

## 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 2012**



#### TIME

- These briefs are only valid for submission of marks to OCR in either January or May 2012.

#### 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 **12** 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**

You have been asked by a retail chain to research into the impact of a supermarket's environment on consumers' shopping decisions. You should use the results of your research to produce a spreadsheet model that predicts the impact of a range of variables on the likelihood of customers making a purchase.

The specific variables that you have been asked to consider are:

- gender
- age
- the number of people per square metre
- the volume of music being played through the in-store public address system
- the level of tidiness within the supermarket
- the quality of décor within the supermarket
- the ease of finding specific products
- the availability of staff to provide help and advice
- the quality of lighting
- the clarity of signs

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

**Brief 2**

You have been asked to create an installation to be used at a regional shopping centre. You have decided to create a multimedia diary of events in your local area over a period of six to eight weeks. This multimedia diary will include interviews, photographs, video and music. The installation should allow members of the public to select specific elements for viewing and listening.

The installation should also include a feedback form that uses drag and drop and allows members of the public to add their name and contact details.

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

**Brief 3**

You have been asked to produce a section of an ICT textbook aimed at students from years 5 and 6. This should be ten A4 pages in length (or equivalent). You have been given a list of three topics from which to choose. These are:

- Web page design and creation
- Using spreadsheets to solve simple problems
- Online safety

Each section must conform to a common structure. This structure is:

- introduction – explaining what will be covered
- theory – explaining the ideas behind the topic
- skills – showing the reader how to use any software
- overview – a review of what has been done
- assessment – an assessment that can be used with the topic.

Your completed product must include a range of suitable graphics and text.

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

**Brief 4**

You work for a graphics design business. You have been commissioned to produce wall prints for a large home furnishings retailer. These should be aimed at people between the ages of 18 and 25 and be in the style of the following art movements.

- Impressionism
- Cubism
- Surrealism
- Constructivism
- Pop art

The client requires original subject matter, but in the style of each of the above art movements. You should produce a minimum of two prints for each.

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

**Brief 5**

You have been asked to produce a sample website that advertises and sells tickets for events at a local venue. The website should have a minimum of five pages, which should include:

- multimedia advertising
- feedback forms
- a facility for customers to buy tickets direct.

The completed website should be suitable for a wide audience.

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

# Unit G048 - Assessment Evidence Grid

## Unit G048: Working to a brief

### What candidates need to do:

#### Evidence needs to include:

- a:** [AO2] a preparatory report into current working practice [3];
- b:** [AO2/3] a project plan in response to the set brief. [8];
- c:** [AO1/2/3] a diary or log of work completed [16];
- d:** [AO1] support materials for use with the project [5];
- e:** [AO4] an evaluation of candidates' performance in relation to planning the project [6];
- f:** [AO4] an evaluation of candidates' performance in implementing the project [6];
- g:** [AO4] an evaluation of candidates' ICT solution to the given brief [6].

### How the candidate will be assessed:

Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
<b>a</b>	<b>AO2</b>	The candidate produces a descriptive report into current working practice; [0 1]	The candidate produces an analytical report into current working practice; the report highlights strengths and weaknesses of the current working practice; The report highlights some issues of which account need be taken when implementing the project; [2]	The candidate produces an analytical report into current working practice; the report highlights strengths and weaknesses of the current working practice; The report highlights all issues of which account need be taken when implementing the project. [3]	/3
<b>b(i)</b>	<b>AO2</b>	The candidate plans their project; [0 1]	The candidate uses <b>one</b> formal planning technique to plan their project; [2]	The candidate uses <b>two</b> formal planning techniques to plan their project. [3]	/3
<b>b(ii)</b>	<b>AO3</b>	The candidate's plan includes little detail; [0 1]	The candidate's plan includes fair detail; most tasks required to complete the project are listed; [2 3]	The candidate's plan fully identifies all tasks required in order to complete the project. [4 5]	/5
<b>c(i)</b>	<b>AO1</b>	The candidate produces a diary or log that shows that they have developed or extended their range of ICT skills and techniques whilst planning and producing the response to the brief; [0 1]	The candidate produces a diary or log that shows that they have developed and extended their range of ICT skills and techniques whilst planning and producing the response to the brief; [2 3]	The candidate produces a diary or log that shows that they have used their initiative to develop and extend their range of ICT skills and techniques whilst planning and producing their response to the brief. [4 5]	/5

<b>Unit G048: Working to a brief (continued)</b>					
<b>Task</b>	<b>Assessment Objective</b>	<b>Mark Band 1</b>	<b>Mark Band 2</b>	<b>Mark Band 3</b>	<b>Mark Awarded</b>
<b>c(ii)</b>	<b>AO2</b>	The candidate produces a diary or log that shows that they have used some tools and techniques for developing ICT systems;  <b>[0 1]</b>	The candidate produces a diary or log that shows that they have used a range of both formal and informal techniques for developing and managing ICT systems; The candidate also shows that they have some awareness that the quality of their work will affect the end-users and/or others with whom they have contact whilst working on the project;  <b>[2]</b>	The candidate produces a diary or log that shows that they have used an extensive range of both formal and informal techniques for developing and managing ICT systems; The candidate also shows that they have a thorough awareness that the quality of their work will affect end users and/or others with whom they have contact whilst working on the project.  <b>[3]</b>	<b>/3</b>
<b>c(iii)</b>	<b>AO3</b>	The candidate produces a diary or log that shows that they have dealt with straightforward day-to-day issues arising from running the project; The candidate's diary or log identifies the responses they have taken to issues that have arisen;  <b>[0 1 2]</b>	The candidate produces a diary or log that shows they have dealt with more complex day-to-day issues arising from running the project; The candidate's diary or log shows that they have used appropriate responses to the day-to-day issues that have arisen; commentary in the candidate's diary or log justifies their decisions;  <b>[3 4 5]</b>	The candidate produces a diary or log that shows they have dealt with more complex day-to-day issues arising from running the project; The candidate's diary or log shows that they have used appropriate responses to these more complex issues that have arisen; The candidate's diary or log shows that they have taken account of longer term implications arising from these issues and taken action to prevent their reoccurrence; commentary in the candidate's diary or log justifies their decisions  <b>[6 7 8]</b>	<b>/8</b>
<b>d</b>	<b>AO1</b>	The candidate develops support materials for use with the project; The candidate's support materials show the application of some skills acquired in this unit, and other units, in this specification;  <b>[0 1]</b>	The candidate develops support materials for use with the project; The candidate's support materials show the application of a range of skills acquired in this unit, and other units, in this specification;  <b>[2 3]</b>	The candidate develops support materials for use with the project; The candidate's support materials show the application of a wide range of skills acquired in this unit, and other units, in this specification.  <b>[4 5]</b>	<b>/5</b>



<b>Unit G048: Working to a brief (continued)</b>					
<b>Task</b>	<b>Assessment Objective</b>	<b>Mark Band 1</b>	<b>Mark Band 2</b>	<b>Mark Band 3</b>	<b>Mark Awarded</b>
<b>e</b>	<b>AO4</b>	The candidate describes their actions in planning their project and identifies areas for improvement;  [0 1 2]	The candidate analyses their actions in planning their project and identifies some strengths and weaknesses in their planning; The candidate suggests some improvements to the overall process;  [3 4]	The candidate analyses their actions in planning their project and fully identifies strengths and weaknesses in their planning; The candidate suggests improvements to the overall process; these improvements are clearly linked to their analysis of their actions in planning their project.  [5 6]	/6
<b>f</b>	<b>AO4</b>	The candidates describes their actions in implementing their ICT solution for the user and identifies areas for improvement;  [0 1 2]	The candidate analyses the effectiveness of their actions in implementing their ICT solution and identifies some strengths and weaknesses in the actions they have completed; The candidate suggests some improvements to the overall process;  [3 4]	The candidate analyses the effectiveness of their actions in implementing their ICT solution and fully identifies strengths and weaknesses in the actions they have completed; The candidate suggests improvements to the overall process; these improvements are clearly linked to their analysis of their actions in implementing their project.  [5 6]	/6
<b>g</b>	<b>AO4</b>	The candidate comments on the effectiveness of their solution by comparing their solution to the user needs for the project; The candidate's report may contain errors in spelling, punctuation and grammar;  [0 1 2]	The candidate analyses the effectiveness of their solution by comparing their solution to the user needs for the project; their analysis will be partially based on user or client feedback; The candidate's analysis will identify some strengths and weaknesses of their solution; The candidate's report contains few spelling, punctuation and grammar errors;  [3 4]	The candidate analyses the effectiveness of their solution by comparing their solution to the user needs for the project; their analysis will be fully based on user and client feedback; The candidate's analysis will fully identify strengths and weaknesses of their solution; The candidate's report is consistently well-structured and there are few, if any, spelling, punctuation and grammar errors.  [5 6]	/6
<b>Total mark awarded:</b>					<b>/50</b>





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