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| Unit Title: | Introduction to Web Page Production |
| Level: | 1 |
| OCR unit number: | 111 |
| Credit value: | 4 |
| Guided learning hours: | 30 |
| Unit reference number: | T/600/7718 |

Unit purpose and aim

This unit helps learners to understand the basics of web page production for the creative and media sector. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the planning and creation process:

- Candidates will explore different types of web sites and where they are used
- Plan a product to the client brief with web page production
- Create and edit a web page production
- Review the final product with against the original brief

The aim of this unit is for the learner to develop an awareness of web page production and the technologies and processes used to achieve this. The learner will also learn how to exploit these technologies to reach new audiences and generate revenue.

| Learning Outcomes | Assessment Criteria | Knowledge, understanding and skills |
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| 1. Be able to explore different types of websites and the features used | 1.1 Search for a range of websites each with a different purpose | A range of 3 websites should be identified each with a clearly different purpose |
| | 1.2 Identify different features used in these websites | Candidates should identify a different web feature for each of the identified pages |
| | 1.3 Rate the quality and suitability of the website | Candidates should rate the websites using a minimum of 4 criteria in the rating in addition to the identification of the websites. There should be a minimum of 3 sites rated. |

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| <p>2. Be able to plan and prepare the website structure</p> | <p>2.1 Identify the needs of the client</p> <p>2.2 List in order the activities that you will carry out to create an original website</p> <p>2.3 Identify the hardware and software that you will need</p> <p>2.4 Create a site map</p> <p>2.5 Create a page layout plan</p> <p>2.6 Set up a suitable website folder structure</p> <p>2.7 Identify appropriate file types and formats for use in the site</p> <p>2.8 Obtain assets for use in the website and list sources</p> | <p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>Candidates need to identify the hardware and software to be used to create the website.</p> <p>Candidates should list all the activities to be carried out in a logical order. This may change and can be commented on in their review.</p> <p>Candidates should plan the website by drawing a site map to show the structure of the website, the number of pages and the navigation used to link the pages.</p> <p>A page layout plan should be included to show the consistent layout of similar items on each of the pages.</p> <p>Candidates should have an awareness of copyright laws and implications.</p> <p>Candidates should provide a list of the assets to be used identifying the file types and formats and acknowledging sources.</p> <p>A suitable folder structure, including subfolder(s) for saving the assets and the website should be created using</p> |
| <p>3. Be able to create a master page and web pages</p> | <p>3.1 Create and save a master page using an appropriate file name and format</p> <p>3.2 Create the web pages in line with the plan</p> | <p>Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques</p> |

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| | <p>3.3 Create navigation hyperlinks between pages</p> <p>3.4 Insert and align text and images on the web pages</p> <p>3.5 Set text attributes</p> <p>3.6 Organise and save the web page and asset files using appropriate naming conventions</p> | |
| <p>4. Understand how to test and review the web pages against the original brief</p> | <p>4.1 View web pages in a web browser and test hyperlinks</p> <p>4.2 Identify strengths and weaknesses of own work</p> <p>4.3 Compare the finished object to the original brief</p> <p>4.4 Obtain feedback on the product</p> <p>4.5 Suggest improvements for own work</p> | <p>Candidates should view the web pages in a browser, test all hyperlinks and navigation system and identify any problems.</p> <p>Personal review of the final outcomes identifying the strengths and weaknesses.</p> <p>Candidates should obtain feedback (this can be tutor acting as the client). Candidates should identify strengths and weaknesses and suggest how they could improve their web pages and any changes to the order of their listed activities.</p> <p>The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier evidence.</p> |

Assessment

Assessment will consist of the candidate producing evidence to an OCR set or centre devised brief. All the learning outcomes and assessment criteria must be clearly evidenced in the submitted work, which is remotely moderated by OCR within their e-portfolio solution.

Results will be Pass or Fail.

Evidence requirements

This unit aims to equip the candidate with the ability to produce work for a client to create web pages to a standard that meets the requirements of the brief. The candidate is able to work with the client to an agreed design brief to produce a completed product and to use the necessary tools and source the required resources as appropriate.

- 1 Candidates should present a report or presentation to show their understanding of the use and purpose of web sites.

- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats for web page production to meet the brief. Candidates should be able to list in order the activities to be carried out to create the web pages.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document for moderation.

The planning document clearly meeting all the learning outcomes must be submitted for moderation.

- 3 Be able to produce the web pages in line with their plan to include:
 - Creating and saving a master page using an appropriate file names and formats
 - Creating the web pages in line with the plan
 - Creating navigation hyperlinks between pages
 - Inserting and aligning text and images on the web pages
 - Setting text attributes

These produced files should be digitised for submission although candidates should be encouraged to create them digitally initially.

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the edited files and annotated screen captures in a report will also assist in evidencing their activities.

- 4 Candidates should prepare a review file to compare the finished product to the original brief and plan.

This should include feedback on the work produced, the candidate should identify strengths and weaknesses of their own work and list suggestions for improvements.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard.

Electronic evidence in the form of a report or presentation of research carried out to detail the investigation for the existing marketplace.

Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Students should produce a personal review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions identifying what they would do differently if faced by a similar task and why.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

Details of relationship between the unit and national occupational standards

| OCR Creative iMedia | | Content crossover with National Occupational Standards | |
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| Unit | Title | | |
| 111 | Introduction to web page production | IM1 IM16 | Work Effectively in Interactive Media Plan Content For Web And Multimedia Products |

Resources

Equipment: A computer system capable of running the appropriate software packages that meet the requirements of the qualification must be used. Additional resources such as cameras, microphones and props may also be required.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).