

**ADVANCED GCE
APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY
G048/IT**

UNIT 9: Working to a brief

INSTRUCTIONS FOR TEACHERS

To be opened on receipt

JANUARY AND JUNE 2009



TIME

- There are no time limitations on the tasks other than the brief cannot be issued to candidates until September 2008 and that the response to the brief must be submitted by the appropriate internal deadline set by the candidates' Centre. This deadline will reflect the need for the Centre to complete marking of the tasks and submission of marks to OCR by either 10 January or 15 May 2009.

INFORMATION FOR CANDIDATES

- The total number of marks available for the paper is **100**.
- There are no restrictions on computing facilities, hardware or software that may be used.
- You must set an internal deadline for candidates to complete and submit their preparatory work and outcome(s). This must allow time for marking the work, using the Assessment Evidence Grid on pages 108–109 of the specification, before the deadline set by OCR.
- All preparatory work and the outcome(s) must be the candidates' own work.
- This document consists of **4** pages. Any blank pages are indicated.

INSTRUCTIONS FOR TEACHERS – 2009

Each of the following briefs has been written so that it may be completed alongside the Advanced GCE optional unit to which it relates, should Centres wish to do so. There is no requirement that Centres adopt this practice. Where they do so, it is the Centre's responsibility to ensure that the requirements of the related Advanced GCE unit are covered.

Candidates must research and develop one of these briefs. Only responses to the briefs as set will be accepted. **No marks can be awarded** for work in response to any other brief.

Whichever brief is chosen, candidates will need to report on current working practices. This may be based on actual working practices or an existing solution to a similar problem. If, as a teacher, you are playing the role of the client for the candidates then you will need to identify the working practices within the organisation.

For assessment of this unit, each candidate must produce evidence which includes:

- 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 their performance in relation to planning the project
- an evaluation of their performance in implementing the project
- an evaluation of their ICT solution to the given brief.

A project management plan will help candidates to organise their time efficiently. As a guide, the minimum requirements for the project management plan would 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 the candidates to evaluate their work more effectively. There must be clear evidence of planning **before** the project is started.

As well as planning their work in full, candidates must complete a diary or log whilst they are working on the project. This diary or log should include:

- a full list of all tasks undertaken as part of the delivery of the project
- an assessment of their contribution to the success of the task
- the skills used in meeting the requirement of the task
- an assessment of how their skills were extended to meet the requirements of the task – the discussion of their skills will need to include their use of working with others as well as ICT skills.

Candidates will need to produce supporting materials for the project. These may take any form, and the ultimate decision about what support materials the project needs is for the candidate to decide. **Candidates must provide clear evidence that they have developed and extended their range of ICT skills in producing these support materials.**

Once each candidate has completed the project, they will need to report on how well the project ran, what were its strengths and weaknesses and how well they worked with others. Their report should also suggest improvements to the project. Each candidate should collect feedback from users in order to allow them to make informed comments about their project and the role that they played.

At the end of the unit, each candidate must hand in:

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

Briefs

Each brief may be carried out by candidates working on their own or as part of a team. Where candidates are working on their own the focus of 'working with others' becomes the clients or end users of the product. Where candidates are working as a team member the focus may also include other members of the team.

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

Brief 1

You have been asked to produce a spreadsheet to help set the price for a night's stay in an hotel. The hotel has 50 standard rooms and charges are based on the room, not the number of guests who stay in the room.

Room charges will be in three pricing bands based on when guests make their bookings.

These pricing bands are:

- Early Bird – for guests who book more than a week in advance. These guests will pay between 20% and 25% of the price paid by walk-in guests.
- No Panic – for guests who book between a week and a day in advance. These guests will pay between 55% and 65% of the price paid by walk-in guests.
- Walk-in guests – for guests who do not book in advance.

The price for walk-in guests is £120 per night. The Early Bird and No Panic rates are variable.

For each fortnight during the year, the hotel sets a target profit. The price of the Early Bird and No Panic pricing bands are set based on the room occupancy rate and the number of bookings in each band over the equivalent fortnight in the previous year to achieve this profit.

The running costs for the hotel are £500 per day, plus £10 per room occupied. However, if more than 30 rooms are occupied on any one night, the cost per room occupied increases to £20 as the manager receives a bonus.

Your spreadsheet should:

- record the number of rooms charged under each pricing band each day.
- set the price for Early Bird and No Panic rates for the equivalent fortnight the following year.
- keep a record of the income and costs for the hotel per night.
- calculate the profit for the fortnight.

This task may be completed in conjunction with Unit 10: Numerical modelling using spreadsheets.

Brief 2

One Clear Reason is a multimedia publishing company that specialises in interactive multimedia stories for children. Their top selling range is Real Animals, a series of stories where all the characters are animals who take on human roles. Readers are able to choose their own route through each story.

One Clear Reason has asked you to create a sample story for the series. Your sample story must be based on a dog with super powers who takes up a sport. The sample story should last approximately three minutes and be targeted at children between the ages of seven and nine. This interactive product must allow readers to choose their own route through the story.

This task may be completed in conjunction with Unit 11: Interactive multimedia products.

Brief 3

OC Publishing Ltd is a publishing company that produces magazines. They want to expand into hobby magazines.

Produce a sample hobby magazine for OC Publishing Ltd on a hobby of your choice. Your planning should make it clear what the hobby is and who the magazine is aimed at.

This task may be completed in conjunction with Unit 12: Publishing.

Brief 4

One Clear Roll is a wallpaper business that produces specialist wallpapers. They wish to create a new series of psychedelic wallpapers. You have been asked to create six sample patterns which may be used as part of the new range. These samples must show the use of a range of tools and techniques.

This task may be completed in conjunction with Unit 13: Artwork and imaging.

Brief 5

Produce a website publicising a forthcoming election of your choice. Your planning should make it clear what the subject of the election is and who will be voting. The website should be aimed at those who will be voting and should suit the subject of the election.

This task may be completed in conjunction with Unit 14: Developing and creating websites.