

## To be opened on receipt

### A2 GCE APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

G048/IC Working to a brief

INSTRUCTIONS FOR CANDIDATES

For assessment submission  
**JANUARY AND JUNE 2013**



#### TIME

- These briefs are only valid for submission of marks to OCR in either January or May 2013.

#### INSTRUCTIONS TO CANDIDATES

- You must use this booklet for guidance throughout your work for this unit.
- You must complete your project by the date set by your teacher.
- You must submit all your preparatory work with your solution to the brief.
- **All work submitted for assessment must be your own work.** You must read the Notice to Candidates on page 2 overleaf before you start your project. Where you have worked as part of a team you must clearly identify your individual contribution to the project.

#### INFORMATION FOR CANDIDATES

- The total number of marks available for the paper is **50**.
- You may start your preparatory work as soon as you receive this paper.
- There are no restrictions on computing facilities, hardware or software that may be used.
- This document consists of **8** pages. Any blank pages are indicated.

**It is important that you discuss with your teacher anything that you do not understand.**

### NOTICE TO CANDIDATES

The work you submit for assessment must be your own.

If you copy from someone else or allow another candidate to copy from you, or if you cheat in any other way, you may be **disqualified** from at least the subject concerned.

Any materials (eg books, information from the internet you have used to help complete this work) must be clearly acknowledged in the work itself.

- You must always keep your coursework secure and confidential whilst you are preparing it. **If it is stored on the computer network, keep your password secure. When printing work, collect all copies from the printer and destroy those you don't need.**
- When you hand in your coursework for assessment, you will be required to sign that you have understood and followed the coursework and portfolio regulations.

### ALWAYS REMEMBER

**YOUR WORK MUST BE YOUR OWN**

## INSTRUCTIONS FOR CANDIDATES

Each of the following briefs has been written so that it may be completed alongside the Advanced GCE optional unit to which it relates.

Only responses to the briefs as set will be accepted. **No marks will be awarded** for work in response to any other brief.

Read the briefs in this booklet. You must research and develop **one** of these briefs.

For assessment of this unit, you must produce evidence which **must** include:

- a preparatory report into current working practice
- a project plan in response to the set brief
- a diary or log of work completed
- support materials for use with the project
- an evaluation of your performance in relation to planning the project
- an evaluation of your performance in implementing the project
- an evaluation of your ICT solution to the given brief.

Whichever brief you choose, you will need to report on current working practices. Before you plan the structure and content of your project you will need to carry out some research into working practices within the organisation. This research should enable you to plan a solution that works smoothly and with minimum disruption.

A project management plan will help you to organise your time efficiently. As a guide, the minimum requirements for the project management plan should include:

- key dates, deadlines and timescales
- how work may be managed in small sections or tasks
- organisation of information and resources
- time for reviews and modifications
- time for evaluation.

Full planning is vital to the success of the project. Full planning will also allow you to evaluate your work more effectively. There must be clear evidence of planning **before** you start your project.

While you are working on the project you must complete a diary or log. This diary or log should include:

- a full list of all tasks undertaken as part of the delivery of the project
- an assessment of your contribution to the success of the task
- the skills used in meeting the requirement of the task
- an assessment of how your skills needed to extend to meet the needs of the task – your discussion of your skills needs to include your use of working with others as well as ICT skills.

You will need to produce supporting materials. These may take any form, and the ultimate decision about what support materials your project needs is for you to decide.

Once you have completed the project, you will need to report on how well the project ran, what were its strengths and weaknesses and how well you worked with others. You should also suggest improvements to the project. You should collect feedback from users and the client in order to allow you to make informed comments about your project and the role that you played.

At the end of the unit, you must hand in:

- your report on current working practices
- your project plan
- your diary or log
- support materials
- your evaluation reports.

Make sure that all your work has your name, candidate number and centre number on each page.

### Briefs

You may carry out the brief by working on your own or as part of a team. Where you are working on your own the focus of 'working with others' becomes the clients or end users of the product. Where you are working as a team member the focus may also include other members of the team.

You **must** develop a solution to **one** of the following briefs.

#### Brief 1

Michael runs a petrol station. Over the past six months, he has been keeping records of the prices he has charged for fuel, as well as the prices charged by his three nearest competitors. He has found that on days when he charges the same price as the average of his three nearest competitors, he sells 12,000 litres of fuel. However, when he charges more than the average price of his three nearest competitors, he sells less fuel. Conversely, when he charges less than the average price of his three nearest competitors, he sells more fuel.

Michael has found that if he charges within 10% of the average price (above or below), the volume of his daily sales of fuel will differ by a percentage equal to the percentage difference in price. However, when the difference in price is greater than 10%, his figures differ as shown below.

Percentage difference in price	Percentage change in sales
+30% and above	-75%
+25%	-60%
+20%	-40%
+15%	-22%
+12%	-15%
Between +10% and -10%	See paragraph above
-12%	+15%
-15%	+25%
-20%	+50%
-25% and below	+80%

Create a model that will allow Michael to:

- enter the price of fuel charged by each of his three nearest competitors
- enter a target for daily sales of fuel
- decide on the price to charge for his fuel.

This task may be completed in conjunction with Unit G049: Numerical modelling using spreadsheets.

## **Brief 2**

You have been asked to create a prototype of a multimedia product that will teach road safety. The product will be aimed at children between the ages of three and six years. The main character in the product will be a cartoon character.

Your product must allow users some interactivity so that parents and children can personalise it. For example, parents could be given the ability to choose a name for the main character, or children using the product could choose the clothing that the character is wearing. Your client has also asked that any child using the completed product should be able to pause it at any stage, as well as repeat any section.

This task may be completed in conjunction with Unit G050: Interactive multimedia products.

## **Brief 3**

Your school is running a competition to design the layout for a termly school newspaper which will be sold to parents and other adults. The news section should focus on school events but could include local news. There should also be a section on community links.

Entry should be in the form of a sample newspaper of at least ten A4 pages (or equivalent) that will be judged by a committee of teachers and parents.

You have decided to enter the competition and will design and create a sample newspaper for consideration.

This task may be completed in conjunction with Unit G051: Publishing.

## **Brief 4**

You have been commissioned to create a range of graphics that will be used as part of a forthcoming Government anti-litter campaign.

The campaign will focus on three specific types of litter:

- chewing gum
- fast food
- smoking related.

The campaign will also encourage recycling.

You must create a minimum of 15 different graphics for use in the campaign.

This task may be completed in conjunction with Unit G052: Artwork and imaging.

**Brief 5**

You have been asked to create a website for an estate agent based in your local area. The website must feature properties for sale in your area. The website must include descriptions and multimedia presentations of the properties.

Customers who use the website must be able to:

- search for different types of properties
- register to be added to the estate agent's mail and email list
- request a viewing of a particular property.

This task may be completed in conjunction with Unit G053: Developing and creating websites.



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