# OCR
## Oxford Cambridge and RSA

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| Unit Title: | Creating a multipage website |
| Level: | 2 |
| OCR unit number: | 211 |
| Credit value: | 5 |
| Guided learning hours: | 40 |
| Unit reference number: | A/600/7719 |

## Unit purpose and aim

This unit helps learners to understand the basics of multipage websites for vocational use. 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 purposes and features of multipage website and how they are used
- Plan a multipage website to the client brief
- Create, save and test the multipage website
- Review 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 web page production software 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 |
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| 1 Be able to investigate the purpose and features of web sites | 1.1 Research a range of web sites within the public domain listing their purpose<br><br>1.2 Describe the technologies used to access web pages<br><br>1.3 Explore the component features used in web sites and their purposes | Candidates should investigate a range of web sites. A range indicates a minimum of 3 different types of web site and should include<br><br>• News/information (NHS, BBC)<br><br>• Brand/advertising<br><br>• Collaborative, social networking<br><br>Candidates should describe ways of accessing web pages e.g. computer, mobile devices, personal digital assistant, digital television/satellite, games |

| | | consoles, together with ways of connecting to the internet e.g. broadband, wireless. |
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| | | Candidates should list the component features used in web sites from their research of the market place and explain the purpose of these. Candidates should understand the differences between the purpose of a site and the features used within it. |
| 2  Be able to plan a website to a specific brief | 2.1 Identify client requirements based on their brief to include the target audience<br><br>2.2 Create a work plan to produce an original website to include<br><br>a) assets<br><br>b) resources<br><br>c) timescales<br><br>2.3 Create a site map<br><br>2.4 Create a detailed page layout plan<br><br>2.5 List copyright implications of any assets to be sourced | Candidates should submit a detailed plan to include details of client requirements, outline of proposed activities including timescales and deadlines, assets to be sourced and equipment to be used.<br><br>Create a site map to demonstrate the understanding of a website structure and overarching navigation between pages. Candidates should create sketches or drawings of ideas which should include a site plan showing a minimum number of 5 pages and the internal navigation system together with visualisations to identify the proposed page layouts should also be submitted. Candidates should also include an external navigation link.<br><br>Page layouts should include details of<br><br>o Text properties and styles (e.g. font, colour, size)<br><br>o List formats<br><br>o Tables<br><br>o Correctly prepared graphics and/or moving images (e.g. video and/or animation) |

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| | | | o Internal and external hyperlinks<br><br>o Consistent navigation bar to enable to user to navigate the whole site without using the browser back button<br><br>This evidence should be provided in a compressed digital format. |
| 3 | Be able to create, save and test the planned website | 3.1 Create a suitable folder structure<br><br>3.2 Create a master page as a template for the planned website<br><br>3.3 Source assets for use in the website<br><br>3.4 Create the planned web page structure with navigation links<br><br>3.5 Insert content in the planned web pages<br><br>3.6 Organise and save the web page and asset files using appropriate naming conventions<br><br>3.7 Develop and use a test plan to fully test the website<br><br>3.8 Correct any identified faults and apply improvements based on the test plan | Candidates should provided evidence of the folder structure and submit all files used to create the final product. This evidence should be provided in a compressed digital format.<br><br>The final website should include e.g.<br><br>o Text<br>o Lists<br>o Tables<br>o Graphics and/or moving images<br>o Hyperlinks<br>o Navigation bar<br><br>The website should be saved/exported in a format so that it can be viewed for moderation purposes<br><br>Candidates should prepare a test plan for their website based on their planned structure, carry out the tests and make any improvements required. Candidates should retest as appropriate. |
| 4 | Understand how to review the website against the original brief | 4.1 Critically review the finished product and obtain client feedback<br><br>4.2 Describe the quality of the finished product<br><br>4.3 Explain the fitness for purpose of the finished | Critical personal review, commenting on the quality of finished product and its fitness for purpose<br><br>The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier |

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| | product | evidence. |
| | 4.4 Identify parameters and constraints that influenced decisions made | Candidates should review their website against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions |
| | 4.5 Produce accurate written records of relevant information about assets obtained such as<br><br>a) source ownership<br><br>b) any restrictions on use<br><br>c) where they are located, filenames given | Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given |

## 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 multipage 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 understanding of the use and purpose of multipage websites and associated technologies.

2       A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of multipage websites to meet the brief. Candidates should be able to produce a work plan for the multipage website.

Candidates should create sketches or drawings of ideas to include a comprehensive outline and site map.

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 multipage website in line with their plan to include:

- Creating a suitable folder structure

- Creating a master page as a template for the planned website

- Sourcing assets for use in the website

- Creating the planned web page structure with navigation links

- Inserting content in the planned web pages

- Organising and saving the web page and asset files using appropriate naming conventions

- Developing and using a test plan to fully test the website

- Correct any identified faults and apply improvements based on the test plan, and retesting

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 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 review of the quality of the finished products and their fitness for purpose. A review of the website with the client must be recorded and a record of feedback submitted.

In this critical review candidates should also identify areas for improvement and further development of the multipage website.

## Guidance on assessment and evidence requirements

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 a compressed digital format.

Students should produce critical review reflecting upon how successfully 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

| OCR Creative iMedia | | Content crossover with National Occupational Standards | |
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| Unit | Title | | |
| 211 | Creating a multipage website | IM1 | Work Effectively in Interactive Media |
| | | IM16 | Plan Content For Web And Multimedia Products |

## Resources

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.

## Additional information

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