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A2 GCE APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

G048/IT   Working to a brief

INSTRUCTIONS FOR TEACHERS

For assessment submission

JANUARY AND JUNE 2012

INSTRUCTIONS FOR TEACHERS

* This brief should be issued to candidates at the start of the course.
* There are no time limitations on candidates completing the tasks but you must set an internal deadline for candidates to complete and submit their work. This deadline must allow time for marking the work and submission of marks to OCR by either 10 January or 15 May 2012.
* **All work must be the candidates' own work.**
  ○ Candidates must be made aware of the Notice to Candidates on page 2 of the G048 Instructions for candidates. A copy of this notice is reproduced overleaf for reference.
  ○ You must be able to verify that a candidate's work submitted for assessment is their own work. Sufficient work must be carried out under direct supervision to allow authentication of coursework marks with confidence.

INFORMATION FOR TEACHERS

* **Work completed to this brief can only be submitted in January 2012 or June 2012 series.**
* The total number of marks available for the paper is **50**.
* There are no restrictions on computing facilities, hardware or software that may be used.
* The work must be marked, using the Assessment Evidence Grid on pages 183–185 of the specification.
* This document consists of **8** pages. Any blank pages are indicated.

- You must always keep your coursework secure and confidential whilst you are preparing it. **If it is stored on the computer network, keep your password secure. When printing work collect all copies from the printer and destroy those you don't need.**

- When you hand in your coursework for assessment, you will be required to sign that you have understood and followed the coursework and portfolio regulations.

ALWAYS REMEMBER

YOUR WORK MUST BE YOUR OWN

INSTRUCTIONS FOR TEACHERS – 2012

Each of the following briefs has been written so that it may be completed alongside the Advanced GCE optional unit to which it relates, should Centres wish to do so. There is no requirement that Centres adopt this practice. Where they do so, it is the Centre's responsibility to ensure that the requirements of the related Advanced GCE unit are covered.

Candidates must research and develop one of these briefs. Only responses to the briefs as set will be accepted. **No marks can be awarded** for work in response to any other brief.

Whichever brief is chosen, candidates will need to report on current working practices. This may be based on actual working practices or an existing solution to a similar problem. If, as a teacher, you are playing the role of the client for the candidates then you will need to identify the working practices within the organisation.

For assessment of this unit, each candidate must produce evidence which includes:

- a preparatory report into current working practice
- a project plan in response to the set brief
- a diary or log of work completed
- support materials for use with the project
- an evaluation of their performance in relation to planning the project
- an evaluation of their performance in implementing the project
- an evaluation of their ICT solution to the given brief.

A project management plan will help candidates to organise their time efficiently. As a guide, the minimum requirements for the project management plan would include:

- key dates, deadlines and timescales
- how work may be managed in small sections or tasks
- organisation of information and resources
- time for reviews and modifications
- time for evaluation.

Full planning is vital to the success of the project. Full planning will also allow the candidates to evaluate their work more effectively. There must be clear evidence of planning **before** the project is started.

As well as planning their work in full, candidates must complete a diary or log whilst they are working on the project. This diary or log should include:

- a full list of all tasks undertaken as part of the delivery of the project
- an assessment of their contribution to the success of the task
- the skills used in meeting the requirement of the task
- an assessment of how their skills were extended to meet the requirements of the task – the discussion of their skills will need to include their use of working with others as well as ICT skills.

Candidates will need to produce supporting materials for the project. These may take any form, and the ultimate decision about what support materials the project needs is for the candidate to decide. **Candidates must provide clear evidence that they have developed and extended their range of ICT skills in producing these support materials.**

Once each candidate has completed the project, they will need to report on how well the project ran, what were its strengths and weaknesses and how well they worked with others. Their report should also suggest improvements to the project. Each candidate should collect feedback from users in order to allow them to make informed comments about their project and the role that they played.

At the end of the unit, each candidate must hand in:

- their report on current working practices
- their project plan
- their diary or log
- support materials
- their evaluation reports.

Briefs

Each brief may be carried out by candidates working on their own or as part of a team. Where candidates are working on their own the focus of 'working with others' becomes the clients or end users of the product. Where candidates are working as a team member the focus may also include other members of the team.

Candidates **must** develop a solution to **one** of the following briefs.

Brief 1

You have been asked by a retail chain to research into the impact of a supermarket's environment on consumers' shopping decisions. You should use the results of your research to produce a spreadsheet model that predicts the impact of a range of variables on the likelihood of customers making a purchase.

The specific variables that you have been asked to consider are:

- gender
- age
- the number of people per square metre
- the volume of music being played through the in-store public address system
- the level of tidiness within the supermarket
- the quality of décor within the supermarket
- the ease of finding specific products
- the availability of staff to provide help and advice
- the quality of lighting
- the clarity of signs

This task may be completed in conjunction with Unit G049: Numerical modelling using spreadsheets.

Brief 2

You have been asked to create an installation to be used at a regional shopping centre. You have decided to create a multimedia diary of events in your local area over a period of six to eight weeks. This multimedia diary will include interviews, photographs, video and music. The installation should allow members of the public to select specific elements for viewing and listening.

The installation should also include a feedback form that uses drag and drop and allows members of the public to add their name and contact details.

This task may be completed in conjunction with Unit G050: Interactive multimedia products.

Brief 3

You have been asked to produce a section of an ICT textbook aimed at students from years 5 and 6. This should be ten A4 pages in length (or equivalent). You have been given a list of three topics from which to choose. These are:

- Web page design and creation
- Using spreadsheets to solve simple problems
- Online safety

Each section must conform to a common structure. This structure is:

- introduction – explaining what will be covered
- theory – explaining the ideas behind the topic
- skills – showing the reader how to use any software
- overview – a review of what has been done
- assessment – an assessment that can be used with the topic.

Your completed product must include a range of suitable graphics and text.

This task may be completed in conjunction with Unit G051: Publishing.

Brief 4

You work for a graphics design business. You have been commissioned to produce wall prints for a large home furnishings retailer. These should be aimed at people between the ages of 18 and 25 and be in the style of the following art movements.

- Impressionism
- Cubism
- Surrealism
- Constructivism
- Pop art

The client requires original subject matter, but in the style of each of the above art movements. You should produce a minimum of two prints for each.

This task may be completed in conjunction with Unit G052: Artwork and imaging.

Brief 5

You have been asked to produce a sample website that advertises and sells tickets for events at a local venue. The website should have a minimum of five pages, which should include:

- multimedia advertising
- feedback forms
- a facility for customers to buy tickets direct.

The completed website should be suitable for a wide audience.

This task may be completed in conjunction with Unit G053: Developing and creating websites.

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