

Model Assignment

Issued July 2010

OCR Level 2 Nationals in ICT 2010

Unit 2: Webpage creation

Please note:

This OCR model assignment may be used to provide evidence for the unit above. Alternatively, centres may wish to adapt this assignment or devise their own assignment for the purposes of assessment. It is the centre's responsibility to ensure that any adaptations made to this assignment allow candidates to meet all the assessment objectives and provide sufficient opportunity for candidates to demonstrate achievement across the full range of grades.

The scheme codes for these qualifications are:

OCR Level 2 National Short Course Award in ICT	05659
OCR Level 2 National First Award in ICT	04676
OCR Level 2 National Award in ICT	04677
OCR Level 2 National First Certificate in ICT	04678
OCR Level 2 National Certificate in ICT	04679

The QCA Accreditation Number for this unit is:

Unit 2: Webpage creation	H/601/8102
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This OCR model assignment remains live for the life of these qualifications.

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Model Assignment: Tutor Information

OCR Level 2 Nationals in ICT 2010

Unit 2: Webpage creation

Guidance For Centres

1 General

- 1.1 OCR model assignments are issued free to centres on approval and are available to download from our website www.ocr.org.uk.
- 1.2 Centres may choose to:
 - use OCR model assignments for formal summative assessment of candidates
 - tailor OCR model assignments for formal summative assessment of candidates
 - use OCR model assignments as a benchmark for devising their own assignment.
- 1.3 This assignment has been designed to meet the full assessment requirements of the unit. Candidates will need to take part in a planned learning programme that covers the underpinning knowledge and skills of the unit.

2 Before carrying out the assignment

- 2.1 Candidates should be provided with a copy of the Candidate Information section of this assignment.
- 2.2 Candidates may carry out preparations prior to undertaking the tasks; there is no time limit for this.

3 When completing the assignment

- 3.1 Candidates should be allowed sufficient time to complete all of the tasks. The time required may vary depending on the nature of the tasks and the ability of individual candidates. It is suggested that evidence is produced in several sessions.
- 3.2 Each candidate must produce individual and authentic evidence for each task within the assignment.
- 3.3 Centre staff may give support and guidance to candidates. This support and guidance should focus on checking that candidates understand what is expected of them. It is not acceptable for tutors to provide model answers or to work through answers in detail.
- 3.4 Candidates may use information from any relevant source to help them with producing evidence for the tasks.
- 3.5 It is acknowledged that candidates in their responses will refer to situations in the case studies but as the case studies are fictitious this does not break any rules of confidentiality. However, candidates must be guided on the use of information from other sources to ensure that confidentiality is maintained at all times.

4 After completing the assignment

- 4.1 Candidates' evidence is assessed by the centre's assessor against the qualification specification contained in the Centre Handbook. When grading candidates' work, centres **must** use the grading descriptors in the unit. For further information about assessment please refer to the section on Assessment and Moderation in the Centre Handbook.
- 4.2 Assessors' decisions should be quality assured across the centre through internal moderation. For further information about internal moderation please refer to the section on Assessment and Moderation in the Centre Handbook.

5 Presentation of work

- 5.1 Candidates may use the *Candidate Checklist* provided to ensure that they submit evidence for ALL tasks. They can do this by using the *Candidate Checklist* as a contents page inserting references/page numbers in the boxes provided.
- 5.2 Centres may wish to discourage candidates from excessive use of plastic wallets for presentation of their evidence as this may hinder the assessment process. Instead centres may wish to encourage candidates to present their work so that it is easily accessible, eg spiral bound, stapled booklet, treasury tag.

6 Acceptable evidence

- 6.1 For guidance on generation and collection of evidence please refer to the section on Assessment and Moderation in the Centre Handbook.

7 Reworking the assignment

- 7.1 If candidates do not meet the minimum PASS requirements for the assessment objectives, further work will be required.
- 7.2 Tutors may give feedback to candidates to support and guide them in producing evidence to the required standard.

Notes For Tutors

Introduction to the Tasks

The tasks have been designed to guide candidates to create a multimedia website for Recycle UK.

The tasks have been designed so that all of the assessment objectives in Unit 2 are addressed.

These guidance notes should be used in conjunction with the unit specification and Centre Handbook.

The Tasks

Task 1: Design a multimedia website

Assessment Objective 1 is assessed in this task.

The scenario for Recycle UK should give candidates a good basis from which to begin the design process. All candidates need to give details of the audience and purpose of the new website.

The site plan will need to show an outline for a website and how pages are linked. The website must contain a minimum of five webpages. The site plan could take the form of a diagram that will act as an overview for the website.

Candidates should give details of the house style, which will include the chosen colour scheme, text styles and the basic position of components on a page, including the location of the navigation system. The navigation system must show links. This document may be in the form of an annotated sketch/diagram giving a visual representation of the layout and colour scheme for the pages.

To achieve a Distinction grade the plans will need to be comprehensive and will include enough detail for another person to implement the website using the plans. Merit candidates will produce detailed plans. Pass candidates will produce simple plans and the page plans might not always be accurate.

To assist with the planning of the website, candidates should collect and store suitable components as they plan the website. This will help with the design process and mean that they have stored locally when they begin to put the website together.

Candidates will need to be familiar with the web-authoring package they will be using before they embark on the planning. This will allow them to fully appreciate the features available to them when creating their plans, and will enable them to produce web pages that consist of more than just text and images.

Either a web-authoring package or HTML coding **MUST** be used for the production of the web pages. It is not appropriate to produce the website itself using DTP software or word-processing software (or any other) and simply saving the final products as HTML.

It is a Pass requirement that candidates provide clear evidence that they have stored the components they have sourced. It is not sufficient simply to show that they are visible on the final product.

Task 2: Create multimedia webpages

Assessment Objective 2 is assessed in this task.

Before they begin to produce the website, candidates must demonstrate the creation of a suitable folder structure for it. Components that have been collected (text and images that are suitable for purpose, within the context of the scenario, for Pass level) should be stored in appropriately named folders and the files should also have suitable filenames. At Pass level, the folder structure will be basic and the folder names and filenames may not always be suitable. This should be evidenced through the use of a screenshot(s).

Backing up work to a suitable device must be evidenced using screenshots. Pass candidates are not required to provide evidence of doing this. The backing up could be to an external device, removable storage or an alternative network location. In order to pass this assessment objective, there is no requirement to provide evidence of doing this every time the webpages are worked on – doing so once will suffice.

The pages themselves should be produced using the plans created in Task 1. Pass candidates will produce web pages containing text and images and a method of navigation to all pages. At Merit the web pages will have a consistent layout and include a range of suitable images and at Distinction the method of navigation must be effective. Candidates must be encouraged to proofread their work to reduce errors in the text.

Merit and Distinction candidates must optimise images. This should be evidenced by the use of screenshots suitably explained for Distinction. Pass candidates do not need to provide evidence of optimising their components for use on the internet although, as good practice, they should be made aware of its importance.

Evidence is best provided by looking at the electronic files produced. Where this is not possible then candidates will need to print out every page from a web browser and supplement this with appropriate screenshots/html codes and witness statements to clearly evidence all functionality.

It is likely that candidates will complete some of the work for Tasks 3, 4 and 5 when undertaking Task 2 to ensure that the navigation system works effectively, interactive elements are incorporated and the user form is included.

Task 3: Create functioning hyperlinks

Assessment Objective 3 is assessed in this task.

All candidates must create functioning hyperlinks to link together all pages of the website. It is not appropriate to allow the use of the 'BACK' button on the browser as a form of hyperlink. All candidates need to evidence at least one hyperlink to a suitable external website. If Flash buttons are used as the main form of navigation, and the electronic versions of the web pages are not being provided as evidence, then screenshots should be provided to show that the actual hyperlink assigned to each button functions correctly.

To achieve the higher levels, the navigation system should be consistently positioned and show a clear structure. In addition, such candidates will need to provide at least one email link and at Distinction level there must be evidence of including an image map. To achieve Distinction level the hyperlink system must be fully functional and well structured.

Task 4: Include interactive elements

Assessment Objective 4 is assessed in this task.

Pass level candidates must include at least one interactive element on their website. It is acceptable to use material downloaded from the internet, as long as it is appropriate and copyright laws have been observed.

To achieve the Higher levels, candidates will need to add additional interactive elements, and at Distinction level must include at least two interactive elements that they have created themselves. For example, a video clip may be downloaded from the internet and the candidate may use it on a web page and create the controls to play it.

Task 5: Create a user form for capturing user information

Assessment Objective 5 is assessed in this task.

The form must seek information from users. Pass level candidates may create a simple form that can be printed out and filled in.

Higher level candidates must create a form that can be filled in and could be submitted online. At Merit level, this must contain a least one form field and at Distinction level, it must include a range of different form fields, such as radio buttons, check boxes, text boxes and drop-down menus. The form must include a Submit button. At Merit level the form will be mainly well laid out and easy to use. At Distinction level the form must also work as intended, ie if the website was live it would submit the response.

Candidates do not need to arrange CGI scripting to allow the form to work. Submitting the form by email would be suitable. As long as the form has been set up in this way (and is evidenced), there is no requirement to demonstrate that it actually functions in this way.

Task 6: Test website

Assessment Objective 6 is assessed in this task.

The assignment lists the categories that the tests should cover; candidates should use this list to decide which specific tests they need to carry out for their own websites. It is not appropriate for centres to provide candidates with pre-populated test plans for them to simply complete.

At Pass candidates must produce a test table providing evidence of testing their website to ensure that all internal and external hyperlinks work effectively. Any broken and/or faulty links must be fixed. The completed test table will be submitted as evidence.

For the Higher levels, candidates will need to conduct a more comprehensive range of tests covering the main areas of their website. Any problems identified should be corrected. Where action is taken, this must be evidenced through the use of screenshots or annotated code and must clearly show 'before' and 'after' to show that amendments have been made.

If the website is fully functioning, the test table must be annotated to show this. Candidates should not invent problems simply to show that they are able to correct them. This will not impact on them being able to achieve the higher grades.

Task 7: Evaluate the website

Assessment Objective 7 is assessed in this task.

Candidates are not required to make any further changes to their website following their evaluation.

Model Assignment: Candidate Information

OCR Level 2 Nationals in ICT 2010

Unit 2: Webpage creation

CANDIDATE NAME: _____

General Information for Candidates

Q *Do I have to pass this assignment?*

A Yes. You must pass this assignment to achieve the full qualification.

Q *What help will I get?*

A Your tutor will help you when completing the OCR model assignment and will make sure that you know what resources/facilities you need and are allowed to use.

Q *What if I don't understand something?*

A It is your responsibility to read the assignment carefully and make sure you understand what you need to do and what you should hand in. If you are not sure, check with your tutor.

Q *Can I copy other people's work?*

A No. The work that you produce must be your own work and you may be asked to sign a declaration to say that the work is your own. You should never copy the work of other candidates or allow others to copy your work. Any information that you use from other sources, eg books, newspapers, professional journals, the internet, must be clearly identified and not presented as your own work.

Q *Can I work in a group?*

A Yes. However, if you work in a group at any stage you must still produce work that shows your individual contribution.

Q *How should I present my work?*

A You can present your work in a variety of ways, eg hand-written, word-processed, on video. However, what you choose should be appropriate to the task(s). For some work, eg presentations, coaching sessions, role-play, work experience, you will need to provide proof that you completed the task(s). A witness statement or observation sheet could be used for this. If you are unsure, check with your tutor.

Q *When I have finished, what do I need to hand in?*

A You need to hand in the work that you have completed for each task. Do not include any draft work or handouts unless these are asked for. When you hand in your work make sure that it is labelled, titled and in the correct order for assessing.

Q *How will my work be assessed?*

A Your work will be marked by an assessor in your centre. The assessor will mark the work using the assessment objectives and the grade descriptors in the qualification specification.

Scenario

You have been asked to design and create a multimedia website for Recycle UK. Recycle UK is a new, national company that has been asked to co-ordinate household recycling for the whole country.

Recycle UK is working with local councils to provide every house in the country with the following equipment:

- a black recycling bin for general household waste
- a green recycling bin for garden waste and cardboard
- a yellow box for tins, plastic and glass
- a green box for paper.

Recycle UK wants the website to perform the following functions:

- to inform people what they should recycle in each bin/box
- to encourage people to recycle more of their rubbish
- to involve young people early so they are more environmentally aware
- to include a form for interested people to complete asking for more information on a variety of recycling issues

You will be required to design the website before creating it. Once you have created the website, you will test it and evaluate what you have done.

The website does not need to contain components that you have made yourself. You may use and adapt suitable components that already exist. If you have already completed Unit 21 (Creating computer graphics), you may wish to use these graphics in your work.

Tasks

Task 1: Design a multimedia website

Assessment Objective 1

You need to produce a design for a multimedia website of at least five pages for Recycle UK. Your design must meet the specification given in the scenario. The design will act as the blueprint (plan) for the website you are going to produce for them.

The designs you produce will be implemented in tasks 2, 3, 4 and 5.

Use the activities below to produce evidence for your assignment.

A Identify the purpose and target audience of the website.

(This could take the form of a written document)

B Read the entire assignment and then produce a site plan for the website. The website must consist of at least five webpages. Your site plan should:

- be on one page
- show an overview for all pages
- show an overview of the navigation system.

(This could be done graphically by hand or by using word-processing, DTP or specialist software)

C Produce a house style for the website:

- colour scheme
- text styles
- position of components (text, images, multimedia objects, other components, etc)
- position of navigation system (showing links)

(This could be done graphically by hand, using word-processing or DTP software or using graphics software to simulate what it will look like)

D Produce page plans for each of the pages:

- layout of different components
- description of the chosen navigation system (buttons, textual hyperlinks, hotspots, etc)

To achieve the higher grades, the page plans must be accurate and sufficiently detailed to allow another person to implement the plans.

(This could be done graphically using word-processing or DTP software, by hand or using graphics software to simulate what it will look like)

E Collect and store suitable components, including any created yourself eg:

- images
- text
- animations
- interactive elements
- video
- sound.

(Evidence for this could be a screenshot of the folder(s) containing the components you have stored, in 'details' view.)

Task 2: Create multimedia webpages

Assessment Objective 2

Using the designs and components that you have collected and stored, you should now create the multimedia webpages using appropriate web-authoring software.

For Pass level you need only complete parts **A** and **B** of this task.

Use the activities below to produce evidence for your assignment.

A Create a suitable folder structure for the website:

- sub-folders/folders
- suitable filenames
- files saved in appropriate location.

To achieve the higher grades, a suitable folder structure must be shown with appropriate folder and filenames.

(This must be done using screenshots)

B Produce the pages you have designed using your house style. You must:

- create your navigation system
- insert/import and align text
- format text and colour
- set text attributes
- use a range of different components that you have collected

At Pass level the web pages must include text and images and a method of navigation to all pages. To achieve the higher grades, an appropriate house style will need to be used. Errors will be minimal. All images must be suitable and a method of navigation must be present.

(Evidence for this part of this task will be your completed website)

C Show that you have optimised components for use on the internet:

- file size
- download times.

Images need to be optimised and of good quality, scaled in proportion.
For Distinction level you need to explain why your images need to be optimised.

(This must be evidenced through the use of screenshots)

D Show that you have kept backups of the entire website on a suitable backup device.

(This must be evidenced through the use of screenshots)

Task 3: Create functioning hyperlinks

Assessment Objective 3

In this task you will create hyperlinks to link the pages together, link to other websites on the internet and link to email, where appropriate.

Use the activities below to produce evidence for your assignment.

Create functioning hyperlinks that link the pages together and that link to external websites. For example:

- menus
- navigation bar
- text hyperlink(s)
- image maps
- buttons
- hyperlink(s) to email
- hyperlink(s) to external websites.

To achieve Pass level, all pages must be linked together and there must be at least one link to an external website.

To achieve the higher levels you also need to include at least one email link and the linking method must be consistent and structured allowing the user to access all web pages from the home page.

To achieve Distinction level you must also include an image map and the method of navigation must be consistently placed on all pages.

(This is likely to be evidenced through the website although you may need to provide some guidance to show where elements can be found)

Task 4: Include interactive elements

Assessment Objective 4

In this task you will add some interactive elements to the pages.

Use the activities below to produce evidence for your assignment.

Create interactive element(s) to add to the user experience of the website. For example:

- rollover button
- rollover image
- Flash objects
- user controls (for audio, video)

To achieve a Pass level, at least one interactive element must be included. To achieve a Merit, at least one rollover object and one further interactive element must be included. To achieve a Distinction, you must include at least three different types of interactive element. At least one of these must be a rollover button or rollover image. At least two of the interactive elements must be created by you (for example rollover button/rollover image).

(This would be best evidenced by viewing the website)

Task 5: Create a user form for capturing user feedback

Assessment Objective 5

In this task you will create a user form for Recycle UK. This form should be for interested people to complete asking for more information on a variety of recycling issues.

Use the activities below to produce evidence for your assignment.

Create a form to be printed out (for Pass level only) or submitted online (for Higher levels).

Consider using the following form fields when creating your form:

- text boxes
- radio buttons
- check boxes
- drop-down menus.

At Pass level, a simple form may be used that can be printed out and completed.

To achieve the Higher levels, the form must be created so it could be filled in online and submitted using a submit button. The form will be well laid out and easy to use.

(This would be best evidenced by viewing the website)

Task 6: Test website

Assessment Objective 6

In this task you will test a number of areas of your website using a test table. This will enable the website to be improved, making it better for the future.

For Pass and Merit levels you need only complete parts **A** of this task.

Use the activities below to produce evidence for your assignment.

Produce a test table for use when testing the website.

At Pass level you will need to ensure that all internal and external hyperlinks and the navigation system works effectively. Any broken or faulty links must be fixed.

To achieve a Merit level, you should also show evidence of testing most of the main areas of your website such as:

- suitability for target audience
- purpose of website
- use of consistent house style
- navigation system
- use of different components
- interactive elements
- hyperlinks
- user form
- ease of use.

To achieve Distinction level, tests must be carried out that cover all the main areas of the website and any action required to solve any problems must be given. If you have found no problems during your testing, this **must** be recorded on the test table and no further evidence will be required. The final website must support your claim that there are no errors.

If problems are identified you will also need to provide evidence to show before and after the changes have been made.

(The test table could be produced using a word-processed document)

(Evidence of changes at Distinction level could be evidenced using annotated before and after screenshots, printouts of HTML code)

Task 7: Evaluate the website

Assessment Objective 7

In this task you will evaluate the website you have created.

Use the activities below to produce evidence for your assignment.

Evaluate the website you have created for Recycle UK. Consider the quality of the website in terms of:

- suitability for purpose and audience
- content
- readability, eg use of colour, language (Higher levels only)
- usability, eg navigation, ease of use (Distinction level only)
- accessibility by people of different abilities (eg colour blind, partially sighted), using different facilities (eg different browsers, mobile phones) (Distinction level only)

For all levels you must support your comments using examples from your completed website.

(This could be presented as a word-processed document with screenshots or as a presentation)

Model Assignment: Candidate Checklist

OCR Level 2 Nationals in ICT 2010

Unit 2: Webpage creation

CANDIDATE NAME: _____

For task 1 (AO1) have you:	Completed (✓)
A identified the purpose and audience of the website?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> written notes	
<input type="checkbox"/> or other (please give details) _____	

For task 1 (AO1) have you:	Completed (✓)
B produced a site plan for the website?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> sketches	
<input type="checkbox"/> or other (please give details) _____	

For task 1 (AO1) have you:	Completed (✓)
C produced a house style for the website?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> sketches	
<input type="checkbox"/> or other (please give details) _____	

For task 1 (AO1) have you:	Completed (✓)
D produced page plans for all pages?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> sketches	
<input type="checkbox"/> or other (please give details) _____	

For task 1 (AO1) have you:	Completed (✓)
E collected and stored suitable components?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> screenshot	
<input type="checkbox"/> or other (please give details) _____	

For task 2 (AO2) have you:	Completed (✓)
A created a suitable folder structure for the website?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> screenshot	
<input type="checkbox"/> or other (please give details) _____	

For task 2 (AO2) have you:	Completed (✓)
B produced the pages you designed?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> electronic files	
<input type="checkbox"/> or other (please give details) _____	

For task 2 (AO2) have you:	Completed (✓)
C <ul style="list-style-type: none"> shown that you have optimised images for use on the internet? (For Merit and Distinction level) explained why you have optimised images (For Distinction level) 	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> screenshot	
<input type="checkbox"/> explanation	
<input type="checkbox"/> or other (please give details) _____	

For task 2 (AO2) have you:	Completed (✓)
D shown that you have kept backups of the work? (For Merit and Distinction levels)	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> screenshots	
<input type="checkbox"/> or other (please give details) _____	

For task 3 (AO3) have you:	Completed (✓)
<ul style="list-style-type: none"> • created functioning hyperlinks that link the pages together • at least one link to an external website • at least one email link (Higher levels only) • at least one image map (Distinction level only) 	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> electronic files	
<input type="checkbox"/> or other (please give details) _____	

For task 4 (AO4) have you:	Completed (✓)
included interactive element(s)?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> electronic files	
<input type="checkbox"/> or other (please give details) _____	

For task 5 (AO5) have you:	Completed (✓)
created a form to be printed or submitted online?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> electronic files	
<input type="checkbox"/> printout of form	
<input type="checkbox"/> or other (please give details) _____	

For task 6 (AO6) have you:	Completed (✓)
<ul style="list-style-type: none"> • produced a test table? • provided annotated code or screenshots highlighting before and after changes for the tests carried out, where necessary? (for Distinction level only) 	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> electronic files showing the fully functioning website <input type="checkbox"/> completed test table <input type="checkbox"/> or other (please give details) _____	

For task 7 (AO7) have you:	Completed (✓)
evaluated your work?	
Evidence provided (please ✓):	Ref/Page no(s)
<input type="checkbox"/> printed notes <input type="checkbox"/> or other (please give details) _____	