Mark Scheme (Results)

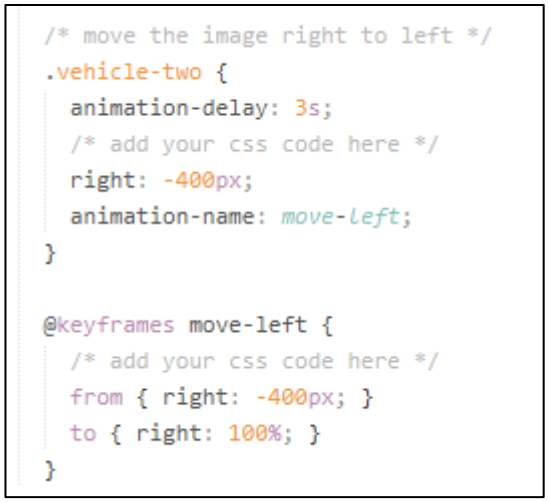
October 2020

Pearson Edexcel International Advanced Subsidiary In
Information Technology (WIT2/01)
Unit 2

Question number	Answer	Additional guidance	Mark
1 (a)	Award **one** mark for any of: • Controlling page design (1) • Consistent page design (1) • Controlling layout (1) • To style the webpage (1) • To describe how HTML elements should be displayed (1) • To improve the navigation and readability of websites (1)		**1**
1 (b)	Award **one** mark for each correction up to a maximum of **two** marks. • circle added(1) • <cit> changed to </cite>(1) Correct code is:  	Allow in place of <cite>	**2**
1 (c)	Award **one** mark for using an iframe, **one** mark for specifying the source and **one** mark for setting either the width or height correctly. • <iframe></iframe> (1) • src= "https://www.bridgelon.com" (within <iframe>) (1) • width="150" or height="350" / width="150px" or height = "350px" (within <iframe>) (1) <iframe src="https://www.bridgelon.com" width="150" height="350"></iframe>		**3**

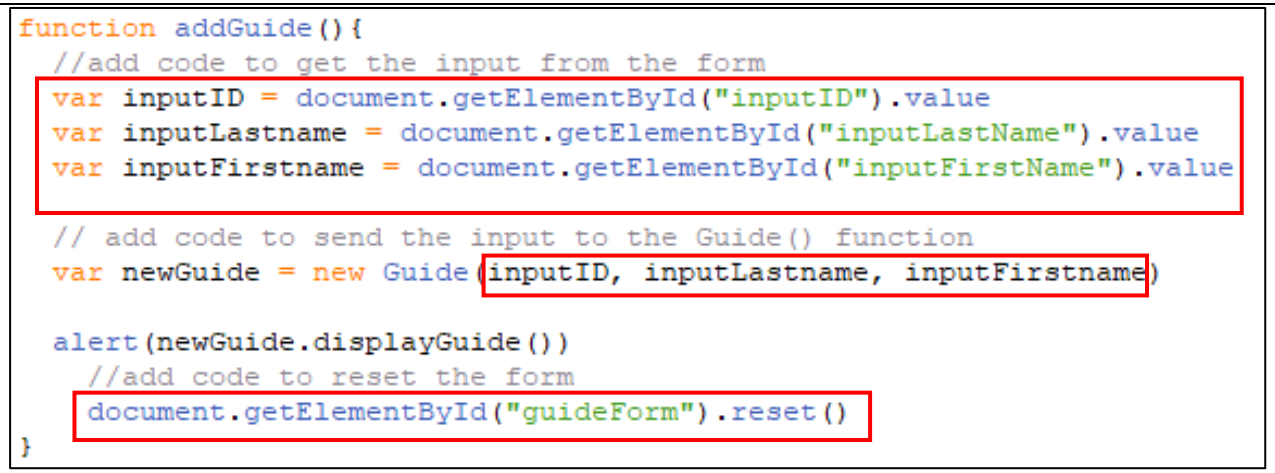
1 (d)	Award **one** mark for any of: • data/information about data/website/web page/element(1) • supply information about the document (1)		**1**
1 (e)	Award up to **two** marks for a linked explanation such as: To give a (brief) description/purpose/function of the site (1) to search engines/browsers/users/other systems (1)		**2**
		Total mark for question	**9**

Question number	Answer	Additional guidance	Mark
2 (a)	Award up to **two** marks for a linked explanation such as: • internal (style sheet) is written within the same html file (1) whereas external (style sheet) is written in a separate file (1) • internal (style sheet) applies styling to that particular page only (1) whereas external (style sheet) can apply styling to many pages (1) • internal (style sheet) does not need to link to a CSS file (1) whereas external (style sheet) does (1)		**2**
2(b)	Award **one** mark for each of: • white and blue added to the gradient (1) • 3px solid red border added (1) • text centre-aligned (1) • 20px padding added (1)		**4**

			
2 (c)	Award **one** mark for each of: vehicle-two class • position vehicle-two off screen (e.g. right: -400px) (1) • call to move-left (1) @keyframes move-left • moves from starting position right to off-screen left (e.g. from { right: -400px; }to { right: 100% }) (1) Example code is: 		**3**

2 (d)	Award **one** mark for each descriptive point up to a maximum of **four** marks: • Line 17 hides image-b (1) • Line 22 to 24 position the image at the same position as image A (1) • Line 20 means the image-container/image will be affected on the hover event (1) • Line 21 changes the display from none to block so that image-b will be visible (1) • After the event, the style reverts to none and image-b disappears/image-a can be seen (1)	Max of two marks if image-a and image-b transposed	**4**
		Total mark for question	**13**

Question number	**Answer**	**Additional guidance**	**Mark**
3 (a)	Award **one** mark for each point up to a maximum of **two** marks • First character should be an uppercase E or uppercase R (1) • Second character should be lowercase a...z (1) • Third character should be uppercase A..Z (1)	Max of 1 mark if validation refers to original regular expression	**2**
3 (b)	Award **one** mark any of: • \d[A-Z]{4}(0|1)[a-z]+ (1) • \d{1}[A-Z{4}(0|1)[a-z]+ (1)	Allow 1 error	**1**
3 (c)	Award **one** mark for each of: • input stored correctly for one of the form input values (1) • at least one parameter added to newGuide (1) • form reset (1) Sample code:		**3**

			
3 (d)	Award **one** mark each for: • button added (1) • onclick event would close the window (1) Sample code: <button type = "button" onclick="window.self.close()">Close Window</button> <input type = "button" value="Close" onclick="window.close()">Close Window</button>	May write function. Need to see the function being called and the function code to award	**2**
3 (e)	Award **one** mark for any of: • makes the code easier for (another programmer) to understand (1) • makes it easier to remember what the code does (1) • makes it easier to maintain/amend/extend code (1)		**1**
		Total mark for question	**9**

Question number	Answer		Additional guidance	Mark
4	Award **one** mark for each of the following points up to a maximum of **fourteen** marks.			20
	Evidence found in			
	A1 HTML – Head	Uses an external style sheet	1	
	A2 HTML – Body	At least one HTML5 semantic element used to define part of the page: <header> <nav> <section> <article> <footer>	1	
	A3 CSS	Colour set appropriately for at least one of: • header colour midnightblue #191970 • header text – white #FFFFFF • button colour – firebrick #B22222 • button text – white #FFFFFF • content background colour - lightblue #ADD8E6 • columns background colour – whitesmoke #F5F5F5 • footer background colour – firebrick #B22222 • footer text – white #FFFFFF • table first row font colour – white #FFFFFF	1	
	A4 CSS	Font size set appropriately for at least one of: • 'Love London Tours' 30 pixels • 'Exciting Historical Tours of London' 35 pixels • '100% of our customers would recommend us' 25 pixels • 'Buckingham Palace, Tower of London, Big Ben…..' to 18 pixels • hyperlink 18 pixels • column text 14 pixels • table text 14 pixels • footer text 16 pixels	1	
	A5 HTML – Body	2 column, 5 row table inserted	1	

	A6 CSS	table header background colour – gray #404040 OR table border colour – gray #404040	1	
	A7 CSS	Alignment set appropriately for at least one of: • column text is justified • table text is center aligned	1	
	A8 HTML – Body CSS	button added (ignore shape)	1	
	A9 CSS	Love London Tours bold and italic	1	
	A10 CSS	Love London Tours aligned to the right	1	
	A11 CSS	Both column images are the same width	1	
	A12 CSS	Button or at least one column with rounded corners	1	
	A13 CSS	At least one image with rounded corners at the top of the image	1	
	A14 CSS	Suitable padding/margins used	1	

Award up to a maximum of **six** marks for the adherence to the component layout and the application of CSS using the levels based mark scheme below.					
Topic Area	**0**	**1**	**2**	**3**	**Mark**
Adherence to component layout design	No awardable content	There is little adherence to the component layout design, leading to a solution that is not fit for purpose or is not suitable for the intended audience.	An attempt to adhere to the component layout design leads to a solution that is, in parts, fit for purpose and is, in parts, suitable for the intended audience.	The webpage fully adheres to the component layout design and style requirements. The resulting solution is fit for purpose and is suitable for the intended audience.	3
Application of CSS to control presentation		There is little attempt to make use of the facilities of CSS to control appearance and style. Most components rely on default configuration.	An attempt has been made to use CSS to control the appearance and style of some components. This has been successful in some cases.	Consistent and accurate application of CSS is used throughout to control the appearance and style of all components.	3
				Total mark for question	**20**

Question number	Indicative content	Mark
5	**General points** • Search engines use algorithms to analyse, index and rank websites • People rarely look beyond the first page of two of results • People most often click the links at or near top of the page • Search engines analyse for quality not quantity • Need to know target audience and how they will likely search for you, what they want to see etc • Attempts to improve search engine rankings • Should ensure a website can be found in search engine for words and phrases relevant to what the site is offering • Keywords – keywords and phrases that people may use to find your page • Meta description – brief description of the page, displayed in search engine results • Structured data – extra information you see next to website and meta description in search results • Links from other sites • Semantic markup that allows search engines to better interpret content • Not a responsive page – some search engines reduce the ranking of non-responsive sites • Page speed – faster loading pages get a better rank **Analysis and recommendations** • Meta description is poor as has nothing to do with the page so would not be useful in search results. Some search engines no longer use description when ranking • Keywords are not as good as they could be. Some irrelevant content • Does not use structured data. e.g. company name, telephone number, email address, address of company which could be shown with the search results • Could include links to other websites with relevant content e.g. the sites of the tour locations • Could include links to social media to make it easy to share content and get word out about company • Could try to get other sites to backlink to the page e.g. the tour location companies • Good use of html5 semantic markup / poor use of HTML5 semantic markup • The page is of a small file size • Amend html and css so that is becomes a fully responsive page	9

Question number	Answer			Mark
6	Award **one** mark for each of the following points up to a maximum of **11** marks.			20
			Marks	
	newMember.html	A1 Check if last name is present	1	
		A2 Check if old enough	1	
		A3 Suitable error message generated for one of the possible errors (A1, A2)	1	
		A4 Valid set to false if error (award if suitable else statement)	1	
		A5 Condition added to check whether form input is valid before details displayed (award if suitable else statement)	1	
		A6 Valid input message including variable values	1	
	search.html	A7 Condition added to check whether the name exists	1	
		A8 Guide details generated	1	
		A9 Found set to true	1	
		A10 Guide details would be displayed if the name exists	1	
		A11 Message would be displayed if the name does not exist	1	

Award up to a maximum of **nine** marks for the Functionality, user interface design, use of notation. Using the levels based mark scheme below.					
Topic area	**0**	**1**	**2**	**3**	**Mark**
Appropriate functionality: • components and code have been decomposed into appropriate parts • dynamic behaviours are implemented in JavaScript.		The component parts of the program are incorrect or incomplete, providing a program of limited functionality that meets some of the given requirements. Mostly inappropriate logic used.	The component parts of the program are complete, providing a functional program that meets some of the given requirements. Some parts of the logic are clear and mostly appropriate to the	The component parts of the program are complete, providing a functional program that fully meets the given requirements. The logic is clear and appropriate to the problem.	3
Appropriate interface design: • error messages and other status reports • Interactivity between JavaScript and HTML		The design of the user interface lacks consideration for fitness for purpose and the intended audience.	The design of the user interface is in parts fit for purpose and addresses some of the needs of the intended audience.	The design of the user interface is fully fit for purpose and suitable for the intended audience.	3

Topic area	0	1	2	3	Mark
Appropriate use of notation: • presentation of JavaScript ensures clear readability • comments provide clarity.		Uses programming constructs and techniques to produce some required outcomes in the code. Uses data types that are rarely appropriate to the problem. Limited use of accurate syntax. Limited appropriate use and manipulation of data structures. Some use of meaningful variable names with limited or unhelpful commenting. Parts of the code are clear and readable but much of it makes limited use of appropriate spacing and indentation.	Uses programming constructs and techniques to produce most of required outcomes in the code. Uses data types, some of which are appropriate to the problem. Uses mostly accurate syntax. Accesses and manipulates data structures to produce mostly correct results and/or outcomes. Uses mostly meaningful variable names, with some use of appropriate commenting. Code is mostly clear and readable, making some use of appropriate spacing and indentation.	Accurate programming constructs and techniques are used. Appropriate data types are selected. Accurate syntax is used. Data structures are accessed and manipulated efficiently. Meaningful variable names and comments are used throughout. Code is clear and readable, making effective use of appropriate spacing and indentation.	3
				Total mark for question	**20**