

Cambridge **NATIONALS** LEVEL 1/2

CREATIVE iMEDIA

R085: Creating a multipage website
DELIVERY GUIDE

Version 1



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INTRODUCTION

This Delivery Guide has been developed to provide practitioners with a variety of creative and practical ideas to support the delivery of this qualification. The Guide is a collection of lesson ideas with associated activities, which you may find helpful as you plan your lessons.

OCR has collaborated with current practitioners to ensure that the ideas put forward in this Delivery Guide are practical, realistic and dynamic. The Guide is structured by learning outcome so you can see how each activity helps you cover the requirements of this unit.

We appreciate that practitioners are knowledgeable in relation to what works for them and their learners. Therefore, the resources we have produced should not restrict or impact on practitioners' creativity to deliver excellent learning opportunities.

Whether you are an experienced practitioner or new to the sector, we hope you find something in this guide which will help you to deliver excellent learning opportunities.

If you have any feedback on this Delivery Guide or suggestions for other resources you would like OCR to develop, please email resources.feedback@ocr.org.uk.

OPPORTUNITIES FOR ENGLISH AND MATHS SKILLS DEVELOPMENT AND WORK EXPERIENCE

We believe that being able to make good progress in English and maths is essential to learners in both of these contexts and on a range of learning programmes. To help you enable your learners to progress in these subjects, we have signposted opportunities for English and maths skills practice within this resource. We've also identified any potential work experience opportunities within the activities. These suggestions are for guidance only. They are not designed to replace your own subject knowledge and expertise in deciding what is most appropriate for your learners.



English



Maths



Work

Please note

The timings for the suggested activities in this Delivery Guide **DO NOT** relate to the Guided Learning Hours (GLHs) for each unit.

Assessment guidance can be found within the Unit document available from www.ocr.org.uk.

The latest version of this Delivery Guide can be downloaded from the OCR website.

KEY TERMS





Explanations of the key terms used within this unit, in the context of this unit	
Key term	Explanation
Embedded content	Content which is placed on a website but is hosted by another website such as a YouTube video or a Google Map. It is generally seen as external media. An example would be the YouTube video embedded on this page https://www.zumba.com/en-US
Navigation	The system by which one moves through the website from page to page. Navigation can be by navigation bar placed on each page or in a linear format. A good example is www.bbc.co.uk/news which is further sub divided by smaller categories.
Cascading Style Sheets (CSS)	This is a design element which helps the creator of a website control the look and of a webpage. This can then be rolled out across all pages to ensure consistency.
Alt Text	This is a piece of text which appears to explain the nature of an image. This is an accessibility feature.
Search engine optimisation	The method used to ensure that websites are easily located when searched for. SEO is needed to ensure that a website is successful and gets a number of 'hits'.
Hot spot	This is an invisible hyperlink which is placed on an image. It is an alternative to a text based hyperlink and could be placed on a logo to take the user to the website.
Hyperlink	A link which can take you to another website, page or resource. This is usually shown as being underlined on a website to indicate the hyperlink and the text is often a different colour.
Intellectual property	This refers to creations of the mind such as inventions as well as designs and more. This is protected through patents, copyright, etc.
Trademarks	This is a symbol or an image which represents a company or a product. It is legally registered as representing the company.
Copyright	This gives a legal right to someone to distribute and reproduce something for a fixed number of years.
Assets	These are the 'things' which will be used on your website such as images, videos, sounds, etc. They are component features which make up your website.
Site Map	A plan of how the user will be able to navigate around the final website.
Visualisation	A visual representation of a final product which is used to plan how it will look.

MISCONCEPTIONS




Some common misconceptions and guidance on how they could be overcome

What is the misconception?	How can this be overcome?	Resources which could help
Size of assets create a slow loading website	Learners can use features such as embedding content (i.e. videos) and reducing the size of images by DPI and file type.	https://www.youtube.com/watch?v=ossaVX4C8dI http://superuser.com/questions/607663/how-to-change-the-dpi-of-an-image

SUGGESTED ACTIVITIES

LO No:	1		
LO Title:	Understand the properties and features of multipage websites		
Title of suggested activity	Suggested activities	Suggested timings	Also related to
Purpose of websites 	Teachers could provide learners with a range of websites and ask them to categorise these websites by purpose. Learners could then look at these websites and decide which component features indicate help the website to achieve its purpose.	1 hour	
Purpose of websites 	Learners could look more closely at one website in each category and analyse the website to judge what makes it successful in achieving its purpose.	2 hours	
Devices used to access the internet See Lesson Element Internet access devices 	Teachers could ask learners how they have accessed the internet in the last week. Teachers could then ask learners how the devices (i.e. iPads, laptop, etc.) could be used to access the internet and in which circumstances. Learners could then write about this following additional research.	1 hour	
Internet connection 	Learners could perform an internet search to find out about different internet connection methods (i.e. wired broadband, Wi-Fi, wireless broadband, etc. http://www.bbc.co.uk/schools/gcsebitesize/ict/datacomm/0internetrev2.shtml) and could present this information as an infographic. Learners could use http://www.easel.ly/ or http://piktochart.com/	1 hour 30 minutes	

SUGGESTED ACTIVITIES





LO No:	2		
LO Title:	Be able to plan a multipage website		
Title of suggested activity	Suggested activities	Suggested timings	Also related to
Client requirements 	Teachers could present a hypothetical client brief to the learners. The learners could work in groups to identify the key requirements then decide how they could meet these needs. This knowledge could then be transferred to the client brief for the unit and the learners could identify the requirements.	45 minutes	R081-92 LO2
Target audience 	Teachers could present learners with websites for different target audiences. The learners could then categorise these using the key parameters such as: income, gender, ethnicity, location, etc. (see R081). Learners could then produce a mind map applying this knowledge to the assignment brief for R085.	45 minutes	R081-92 LO2
Work plan See Lesson Element Planning a webpage for a client 	Teachers could demonstrate different kinds of work plans using web search results. Learners could then choose a style suitable for them (either text based or graphical) and produce a work plan for the creation of a website.	1 hour	R081-92 LO2
Site map	Teachers could introduce learners to the different website structures http://www.bbc.co.uk/schools/gcsebitesize/dida/multimedia/designrev3.shtml . Teachers could ask learners to write the names of their pages on a piece of card (one per page) and ask them to use string to join them together showing/explaining how the pages are going to link together.	30 minutes	
Visualisation diagrams	Teachers could show learners a range of visualisation diagrams for different products. Learners could evaluate the success of these in relation to their ability to create a final product. Learners could then use MyBalsamiq https://balsamiq.com/products/mockups/mybalsamiq/ to produce electronic visualisations for webpages. Alternatively, learners could complete the activity using pen and paper.	2 hours	R081 LO1, LO3
Test plan	Teachers could show learners a website which they have created themselves. Learners should identify the faults in this website and why this might be a problem. Learners should then look at their own visualisation diagram and identify the problems which could occur. Learners could note these on post it notes with what they believe to be a successful outcome before transferring to a test plan of their own creation.	1 hour	R082-R092 LO2, LO3
Legislation	Teachers could cover this requirement by using data sheets from the UK Intellectual Property Office. www.ipo.gov.uk Learners could find out about the difference between copyright free and royalty free images. In addition to this, learners should find out about intellectual property and how some organisations are protective of this and why.	45 minutes	R081-92 LO1

SUGGESTED ACTIVITIES

LO No:	3		
LO Title:	Be able to create a multipage website using multimedia components		
Title of suggested activity	Suggested activities	Suggested timings	Also related to
Source and import assets	Learners should use their visualisation plans to decide which assets they need. Learners should source assets giving consideration to legislation. Assets might be created by the learner using appropriate software. Teachers should demonstrate the use of appropriate folder structures and naming conventions which can be applied by the learner.	2 hours	R082-92 LO2, LO3
Use a range of features of the software to create a multipage website	<p>Teachers should explain and demonstrate the features of the web authoring software available in the centre. Learners should apply their knowledge in relation to their planned website.</p> <p>The features used should be appropriate and in the context of the planned website. Features could include: adding hotspots, web links, email links, adding images, rollover images, text, etc. Learners could explore these features in a non-context based approach then choose the correct features for their planned website.</p> <p>Potential sources (dependent on centre choice) http://www.entheosweb.com http://www.expression-web-tutorials.com/tutorials.html</p>	2 hours	
Use a range of features of the software to create a multipage website – embedding content	<p>Teachers should explain the advantages of embedding content into a website (i.e. YouTube videos and Google Maps). This should then be demonstrated to learners and applied where appropriate.</p> <p>Learners should apply their knowledge in relation to their planned website. The features used should be appropriate and in the context of the planned website.</p> <p>Potential sources (dependent on centre choice) http://www.entheosweb.com http://www.expression-web-tutorials.com/tutorials.html</p>	1 hour	

Title of suggested activity	Suggested activities	Suggested timings	Also related to
Use a range of features of the software to create a multipage website – adding a form	<p>Teachers should show a range of forms on websites in the public domain such as www.facebook.com http://www.onegymfitness.com/contact.html</p> <p>Teachers demonstrate the skills needed to add different fields into a form including a working submit button and reset buttons. (i.e. tick boxes, larger text fields, smaller one line entry, etc.).</p> <p>Learners should then plan their form by hand indicating the appropriate fields to be used. Learners should consider the layout and order of the fields. Comparisons should be made to existing forms.</p> <p>Learners should apply their knowledge in relation to their planned website. The features used should be appropriate and in the context of the planned website.</p> <p>Potential sources (dependent on centre choice) http://www.entheosweb.com http://www.expression-web-tutorials.com/tutorials.html</p>	1 hour 30 minutes	
Create a navigation system	<p>Teachers should demonstrate methods of creating a navigation system including internal and external links. Learners should apply these learned skills to their own website.</p>	1 hour 30 minutes	
Save and publish a multipage website	<p>Teachers should demonstrate version control in relation to website creation and how to save and publish websites. This can be applied by the learners.</p>	30 minutes	

SUGGESTED ACTIVITIES

LO No:	4		
LO Title:	Be able to review a multipage website		
Title of suggested activity	Suggested activities	Suggested timings	Also related to
Identifying client requirements 	<p>Learners could list the client requirements in a mind map format to refresh their understanding of the assignment brief.</p> <p>Learners could then add sub branches from their mind map to show how and where they have met these requirements as preparation for writing a final review.</p>	30 minutes	R081-R092 LO2, LO4 R081 LO3
Judging success of a product 	<p>Learners could create a Google Forms https://www.google.co.uk/docs/about/ to gather feedback from other learners to judge the success of their website. This information can be used to support improvements needed as well as strengths of the website.</p>	1 hour 30 minutes	R081-R092 LO2
Reviewing a multipage website See Lesson Element Being able to review a multiple website 	<p>Teachers should demonstrate how a review should identify positives and negatives of a final product in relation to the client brief rather than the creation process. Teachers could show an example of a finished website and provide the learners with a client brief. Learners could then work as groups to identify how these needs have been met. Learners could then be invited to comment on what is good about the product as it is often easier to comment on someone else's work.</p> <p>Learners can then apply these skills to reviewing their own work.</p>	1 hour 30 minutes	R081-R092 LO2, LO4
Identifying improvements to a multipage website 	<p>Learners could compare their website to an existing website with a similar theme/purpose. Learners could produce a list of what they have not included in their website and then decide if these features would enhance their website. Learners should then state why these improvements would be valid.</p>	30 minutes	R081-R092 LO2, LO4



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