**BTEC Assignment Brief**

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| **Qualification** | | Pearson BTEC Level 2 First Diploma in  Information and Creative Technology | | |
| **Unit number and title** | | **Unit 13: Web Production** | | |
| **Learning aim(s)** (For NQF only) | | A: understand the uses and features of websites | | |
| **Assignment title** | | Website takeover | | |
| **Assessor** | | Jed Gibbs | | |
| **Issue date** | | 18th October 2016 | | |
| **Hand in deadline** | | 8th November 2016 | | |
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| **Vocational Scenario or Context** | | You work for Total Control, a large corporation that specialises in targeting Websites to acquire and exploit.  Identify two Websites of interest to Total Control.  Write a report for your manager explaining why Total Control should takeover these sites.  What can be improved to increase the sites’ values - commercially and for their users? | | |
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| **Task 1** | | * Choose 2 Websites: 1 mostly static; 1 at least partially dynamic (data-base driven for e-commerce, personalised content etc.) * Explain their intended uses and features * Review how the features improve presentation, usability, accessibility, and performance. * Discuss the strengths and weaknesses of each site. | | |
| **Checklist of evidence required** | | Word document submitted to your OneNote portfolio.  (As a guide - 2 sides of A4 **not** including screenshots).  *Include screen shots and state the date when you accessed the Websites – the sites may change significantly by the time they are assessed, internally verified (IV) and then externally verified (EV) by the exam board.* | | |
| **Criteria covered by this task:** | | | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | | | |
| 2A.P1 | Explain the intended uses and features of two different websites. | | | |
| 2A.M1 | Review how the features in two Websites improve presentation, usability, accessibility, and performance. | | | |
| A2A.D1 | Discuss the strengths and weaknesses of the websites. | | | |
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| **FOR NQF LEVEL 2 ONLY: If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.** | | | | |
| To achieve the criteria you must show that you are able to: | | | Unit | Criterion reference |
| Identify the intended use and features of two websites. | | | 13 | 1A.1 |

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| **Sources of information to support you with this Assignment** | <http://www.jednet.co.uk/e13>  The purpose of a website is to present information to an audience by using a collection of related web pages, traditionally hosted on a web server.  This information may include text, graphics, video or other digital assets.  Typical uses of websites, including:  ● presenting information e.g. advertising, news BBC | Sky News | DramaAlert on YouTube | Scarce  ● storing information e.g. archiving, cloud Dropbox | GoogleDrive | MediaFile | MegaUpload | Flickr | Facebook | Imgur | Instagram  ● browsing and searching for information e.g. real-time information Google | Yahoo| Bing | Wikipedia  ● improving productivity e.g. email, collaborative working Office 365 | GoogleDocs  ● making decisions e.g. financial GoCompare | Which, managerial  ● communicating with people e.g. social networking Facebook | Google+ | Discord | Teamspeak | MySpace, video conferencing Skype  ● media sharing e.g. listen to live radio ClassicFM | BBC radio, watch films Netflix | Amazon Prime | NowTV | Sky | Twitch | Hulu (USA only) | YouTube | Vimeo  ● e-commerce e.g. shopping, banking Amazon | PayPal | banks...  ● education e.g. libraries Project Gutenberg.org| Scribd | online learning AdobeTV | Lynda.com | VTC Virtual Training Company | Total Training, assessments  ● downloading information e.g. data, media Audible.com | BBC iPlayer | Amazon | Filesharing sites such as PirateBay Features of websites: Hyperlinks; action buttons; hot spots; templates; email links; registration and logins; forms (user input and feedback); accessibility (e.g. text to speech); e-commerce facilities; online forums discourse.org; aesthetics (e.g. colours, layout, graphics/video/animation, audio, text Webfonts, use of style sheets). |
| **Other assessment materials attached to this Assignment Brief** | *eg, work sheets, risk assessments, case study*  None |
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