Business Subjects and Economics

4134/CA

Unit 10   Investigating ICT in Business

Controlled Assessment

To be opened and issued to candidates on 31 January XXXX.

Controlled Assessment

Research Task

Greenwood Travel Ltd, a small coach company, is looking to extend its market by adding concert trips to the list of day trips and short breaks that it already offers.

Greenwood Travel realises that these trips will be aimed at a market that is much younger than the company is used to and that a new website will be essential if is to succeed. It needs to find out what sort of web page appeals to younger people so it can publicise the new trips effectively. Greenwood Travel organises a competition for local students to design a web page for the new concert trips. The company is considering adopting a new logo as part of a process of updating their brand image. This will also be part of the competition.

The task has two parts:

Research and Planning

You will have up to **eight** hours to undertake research and planning for the task.
You will need to:

- investigate the websites of two coach companies:
    - examine the content, layout and design of the sites
    - describe the functionality of the sites by showing what the links do and how visitors to the site can navigate to other pages within the site and to external sites
    - identify, with reasons, which features you plan to use in your design of the new web page
- consider the design of company logos in the transport sector
- plan the design for your new web page.

Final Submission

Your presentation must be produced under controlled conditions. You will have up to **four** hours to complete this work. This can be split over a number of sessions but must be supervised by your teacher.

Your submission should contain:

- a new logo for Greenwood Travel Ltd
- your final web page which includes the new logo
- a second copy of the web page, annotated to show your thinking and referring to your research to show how it has informed your design and functionality
- a list of the sources of images that you have included in your web page.

Teacher Guidance Notes

The following notes are provided to show teachers how they can support their candidates with the Controlled Assessment.

Candidates are required to submit a record of their research. This could be presented as a table or a list of the resources, both electronic and paper-based, that they have used.

Research and Planning

In order to provide students with a clear understanding of the information that is included on the websites of coach companies:

Components of a web page:
- logo, company name, slogan, strap line
- navigation buttons, menus
- images
- prices, special offers
- contacts
- visitor counter
- enquiry form
- testimonials
- elements that are common to all web pages of a site.

In order to heighten the students' awareness of the design of web pages:

Analysis of design elements:
- use of different types of data and effects
  - text
  - numeric
  - graphics – of different types – photographic, clip art, bespoke graphic (logo)
  - animation
  - WordArt – is it used?
- whitespace
- layout
- borders
- colour
- frames
- character formats - fonts, sizes, styles, types, serifs
- paragraph formats – alignment, line spacing, indentation
- bullets and numbering
- accuracy
- consistency.

In order to understand the structure and operation of web pages:

Navigation:
- to internal pages
- to documents
- to external sites
- hyperlinks
- hotspots
- buttons.

In order to gain an understanding of the context of the assignment:

Suitable coach companies:
- small, independent, local companies often have the clearest, most relevant websites
- companies do not need to be involved in concert trips already.

Some questions to ask?
- What is the most important thing the companies say about themselves and their products/services?
- Who is their website targeted at?
- What information is on the page?
- What are the design features that are common to each page and lead to a consistent corporate image?

Submitting annotated copies of finished work

Possible methods could include:

1. candidates stick the second copies of their finished documents onto A3 paper to provide the space to annotate their documents
2. candidates use screen shots and add callout boxes to contain annotations.