and also have found a typo in title. I would aim to have better time management if did again. Its easy to use and to sends a clear message. It looks good though not what had planned. I would do a test page early on so didn't have to start again. Especially with colour.

Assessor comments:

The learner explains why they changed colours and this shows a level of self-reflection.

The self-reflection from the learner continues and brings this task to Band 2 – Reasonable and shows what the learner needs to work on and issues.

While quite short, the learner did not try to pretend or hide issues and this brought this task up to Band 2 with the honesty, and understanding their own flaws and how they could have corrected in the future.