**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.
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| **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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