

Unit Title:	Developing an enhanced website
Level:	3
Sub-level:	Unit 311
Credit value:	6
Guided learning hours:	50

## Unit purpose and aim

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This unit helps learners to familiarise themselves with the more advanced aspects of enhanced websites. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the project planning and creation process:

- Candidates will investigate different types of enhanced websites and discuss the features and principles
- Create and maintain a project plan for the creation of an enhanced website to the client brief
- Create and edit the enhanced website
- Evaluate the final product with against the original brief

The aim of this unit is for the learner to develop an awareness of the current use of software for webpage production and the implications of this technology in the Creative Media sector. 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
1. Be able to investigate a range of published websites	1.1 Research and describe basic design principles used to create websites  1.2 Investigate a range of published web sites to include  a) the purpose  b) target audiences  c) accessibility options  d) design principles used  e) rich media format and	Candidates should understand the industry standard considerations when designing a website and the different considerations depending on the final purpose ie client/target audience needs, display sizes, web colours, fonts and sizes, W3C guidelines and accessibility.  Candidates should explore the different types of websites. A minimum of 5 websites should be researched covering a range of purposes eg news/information;

	content	<p>brand/advertising; ecommerce; collaborative/social networking; entertainment.</p> <p>Candidates should look at the intended target audience for the website and comment on suitability and accessibility.</p> <p>Candidates should look at the design principles of the websites including page structure (ie head including title, meta tags and css, body) colours, navigation, consistency, display sizes, image attributes, and accessibility, and discuss their suitability.</p>
2. Be able to plan a website with enhanced features to a client brief	<p>2.1 Identify client requirements based on their brief to include the target audience</p> <p>2.2 Generate a range of original ideas for the website and review with the client, identifying the structure, navigation and design principles</p> <p>2.3 Create a detailed site map for the selected idea based on investigations</p> <p>2.4 Create visualisations for the planned pages to include page layout, colour schemes, accessibility features and content</p> <p>2.5 Consider methods of accessing the site and the impact on accessibility features</p> <p>2.6 Create and maintain a project plan to include</p> <p>a) tasks</p>	<p>Candidates should develop a range of 3 ideas to show to the client, these may be evidenced as mood boards, spider diagrams as applicable. These will then be reviewed and one option selected by the client. The candidate will then plan a 7-page website based on this review.</p> <p>Candidates should explore and compare the opportunities to developers of different connection methods, eg dial-up, broadband, Bluetooth, wireless, mobile, 3G. The storyboard may be created manually and scanned for evidence or may be created digitally by the candidate</p> <p>Candidates should understand planning methods and select the most appropriate to the work.</p> <p>They should identify any assets needed for the website</p> <p>Accessibility features should</p>

	<p>b) timescales</p> <p>c) resources</p> <p>2.7 Identify key stages, production constraints and contingency planning</p> <p>2.8 Describe the legal and ethical issues regarding website creation including media assets</p>	<p>be identified on the plan to include</p> <ul style="list-style-type: none"> <li>○ Active dialogue boxes</li> <li>○ Link options</li> <li>○ Browser targeting</li> <li>○ Alternative text for images</li> <li>○ Header values for tables</li> <li>○ Page layout for speech technologies</li> </ul> <p>The candidate should develop and show evidence of using a project plan throughout their work changing timings, if needs be, as the project progresses</p>
<p>3 Be able to prepare assets, create, test and publish the planned website</p>	<p>3.1 Use web design software and create the planned folder structure</p> <p>3.2 Create and/or obtain assets to include rich media and save in appropriate formats and locations</p> <p>3.3 Create the web pages using planned design tools and principles</p> <p>3.4 Add enhanced content and embed rich media assets</p> <p>3.5 Add search engine optimisation</p> <p>3.6 Organise and save the web page and asset files using appropriate naming conventions</p> <p>3.7 Create and use a detailed test plan to fully check for consistency, broken links, and browser compatibility</p> <p>3.8 Correct any identified faults and retest using the test plan</p>	<p>Candidates should create a suitable file folder structure including sub-folder(s) for saving the assets and the final web pages.</p> <p>Candidates should create/obtain enhanced content eg rollover buttons, hitcounter, downloadable files, video, sound, animation</p> <p>Candidates should create web pages using appropriate structure and design tools (eg css, templates, master pages, layers, tables, DIVs)</p> <p>Candidates should create the required number of web pages and include enhanced features such as rollover buttons, alt text, downloadable files, hitcounter, email links, external hyperlinks, video, sound, animation.</p> <p>Candidates should make use of meta tags and meta data eg author, keywords, description for search engine optimisation.</p> <p>Web pages should be saved using recognised file naming</p>

	<p>3.9 Publish the website in an appropriate location for client review</p>	<p>conventions eg index.htm</p> <p>Testing should ideally be carried out with the target audience. The test plan should show testing of</p> <ul style="list-style-type: none"> <li>○ Navigation</li> <li>○ Hyperlinks</li> <li>○ Image display/rich media objects</li> <li>○ Page layout</li> <li>○ Download speeds</li> <li>○ Browser compatibility</li> <li>○ accessibility</li> </ul> <p>Candidates must ensure that their finished product would be suitable for presenting to a client; this includes the spelling, grammar and consistency of any text and fonts used in addition to the identified criteria.</p> <p>The website should be exported in a format that can be read without specialist software.</p> <p>Candidates should re-test the website after it has been uploaded to the selected web server to ensure that all page content is displayed and all links work as expected.</p>
<p>4. Understand how to evaluate the product against the original brief</p>	<p>4.1 Identify parameters and constraints that influenced any decisions that were made</p> <p>4.2 Critically evaluate the quality of the finished product and its fitness for purpose</p> <p>4.3 Evaluate the product with the client and analyse feedback</p> <p>4.4 Identify areas for improvement and further development of the product, using your own critical evaluation and the analysis of client</p>	<p>Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose</p> <p>Obtain feedback from the client and/or the target audience</p> <p>Identify parameters and constraints that influenced decisions made. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc</p>

	feedback	Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given
	4.5 Review the technical and aesthetic qualities of the final outcome	

## Assessment

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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

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This unit aims to equip the candidate with the ability to produce professional work for a client to create an enhanced website 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 research and investigations, discussing the purpose and principles of enhanced websites.
- 2 A project plan to show that they have identified and considered the client requirements, that they understand the appropriate equipment, resources and formats of an enhanced website to meet the brief. Candidates should be able to produce a project plan to create and manage the enhanced website.

Candidates should create sketches or drawings of ideas to include a full site map.

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

The project planning document, showing workflow, tasks, timescales etc must clearly meet all the learning outcomes must be submitted for moderation and maintained throughout the project.

- 3 Be able to produce the enhanced website in line with their plan to include:
  - Using web design software and creating the planned folder structure
  - Creating and/or obtain assets to include rich media and saving in appropriate formats and locations
  - Creating the web pages using planned design tools and principles

- Adding enhanced content and embedding rich media assets
- Adding search engine optimisation
- Organising and saving the web page and asset files using appropriate naming conventions
- Creating and using a detailed test plan to fully check for consistency, broken links, and browser compatibility
- Correcting any identified faults and retesting using the test plan
- Publishing the website in an appropriate location for client review

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 an evaluation file to compare the finished product to the original brief and plan.

This should include the identification of any parameters and constraints that influenced decisions that were made e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions, a critical evaluation of the quality of the finished products, their fitness for purpose and justifying the choices made.

An evaluation of the enhanced website with the client must be recorded, feedback logged and analysed.

In this critical evaluation candidates should also identify areas for improvement and further development of the enhanced website using their own critical evaluation and the analysis created from the client feedback.

## Guidance on assessment and evidence requirements

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Candidates must produce all work to an acceptable standard and meet all the identified assessment objectives and learning outcomes.

A report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales must be submitted.

Screen captures of the finished product do not evidence the planning process.

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

Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided in compressed digital formats.

Students should produce a critical evaluation reflecting upon how successfully the product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions. (e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions) 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

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OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
311	Developing an enhanced website	IM1 IM16 IM30	Work Effectively in Interactive Media Plan Content For Web And Multimedia Products Optimise Web Pages For Search Engines

## Resources

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Equipment: A computer system capable of running a range software packages that will enable the candidate to meet the requirements of the client must be used. Other equipment may include cameras, microphones and props.

## Additional information

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