

OCR-set Assignment 1

Assessment Material

OCR Level 1 / 2 Cambridge National Certificate in Creative iMedia

OCR Level 1 / 2 Cambridge National Diploma in Creative iMedia

Unit R085: Creating a Multipage Website



This OCR-set assignment is to be used to provide evidence for the unit identified above.

Centres must not change any aspect of this assignment.

The OCR administrative codes associated with this unit are:

- unit entry code R085
- certification codes Certificate J817/Diploma J827

The regulated qualification numbers associated with this unit are:

Certificate – 600/7043/2

Diploma – 600/9258/0

Duration: Approximately 10 hours

ALL OF THIS MATERIAL MAY BE PHOTOCOPIED. Any photocopying will be done under the terms of the Copyright Designs and Patents Act 1988 solely for the purposes of assessment.

Contents

	Page number(s)
INFORMATION FOR LEARNERS General information for learners This section contains important information that learners will need to understand before attempting the assignment.	3 4–6
Scenario for the assignment This section contains the assignment background which learners will need to be familiar with in order to complete the tasks.	7
Your tasks and marking criteria grid(s) This section contains all the tasks learners must complete before work can be submitted for assessment together with a copy of the marking criteria that will be used to assess each learner's completed assignment.	8–13
INFORMATION FOR TEACHERS Guidance on using this assignment This section provides guidance to centre staff on the preparation and completion of the assignment.	15 16–18

OCR-set Assignment 1

Information for Learners

OCR Level 1 / 2 Cambridge National Certificate in Creative iMedia

OCR Level 1 / 2 Cambridge National Diploma in Creative iMedia

Unit R085: Creating a Multipage Website

General information for learners

Q What do I need to do to complete this assignment?

A You need to attempt all tasks in this assignment. The assignment describes what work you have to do. It's really important that you do the work yourself without help from anybody else. That includes teachers, parents and other students. If we think you have not done this work yourself it could mean your marks are changed.

Q What help will I get?

A Your teacher can make sure you understand the assignment. If you get stuck then they can give you some general advice but there are rules about the kind of help and how much they can give you. Too much help might mean you haven't done the work yourself.

Q What if I don't understand something?

A If you are not sure, always check with your teacher. They have instructions on how much help they are allowed to give you.

Q I've been told I must not plagiarise. What does this mean?

A Plagiarism is when you take someone else's work and pass it off as your own. The work could come from the internet, a book, another student's coursework, course handouts and OCR teaching resources. It doesn't matter where it came from, it's what you do with it that could make it plagiarism.

There are a few ways plagiarism can happen that you need to know about:

- A student is asked to describe or explain something and they find good information on the internet or from a book. They use it in the evidence they give to their teacher to mark. They don't follow rules about saying where it came from. The 'rules' are about how to reference somebody else's work.
- A student uses information from a book and changes words but copies the sentence structure of a source and doesn't reference where the original work came from.
- A student copies so many words or ideas from a source that it makes up the majority of their work. In this case it does not matter if they have referenced it or not. When the majority of work is somebody else's ideas or thoughts it is not the student's own work.

Plagiarism has serious consequences: you could lose marks/the grade for this unit or you may not be allowed to achieve the whole qualification.

The work you produce must be your own work. You will be asked to sign a declaration to say that it is.

Q What is referencing and where can I find out more information about it?

A Referencing is the process of acknowledging the work of others. If you use someone else's words and ideas in your assignment, you must acknowledge it, and this is done through referencing.

You should think about why you want to use and reference other people's work. You can only be given marks for what you know and understand yourself, which cannot be shown by copying the words and ideas of others. Make sure it's clear in your work how you are using the material you have referenced to inform your thoughts, ideas or conclusions.

You can find more information about how to reference in the OCR Guide to Referencing available on our website: <https://www.ocr.org.uk/Images/168840-the-ocr-guide-to-referencing.pdf>.

Q Can I work in a group?

A Only when your teacher tells you that you can. They need to be able to tell who has done which piece of work. People who work in groups cannot all claim the same evidence as being their individual work. Teachers also have to make sure we can see who has done what. Keep in mind that you cannot be given marks for what somebody else has done in the group.

Q Does my work for each task need to be in a particular format?

A For each task we'll tell you if your evidence has to be in a specific format. Check the wording in each task carefully.

- If we use the word '**must**', for example 'You must produce a report' or 'Your evidence/work must include a diagram', then you must produce the work in the stated format.
- If we use the word '**could**', for example 'You could include sketches of your ideas' or 'You could do this by annotating your diagram', this means that you are not required to follow the format we have given, but you must make sure that the work you do produce allows you to demonstrate the requirements of the marking criteria.
- You can present your work in a variety of ways – it can be handwritten, word-processed, on video or in digital media. What you choose should be appropriate to the task(s) and your teacher can advise you. If the assignment evidence is word-processed, you must ensure that your centre number, candidate number and the unit code appear on each page as a header or footer.
- If you are unsure about what evidence you need, please ask your teacher.

Q Can I ask my teacher for feedback on my work?

A We have given your teacher instructions on what kind of feedback they can give you. They are **not** allowed to tell you exactly what to do to make your work better, but they **can** remind you about what they've taught you. You can use that reminder to try and improve your work yourself. They can say what they've noticed might be wrong with your own work. For example if you describe something where the marking criteria ask for an evaluation they can point that out to you. Your teacher can explain the difference between a description and an evaluation. It's then up to you to decide if you need to change your work. If you think it needs to change you need to change it for yourself.

Q When I have finished, what do I need to do?

A You should make sure any printed work is in the right order and that all electronic files are sensibly named.

If you have included the personal details (such as name, address or date of birth) of someone other than yourself in your work, this must be blanked out (anonymised). Your teacher will tell you how to do this.

Hand in the work that you've completed for each task to your teacher. They might ask to see your draft work and early versions, so please keep your draft work in a safe place.

Q How will my work be assessed?

A Your work will be marked by your teacher. They will use the information in the unit specific marking criteria grid to decide which mark band your work meets. The marking criteria grid is divided into three mark bands. Each one has a range of marks – for example Mark Band 1 = 1–4 marks; Mark Band 2 = 5–7 marks and Mark Band 3 = 8–9 marks. Your teacher will decide which mark band description most closely describes your evidence and then decide how many marks from the mark band to give your evidence. Each marking criteria grid is detailed in the specification and included in the relevant set assignment. Please ask your teacher if you are unsure what the marking criteria are for this assignment.

Scenario for the assignment

Website for reviews of digital games

Your client is a media publisher and you have been asked to build a new website with reviews of digital games. The purpose of the website is to provide information on different games so that the audience can decide what games they are interested in.

The games should cover a range of different platforms. For each platform, a selection of games can be included that are chosen by you. The main areas to include will be:

- an outline of the game (e.g. game objectives, what the player will do)
- what platform it can be used on (e.g. console, computer, smartphone)
- reviews of how good it is (e.g. with star ratings and player reviews)

Note that detailed information on the games is not needed.

You should decide on the target audience for the website in your planning. The target audience can be chosen so that the games reviewed are suitable for the intended users of the website.

Your client has asked you to develop a multipage website which will contain a minimum of five pages and provide information on digital games to the target audience that you choose. The structure to the website will be decided by you and be part of your planning.

The website must contain an appropriate navigation system and a consistent look across all pages. It should also contain a range of images, appropriate text and any other multimedia assets.

Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

Important:

- You will need to refer to the marking criteria grid. Your teacher can explain the marking criteria if you need further clarification.
- You will need to draw upon relevant skills/knowledge/understanding from other units you have studied in this qualification.
- You can use the templates provided in the Creative iMedia specification or create your own. These are the only templates which can be used when completing your assignment.

Your Tasks

Task 1 – Understanding properties and features of multipage websites

Learning outcome (LO) 1 is assessed in this task.

Before creating the multipage website, you will need to investigate the properties and features of existing multipage websites.

The purpose and component features of multipage websites

You need to:

- explore existing websites which are available in the public domain, summarising their different purposes
- describe the component features of these websites and what these component features aim to do.

The technologies used to access web pages

You need to identify and describe:

- the devices used to access websites
- the methods which can be used to connect to the internet.

Make sure you summarise any investigation and research in your own words. Present your evidence in an appropriate way.

LO1: Be able to understand the properties and features of multipage website		
MB1: 1–5 marks	MB2: 6–9 marks	MB3: 10–12 marks
Produces a summary of the purpose and component features of websites in the public domain which demonstrates a limited understanding.	Produces a summary of the purpose and component features of websites in the public domain which demonstrates a sound understanding.	Produces a summary of the purpose and component features of websites in the public domain which demonstrates a thorough understanding.
Provides a limited description of the devices used to access web pages.	Provides a sound description of the devices used to access web pages.	Provides a detailed description of the devices used to access web pages.
Demonstrates a limited understanding of internet connection methods.	Demonstrates a sound understanding of internet connection methods.	Demonstrates a thorough understanding of internet connection methods.

Task 2 – Planning the multipage website

Learning Outcome (LO) 2 is assessed in this task.

You need to organise your time and resources so that you can plan the creation of your multipage website. You will need to decide on a suitable house style and take into consideration any external restrictions on what you can use or produce.

Your client and the target audience

You need to:

- interpret the client's requirements for the multipage website
- identify the characteristics and requirements of the target audience.

Creating a plan

You need to:

- create a work plan for your multipage website
- describe the assets and resources you will need to create the multipage website.

Producing ideas

You need to:

- produce a site map with navigation links
- produce a visualisation of the proposed page layout
- identify the house style for use in the multipage website.

Legal restrictions

The multipage website will be used in a commercial context.

You need to:

- explain any legal issues and restrictions that need to be considered when creating the multipage website.

Present your evidence in an appropriate way.

LO2: Be able to plan a multipage website to client brief		
MB1: 1–4 marks	MB2: 5–7 marks	MB3: 8–9 marks
<p>Produces an interpretation from the client brief for a multipage website which meets few of the client requirements.</p> <p>Produces a limited identification of target audience requirements.</p> <p>Draws upon limited skills/knowledge/understanding from other units in the specification.</p> <p>Produces a work plan for the creation of the multipage website which has some capability in producing the intended final website.</p> <p>Applies some basic planning techniques to show what the website will look like but with limited consideration to the client requirements.</p>	<p>Produces an interpretation from the client brief for a multipage website which meets most of the client requirements.</p> <p>Produces a clear identification of target audience requirements.</p> <p>Draws upon some relevant skills/knowledge/understanding from other units in the specification.</p> <p>Produces a work plan for the creation of the multipage website, which is mostly capable of producing the intended final website.</p> <p>Applies sound planning techniques, including some reference to a house style that takes into consideration some of the client requirements.</p>	<p>Produces an interpretation from the client brief for a multipage website which fully meets the client requirements.</p> <p>Produces a clear and detailed identification of target audience requirements.</p> <p>Clearly draws upon relevant skills/knowledge/understanding from other units in the specification.</p> <p>Produces a clear and detailed work plan for the creation of the multipage website, which is fully capable of producing the intended final website.</p> <p>Applies complex planning techniques in a well-organised way, including detailed reference to a house style showing clear consideration of the client requirements.</p>
MB1: 1–4 marks	MB2: 5–7 marks	MB3: 8–9 marks
<p>Identifies a few assets needed to create a multipage website, demonstrating a limited understanding of their potential use.</p> <p>Identifies a few of the resources needed to create a multipage website, demonstrating a limited understanding of their purpose.</p> <p>Creates a test plan for the website which tests some of the functionality.</p> <p>Demonstrates a limited understanding of legislation in relation to the use of assets in websites.</p>	<p>Identifies some assets needed to create a multipage website, demonstrating a sound understanding of their potential use.</p> <p>Identifies some of the resources needed to create a multipage website, demonstrating a sound understanding of their purpose.</p> <p>Creates a test plan for the website, which tests most of the functionality, identifying expected outcomes.</p> <p>Demonstrates a sound understanding of legislation in relation to the use of assets in websites.</p>	<p>Identifies many assets needed to create a multipage website, demonstrating a thorough understanding of their potential use.</p> <p>Identifies many of the resources needed to create a multipage website, demonstrating a thorough understanding of their purpose.</p> <p>Creates a clear and detailed test plan for the website, which fully tests the functionality, listing tests, expected and actual outcomes and identifying re-tests.</p> <p>Demonstrates a thorough understanding of legislation in relation to the use of assets in websites.</p>

Task 3 – Creating your multipage website

Parts of Learning Outcome (LO) 2 and (LO) 3 are assessed in this task.

You will need to produce the multipage website using a range of assets, tools and techniques to ensure that it is suitable for the client and the target audience.

Obtaining assets for use in the multipage website

You will need to:

- obtain and store the assets identified in your planning
- check the properties of the assets to ensure that they are suitable for use in the multipage website.

Create the multipage website

You will need to:

- create an appropriate folder structure
- create a master page as a template for the final website pages
- use a range of tools and techniques in web authoring software to combine the site master page and assets to create the final multipage website
- create the navigation system for the multipage website
- save and publish the multipage website, as required by the client, so that it is viewable on a standard browser.

Test the multipage website for functionality

You will need to:

- produce and maintain a test plan throughout production.

The final published website as digital files **must** be supplied with the portfolio of evidence, which is not just a link to a web based location.

LO3: Be able to create a multipage website using multimedia components		
MB1: 1–6 marks	MB2: 7–12 marks	MB3: 13–18 marks
<p>Creates basic folder structures which are occasionally used appropriately.</p> <p>Sources and imports a limited range of assets for use, occasionally using appropriate methods.</p> <p>Creates a basic masterpage as a template, in which the housestyle is only occasionally clear or consistent.</p> <p>Applies standard techniques with some effects created in the software to create the multipage website, using a limited range of assets.</p> <p>Combines components to produce a basic navigation system when creating the multipage website.</p> <p>Saves and publishes the website and related files occasionally using appropriate formats. The website will seldom load quickly and correctly.</p> <p>Occasionally saves electronic files using appropriate file and folder names and structures.</p>	<p>Creates clear folder structures which are mostly used appropriately.</p> <p>Sources and imports a range of assets for use, mostly using appropriate methods.</p> <p>Creates a sound masterpage as a template which uses a clear housestyle.</p> <p>Applies some advanced techniques and effects of the software to create the multipage website, using a range of assets.</p> <p>Combines components to produce a clear working navigation system when creating the multipage website.</p> <p>Saves and publishes the website and related files mostly using appropriate formats. The website will frequently load quickly and correctly.</p> <p>Mostly saves electronic files using file and folder names and structures which are consistent and appropriate.</p>	<p>Creates logical and well-structured folder structures which are consistently used appropriately.</p> <p>Sources and imports a wide range of assets for use, consistently using appropriate methods.</p> <p>Creates an effective and appropriate masterpage which uses a clear and appropriate housestyle.</p> <p>Applies a range of advanced techniques and effects of the software, appropriately and effectively, to create the multipage website using a range of assets.</p> <p>Combines components effectively to produce a clear and coherent working navigation system when creating the multipage website.</p> <p>Saves and publishes the website and related files consistently using appropriate formats. The website will frequently load quickly and correctly.</p> <p>Consistently saves electronic files using file and folder names and structures which are consistent and appropriate.</p>

Task 4 – Checking and reviewing your multipage website

Learning Outcome (LO) 4 is assessed in this task.

Now the multipage website has been produced, you need to consider whether you have met all the requirements of the initial brief. You will also need to review the overall quality of the multipage website and identify any improvements that could be made.

Reviewing the multipage website

You need to:

- review how well the multipage website meets the client's requirements
- identify how the multipage website could be improved
- describe areas for further development, giving reasons for your choices.

Present your evidence in an appropriate way.

LO4: Be able to review the final website against the client brief		
MB1: 1–5 marks	MB2: 6–9 marks	MB3: 10–12 marks
<p>Produces a review of the finished website which demonstrates a limited understanding of what worked and what did not, making few references back to the brief.</p> <p>Review identifies areas for improvement and further development of the final website, some of which are appropriate and sometimes explained.</p>	<p>Produces a review of the finished website which demonstrates a reasonable understanding of what worked and what did not, mostly referencing back to the brief.</p> <p>Review identifies areas for improvement and further development of the final website, which are mostly appropriate and explained well.</p>	<p>Produces a review of the finished website which demonstrates a thorough understanding of what worked and what did not, fully referencing back to the brief.</p> <p>Review identifies areas for improvement and further development of the final website, which are wholly appropriate and justified.</p>

OCR-set Assignment

Information for Teachers

OCR Level 1 / 2 Cambridge National Certificate in Creative iMedia

OCR Level 1 / 2 Cambridge National Diploma in Creative iMedia

Unit R085: Creating a Multipage Website

Guidance on using this assignment

1 General guidance

- 1.1 Assessment for this qualification **must** adhere to *Instructions for Conducting Coursework* provided by JCQ.
- 1.2 OCR has provided a document 'Guide to Generating Evidence' which is available at <http://www.ocr.org.uk/Images/284791-guide-to-generating-evidence.pdf>
- 1.3 OCR-set assignments **must** be used for summative assessment of learners. They **must not** be used as practice materials. Learners draw on their learning to respond to the assessment tasks in this set assignment. The rules for carrying out internal assessment are in the specification in Section 4. Pay particular attention to rules on:
 - Feedback
 - Templates, writing frames, model answers
 - Revising and redrafting work
 - Authentication

The rules are covered in more detail in the document 'Guide to Generating Evidence' which is available at <http://www.ocr.org.uk/Images/284791-guide-to-generating-evidence.pdf>

2 Before carrying out the assignment

- 2.1 Give each learner a copy of the *Information for Learners* section of this assignment. You **must not** change or modify any of the tasks in this assignment in any way.
- 2.2 Learners will not need to carry out any preparations prior to undertaking the assessment tasks, such as collating assets to use in the assessment since these are part of the assignment tasks.
- 2.3 Learners will need access to resources, e.g. computer hardware and software.
- 2.4 Learners will need access to appropriate web authoring software that will provide them with a wide range of tools and techniques to create a suitable final product and store/publish locally.

3 During the assessment

- 3.1 We have estimated that it will take approximately 10 guided learning hours (GLH) to complete all tasks. These timings are for guidance only, but should be used by you, the teacher, to give learners an indication of how long to spend on each task. You can decide how the time should be allocated between each part or individual task. You are also permitted to spread the tasks across several sessions, and therefore it is permissible for evidence to be produced over several sessions.

4 When completing the assignment and producing evidence

- 4.1 Each learner **must** produce **individual** and **authentic** evidence for each task within the assignment.
- 4.2 You may give general support and guidance to learners. This support and guidance should:
- focus on checking that learners understand what is expected of them;
 - give generic feedback that enables the learner to take the initiative in making improvements, rather than detailing what amendments should be made.

It is not acceptable for you to provide solutions/examples, to provide writing frames or templates, to work through answers in detail or to detail specifically what amendments should be made.

For example: Acceptable – “Consider whether these criteria are detailed enough for you to later measure whether you have been successful.”

Not acceptable – “Produce a specification for your competition entry to include success criteria.”

- 4.3 Learners may use information from any relevant source to help them with producing evidence for the tasks. Learners **must not** copy published material and claim it as their own work. They **must** also acknowledge the source even where they paraphrase the original material.
- 4.4 We have specified what evidence the learner is expected to produce and given examples of the format it could take. The learner can use a different, appropriate format unless we state they must not. The format should be what the learner considers to be the most appropriate for the purpose of, and target audience for, each individual task.

5 Presentation of work for marking and moderation

- 5.1 The guidance in Sections 4.3–4.5 of the specification **must** be followed when marking, annotating and presenting work.
- 5.2 Centres wishing to produce digital evidence in the form of an e-portfolio **must** refer to Appendix C in the specification. However, where folder structure is assessed within the unit it is **not** permissible for centres to provide learners with the structure to use.
- 5.3 Encourage learners to present their work so that it is secure and easily accessible, e.g. treasury tag. It is not necessary to use plastic wallets which can also cause delay to Moderators when reviewing work.
- 5.4 Centres **must** provide guidance on the Unit Recording Sheet (URS) to show where specific evidence can be found. This may be through the use of the ‘page number’ column and/or by referencing file names and locations.

6 Conditions for using this OCR-set assignment

You must not make any changes to the OCR set-assignments. OCR have created three specific templates which you can give to learners when they are creating a storyboard, test table or asset table. Please note: these are the only templates which you can provide to your students and must not be amended. Your students do not need to use the OCR templates we have provided, and may create their own storyboards, test tables or asset tables, from scratch.

7 Specific guidance on the tasks

It is important that candidates are made aware from the start of their work on this assignment of the format their evidence will take so they know whether or not they need to print their work and whether or not they need to take screenshots for some of the tasks.

In relation to Task 1 you should ensure learners have the opportunity to carry out relevant investigations – this might be achieved by access to the internet. You may refer them to the teaching and learning content for the unit. You **must not** direct candidates to specific research tasks to be carried out and you **must not** provide writing frames/templates for the evidence of their investigation.

In relation to Task 2 you should ensure that the learners have the opportunity to create an appropriate range of planning documents for the intended website in line with Marking Criteria which refers to 'planning techniques'. You may refer them to the teaching and learning content for the unit. You **must not** direct candidates to complete specific planning tasks and you **must not** provide writing frames/templates for the creation of the plans.

In relation to Task 3 you should ensure learners are aware of the need to provide evidence of the creation of the masterpage together with the software tools and techniques of the web authoring software. You may refer them to the teaching and learning content for the unit. You **must not** direct candidates to use particular software or tell them the properties required for the final product or the software tools/techniques they should use. You should ensure that learners understand the need to specifically consider how they are going to test and present their final product. You **must not** direct candidates to present their final work in any particular way.

In relation to Task 4 you should ensure that the learners are aware of the need to link their reflections back to the brief. You **must not** provide writing frames/templates for the creation of the review.

8 Additional guidance on LOs

Each section of the marking criteria focuses on a different aspect of candidate achievement. There should be no overlap between achievement credited for the different sections – although the same piece of work might be assessed in different sections, each different assessment will focus on a different aspect of that work.

LO1 assesses candidates' research and investigation skills. The LO assesses candidates' ability to conduct research and to use that research to document their investigation on the purpose and features of multipage websites. Whilst research is a key part of this LO, candidates should be assessed on their own work not just research material sourced from elsewhere (e.g. devices and connection methods) as this does not demonstrate understanding on the part of the candidate.

LO2 assesses candidates' planning, with the first section assessing the initial client brief and target audience. Whilst originality and creativity are subjective they must be assessed and centre assessors should use the comments section of the Unit Recording Sheets to explain their decisions.

LO3 is concerned with the way that the candidates have sourced and used assets together with their chosen software to create their website. This includes the use of a range of tools to create a functioning website which meets the requirements of the brief and effectively tests their website. If screenshot evidence of specific techniques has not been provided but the final website can be seen to confirm their use the centre assessor should note the techniques used, and where their use can be seen, on the Unit Recording Sheet.

LO4 assesses the candidates' own review of their final website. This should be a reflection of the website and potential for further development and improvement in relation to the brief provided by the client.