

# Unit 2: Webpage creation (LEVEL 2)

## Learning outcomes

By completing this unit candidates will develop knowledge relating to the planning and creation of a multimedia website that is fit for purpose. Candidates will develop the skills to plan, design and implement a simple website using appropriate software.

They will develop an understanding of common concepts and features relating to the creation of webpages, webpage formatting and website structure.

They will be able to format the pages to create a house style, including creating hyperlinks, tables and forms. Candidates will also develop skills to include interactive elements, where appropriate.

Candidates will be able to:

- design a multimedia website
- create a multimedia website
- create hyperlinks
- create interactive elements
- create a user form for capturing user feedback
- test a website and act on the findings
- evaluate a website they have created.

**It is anticipated that a candidate will require 60 guided learning hours to complete this unit.**

Assessment objectives	Knowledge, understanding and skills
1 Design a multimedia website	<p>Design to include:</p> <ul style="list-style-type: none"><li>• <b>at least five pages</b></li><li>• identified purpose and target audience</li><li>• a site plan for a new website</li><li>• a house style</li><li>• detailed page plans showing the layout of different components and an appropriate navigation system</li></ul> <p>Collect and store suitable components to include, eg: images, text, animations, interactive elements, video, sound</p>
2 Create multimedia webpages	<ul style="list-style-type: none"><li>• set up suitable directory structure for the website, using sub-directories and appropriate filenames throughout</li><li>• keep copies of work on a suitable backup device</li></ul> <p><b>Create multimedia webpages that are fit for purpose</b></p> <ul style="list-style-type: none"><li>• produce a homepage and at least four other pages</li><li>• adhere to the chosen house style using a template</li><li>• use cascading style sheets (css)</li><li>• insert/import and align text</li><li>• format text and colour to the chosen house style</li><li>• set text attributes (size, colour, appearance)</li><li>• use tables, setting dimensions and alignment</li><li>• use a range of different components, eg: images, animations, interactive elements, video, sound</li></ul> <p style="text-align: right;">(continued)</p>

Assessment objectives	Knowledge, understanding and skills
2 Cont.  Create multimedia webpages	<ul style="list-style-type: none"> <li>• optimise components for use on the Internet, eg: file size, download times</li> </ul>
3 Create functioning hyperlinks	<p>Use different types of hyperlink as part of the navigation system, eg:</p> <ul style="list-style-type: none"> <li>• menus</li> <li>• navigation bar</li> <li>• text hyperlink</li> <li>• image hyperlinks</li> <li>• hotspots/image maps</li> <li>• buttons</li> <li>• hyperlink to email</li> <li>• hyperlinks to external websites</li> </ul>
4 Create interactive elements	<p>Interactive elements eg:</p> <ul style="list-style-type: none"> <li>• rollover images</li> <li>• Flash objects</li> <li>• interactive buttons</li> <li>• user controls (for audio, video)</li> <li>• Javascript, Java, ASP/ASP.NET, CGI scripting, other</li> </ul>
5 Create a user form for capturing user feedback	<p>Create a form allowing feedback to be given either by printing out the form or submitting it online</p> <p>Format of form eg:</p> <ul style="list-style-type: none"> <li>• table</li> <li>• text boxes</li> <li>• radio buttons</li> <li>• check boxes</li> <li>• drop-down menus</li> </ul> <p>Feedback to be collected eg:</p> <ul style="list-style-type: none"> <li>• user experience ie ease of use, opinion of appearance of website, easy to navigate, good use of interactive elements</li> </ul>
6 Test website	<p><b>At least four suitable tests</b></p> <p>Areas to be tested:</p> <ul style="list-style-type: none"> <li>• suitability for target audience</li> <li>• purpose of website</li> <li>• use of consistent house style</li> <li>• navigation system</li> <li>• use of different components</li> <li>• interactive elements</li> <li>• hyperlinks</li> <li>• user form</li> <li>• ease of use</li> </ul> <p>Respond to any issues by making necessary changes.</p> <p>Highlight changes on pages by printing code view and/or screen shots, clearly identifying alterations made.</p>

Assessment objectives	Knowledge, understanding and skills
7 Evaluate own website	Consider: <ul style="list-style-type: none"> <li>• quality of website, eg: suitability for purpose and audience, content, readability (use of colour, language), usability (navigation, ease of use) and accessibility (use of ALT tags for images)</li> <li>• strengths/weaknesses in your own working practices</li> </ul>

## Assessment

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This unit is centre assessed and externally moderated.

In order to achieve this unit, candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

## Guidance on assessment and evidence requirements

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This unit can be integrated with others. Candidates may wish to enhance their work by the inclusion of other units of work such as creating video, sound, animation, digital imaging and computer graphics. This work will not be assessed as part of this unit. However, the candidate's website work may be used to display work from other units; in which case, the website must be saved, presented/printed accordingly.

Where the term HTML is used variants thereof (XHTML, asp, XML etc) are also acceptable.

The use of web-authoring software should be encouraged, or HTML coding. It is not appropriate to produce this work using desktop publishing or word-processing software and simply saving the final products as HTML.

The assessment objectives (AOs) must be assessed separately, however they might not be carried out separately in discrete units of work.

For Assessment Objective 1 candidates are likely to enjoy this unit if they are interested in the subject matter; therefore, they are required to design their own website, which may be based on their own area of interest or suggestions from the tutor. The proposal for the new website should have an identified purpose and target audience. The basic site plan should be on one page, showing all pages and navigation. The house style should cover areas such as the colour scheme and basic position of different components, including the navigation system. The page plans (at least five) will show a varying amount of detail. Candidates are required to collect relevant material for their own website. It is acceptable for multimedia components to be downloaded from the internet for use on their website, but candidates should rename (for ease of use) and identify source material, showing they understand ownership of images. They can also create components themselves, using skills they already have or have learned as part of other units.

For Assessment Objective 2 candidates need to set up a suitable directory structure for the website. Directories and files must have suitable names. These should be backed up onto a suitable storage device and evidenced in the form of a screenshot. Screenshots should show that images have been optimised by small file sizes and correct file types for the web. Candidates

should produce a homepage and at least four other pages using a consistent house style. Webpages should include a variety of multimedia components, including as a minimum text and images. Candidates must be encouraged to proofread and correct their work, so that mistakes are minimised. The use of tables to layout the contents of the pages should be used for Merit/Distinction candidates.

For Assessment Objective 3 a range of hyperlinks should be included as part of the navigation system. If navigation bars are included, they must be printed on page, using a consistent layout. External hyperlinks must be tested and relevant to enhance candidate's own work. Hyperlinks to email should be to the candidate's own email address.

For Assessment Objective 4, at Pass level, only one interactive element needs to be included, possibly downloaded from the internet. Merit/Distinction candidates should use an appropriate range, including some created by themselves using appropriate software. All interactive elements and hyperlinks must be identified by the candidate on the printouts.

For Assessment Objective 5 the user form, for Pass level students this can be a form to be printed out using tables that indicates where text should be entered, completed and sent through the post. Merit/Distinction students should create a form that has been set up to be submitted online; it is not necessary that the form functions in this way.

For Assessment Objective 6 all five web pages must be printed at this stage and submitted as evidence. The website should be tested using a simple test table, with at least four suitable tests, covering a range of different features, including all hyperlinks and images. Higher level candidates may action changes to solve problems. They can then include annotated code or screenshots to demonstrate this taking place, there is no need to provide step-by-step evidence; before and after evidence to exemplify the changes is all that is required.

For Assessment Objective 7 candidates must produce an evaluation of their own work: suitability for purpose and audience, content, readability (eg the choice of font and font size, colour, language), usability (eg navigation and ease of use) and accessibility (eg issues with screen readers and nested tables, use of ALT tags for images). It is not expected that candidates implement these aspects; simply that they evaluate their use of them or, if they have not been used, whether they would have improved the end product. Candidates need to include details of their own strengths and weaknesses during the project.

An OCR model assignment is available for this unit and can be downloaded from our website: [www.ocr.org.uk](http://www.ocr.org.uk).

## Signposting to Key Skills

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- ✓ The unit contains opportunities for developing the Key Skill, and possibly for generating portfolio evidence, if teaching and learning is focused on that aim.

Key Skill reference		Key Skill reference		Key Skill reference	
C2.1a		ICT2.1	✓	N2.1	
C2.1b		ICT2.2	✓	N2.2	
C2.2		ICT2.3	✓	N2.3	
C2.3	✓				

## Mapping to National Occupational Standards

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National Occupational Standards	Reference ID	Title
IT Users (e-skills UK)	WEB2	Website Software Level 2

## Resources

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This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and candidates should be encouraged to gather information from a variety of sources. Some suggested resources are intended for Tutor use. The resources in this section were correct at the time of production.

### Websites

*Web style guide.* [www.webstyleguide.com](http://www.webstyleguide.com)

This site provides information for web developers about how to standardise the appearance of a website.

*Webopedia* [www.webopedia.com/didyouknow/index.asp](http://www.webopedia.com/didyouknow/index.asp)

This website explains internet governance.

*W3 Schools* [www.w3schools.com/html/default.asp](http://www.w3schools.com/html/default.asp)

Provides full web building tutorials.

*Webpage design* [www.edselect.com/web\\_page\\_design.htm](http://www.edselect.com/web_page_design.htm)

Provides tutorials in webpage design and creation.

## Grading

Assessment Objective	Pass	Merit	Distinction
<p><b>AO1</b> Design a multimedia website</p>	<p>Candidates will produce a brief proposal for a website. This will include some details of purpose and target audience. They will produce a site plan, basic house style and simple page plans for five web pages showing a possible link system between them. The page plans may not always be accurate.</p>	<p>Candidates will produce a detailed proposal for a website. This will include purpose and target audience details. They will produce a site plan, a suitable house style and accurate detailed plans for at least five web pages showing more than one way to link the pages together.</p>	<p>Candidates will produce a comprehensive proposal for a website. This will include purpose and target audience. They will produce a site plan, a detailed house style and accurate, detailed plans for at least five web pages showing links, colour scheme and multimedia components.</p>
<p><b>AO2</b> Create multimedia webpages</p>	<p>Candidates will show basic competence in producing webpages containing text and a minimum of five different images, using a basic template they have created themselves. There may be errors in the text, but meaning will be clear. Images must be suitable for purpose. A method of navigation to all pages must be evident. Web pages are printed from a web browser, some content may be missing. Candidates will produce screenshot evidence showing a basic directory structure. Directory and filenames may not always be suitable. Backup may not be evident.</p>	<p>Candidates will produce webpages with appropriate styles applied for headings and body text, using either a template they have made or css. Meaning will be clear but there may be some errors. Some use will be made of tables. A range of suitable images will be evident. Image optimisation will be evidenced in the form of a screenshot which clearly shows image size has been altered for some image files. Images will be of good quality and scaled in proportion. A method of navigation to all pages must be evident. Webpages are printed from a web browser. Candidates will produce screenshot evidence showing a sound directory structure. Directory and filenames will be accurate. Some backup procedures will be evidenced in the form of screenshots.</p>	<p>Candidates will produce high quality web pages using css. Meaning will be clear and there will be minimal textual errors. Tables will be used throughout to aid with the layout of different components. A good range of suitable images will be evident. Image optimisation will be evidenced in the form of a screenshot which clearly shows image size has been altered for all files used. Images will be of excellent quality and scaled in proportion. A method of navigation to all pages must be evident. Webpages are printed from a web browser. Whole pages will be displayed. Candidates will produce screenshot evidence showing a good directory structure. All directory and filenames will be accurate and descriptive. Full back up procedures will be evidenced in the form of screenshots.</p>

<b>Assessment Objective</b>	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
<b>A03</b> Create functioning hyperlinks	Candidates will link together all five pages. Linking methods may not be consistent and may lack structure. Links to external websites will be included.	Candidates will link together all pages, Linking methods should be consistent and show a clear structure. Links to external websites, at least one email link and at least one hotspot/image map will be included.	Candidates will link together all pages. The method of navigation is consistently placed on all pages to create a fully functioning hyperlink system. Linking methods should show a well-structured approach. Links to external websites, email links, hotspots/image maps will be included.
<b>A04</b> Create interactive elements	Candidates will include one or more rollover images/buttons in their website.	Candidates will include at least two different rollover objects in their website. They will also add one further interactive element.	Candidates will include at least three rollover objects in their website. A consistent approach should be adopted for button rollovers on all pages. Some limited use of scripting will also be used, although this might not work as intended.
<b>A05</b> Create a user form for capturing user feedback	Candidates will create a simple form with tables that can be printed out for the user to fill in with some feedback. The layout of the form might not be appropriate.	Candidates create a user form to gather feedback that the user can fill in and would be able to submit using a 'submit' button. The form will be mainly well laid out and easy to use.	Candidates create a well-designed user form to gather feedback that the user can fill in and would be able to submit using a 'submit' button. The form will be well laid out, easy to use and will work.
<b>A06</b> Test website	Candidates will test their website using a test table containing at least four tests, most of which are appropriate.	Candidates will test their website using a test table containing at least five tests. The tests will cover most of the main areas of their website and will be appropriate. For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate.	Candidates will test their website using a test table containing at least six tests. The tests will cover all main areas of their website and will all be appropriate. The test table will indicate action that is required to solve any problems. For the tests carried out, candidates will provide annotated code or screen shots highlighting before and after changes where appropriate.

<b>Assessment Objective</b>	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
<b>A07</b> Evaluate own website	Candidates will produce a brief evaluation of their work. This will cover: suitability of the website for purpose and audience (as identified by the candidate) and readability of the website; candidates will support their comments with examples taken from their website. They will give limited examples of their own strengths and weaknesses.	Candidates will produce a detailed evaluation of their work. This will cover: suitability of the website for purpose and audience (as identified by the candidate), readability and usability; candidates will support their comments with examples taken from their website. They will give detailed examples of their own strengths and weaknesses.	Candidates will produce an extensive evaluation of their work. This will cover: suitability of the website for purpose and audience (as identified by the candidate), readability, usability and accessibility; candidates will support their comments with examples taken from their website. They will give thorough examples of their own strengths and weaknesses.