

## Higher National Unit Specification

### General information for centres

**Unit title:** Web Design: An Introduction

**Unit code:** DV5M 34

**Unit purpose:** The Unit will look at the aesthetics of web design and the creativity that can be expressed within the design of a web page. This Unit is aimed at individuals with no previous experience of web design.

On completion of the Unit the candidate should be able to:

- 1 Analyse web page construction
- 2 Appraise a range of website designs
- 3 Create a simple website to a given brief

**Credit points and level:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*).

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access is at the discretion of the centre but it would be beneficial if the candidate had competence in the use of computer hardware and software for design applications.

**Core Skills:** There are opportunities to develop the Core Skills of Information Technology and Working with Others at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components. Further details are provided in the support notes.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** Outcome 1 of this Unit could be assessed by an oral or written response or an annotated visual, relating to handouts and class lectures. Outcome 2 could be assessed by an individual or group oral response, which would require candidates to answer a number of questions posed by the lecturer. Outcome 3 could be assessed as an individual project, which would require candidates to undertake building a simple website. (Candidates may use supplied elements.) Assessment should be conducted in conditions where arrangements have been put in place to assure the authenticity of the candidate's work.

## **Higher National Unit specification: statement of standards**

**Unit title:** Web Design: An Introduction

**Unit code:** DV5M 34

The sections of the Unit stating the Outcomes, knowledge and/or skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Analyse web page construction

#### **Knowledge and/or skills**

- ◆ Web page construction methods
- ◆ File formats
- ◆ Terminology
- ◆ html type
- ◆ Web safe colours

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ explain how a web page could be constructed — at least two different methods should be identified making reference to current techniques and procedures
- ◆ understand where different file formats would be used and why
- ◆ use correct terminology
- ◆ explain what html type is
- ◆ explain the concept of the web safe colours

Assessment for this Outcome will be by an oral or written response or an annotated visual.

The assessment will be done under closed-book conditions. Candidates should answer a minimum of 10 questions relating to the knowledge and/or skills for this Outcome. The questions should be devised by the tutor delivering the Unit along with a marking scheme.

#### **Assessment guidelines**

Outcome 1 relates specifically to the technical aspects of constructing web pages rather than visual design which is covered in Outcome 2. Candidates are required to analyse the construction of at least one web page. The assessment should be based on class lectures and hand out materials. Candidates would be required to provide either an oral/or written response or produce an annotated visual, in the form of sketch diagram or hard copy. The content of the assessment refers to the bullet points listed under knowledge and/or skills. It is recommended that a checklist is used to record the candidate's response.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Web Design: An Introduction

### **Outcome 2**

Appraise a range of website designs

#### **Knowledge and/or skills**

- ◆ Layout
- ◆ Visual content
- ◆ Communication
- ◆ Navigation

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ describe and appraise the layout of several websites (minimum three) with regards to their chosen target market/or purpose
- ◆ describe and appraise the visual content and effective communication of several websites (minimum three) with regard to their target market/or purpose
- ◆ describe and appraise the navigation of several websites (minimum three) with regard to their target market/or purpose and the user experience

This Outcome will be assessed by an oral response, either individually or as a group, to a set of questions on the listed knowledge and skills items. The assessment will take place within the classroom/studio environment. Candidates will be assessed on their response to a minimum of three questions pertaining to the subject. Each question will require the candidate to give three examples. These questions are to be devised by the tutor delivering the Unit.

#### **Assessment guidelines**

Where Outcome 1 relates to the technical aspects of constructing web pages, Outcome 2 specifically relates to the visual design of websites, aesthetics, navigation and the user experience. Candidates are required to make an oral response either individually or as a group to a set of questions pertaining to the above items listed under knowledge and/or skills. The assessment for Outcome 2 should be set by the tutor delivering the Unit. It is recommended that a checklist is used to record the candidate's response.

### **Outcome 3**

Create a simple website to a given brief

#### **Knowledge and/or skills**

- ◆ File management
- ◆ Basic layout
- ◆ Incorporate elements
- ◆ Preview

## **Higher National Unit specification: statement of standards (cont)**

## **Unit title:** Web Design: An Introduction

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ arrange a project folder for the website, using the correct structure and naming conventions for the file and folders
- ◆ create web page layouts
- ◆ incorporate elements into the web pages
- ◆ preview the finished site by using a web browser

Candidates will undertake a practical project in response to a given brief created by the tutor delivering the Unit. Candidates should be given up to 24 hours (eight 3 hour sessions) of scheduled tuition time to create the practical project.

### **Assessment guidelines**

Candidates are required to undertake a practical project to a given brief, where they will be required to follow guidelines, and use elements to achieve the end result. The above items refer to the bullet points listed under knowledge and/or skills and must be assessed on each assessment occasion. The assessment criteria should directly relate to the requirements of the given brief.

## **Administrative Information**

<b>Unit code:</b>	DV5M 34
<b>Unit title:</b>	Web Design: An Introduction
<b>Superclass category:</b>	CB
<b>Date of publication:</b>	August 2006
<b>Version:</b>	01
<b>Source:</b>	SQA

© Scottish Qualifications Authority 2006

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

## **Higher National Unit specification: support notes**

### **Unit title:** Web Design: An Introduction

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### **Guidance on the content and context for this Unit**

This Unit is primarily intended to develop the candidate's skills in analysing and appraising website design, along with developing the candidate's technical skills by constructing a simple website from a range of elements (the elements may be supplied).

Outcome 1 looks at analysing web page construction. This will enable candidates to describe different ways in which web pages are constructed, the rules behind the different file formats that could be used, and current methodologies and terminology.

In Outcome 2, candidates are asked to appraise a range of website designs. Following on from Outcome 1 candidates will be able to give their appraisal on the suitability of each website layout, the visual content which could include use of typography and/or graphics on the websites and the suitability of the navigation used. This Outcome could be undertaken either individually or as a group. A list of websites could be given to the candidates for appraisal.

In Outcome 3, candidates should work to a given brief created by the tutor delivering the Unit. Candidates are required to incorporate a variety of elements to build a simple website. The candidate may be given a layout and the necessary elements which will enable them to build the website. At this stage candidates should be using correct file management. Candidates will also be able to preview their finished website through a web browser.

### **Guidance on the delivery and assessment of this Unit**

This Unit is likely to form part of a Group Award, which is primarily designed to provide candidates with technical and professional knowledge and skills related to a specific occupational area. The Unit should involve class-based tutorials with tutorial booklets provided. The Unit should be delivered in a way which enables the candidate to appreciate its relevance in industry. If possible, examples should be shown of functioning corporate websites that use the same technology as the sites that the candidates will be producing in order to give them greater aspirations and understanding of what the brief requires of them.

Outcome 1 could be assessed by either oral/or written evidence or the production of an annotated visual. Candidates will be required to analyse the construction of at least one web page. The assessment should be based on class lectures and hand out materials. Candidates will be required to provide either an oral/or written response or produce an annotated visual, in the form of a sketch diagram or hard copy screenshot relating to handouts and class lectures.

Outcome 2 will be assessed orally either individually or as a group. Candidates will be assessed on their response to a set of questions pertaining to the subject. These questions are to be devised by the tutor delivering the Unit.

## Higher National Unit specification: support notes (cont)

### Unit title: Web Design: An Introduction

Outcome 3 requires the candidate to undertake a practical project in response to a given brief, where they will be required to follow guidelines, and use a variety of elements to achieve the end result. Candidates may use existing template designs and elements if they wish or alternatively they could be given the opportunity to use their own. Assessment should be conducted in conditions where arrangements have been put into place to assure the authenticity of the candidate's work.

#### *Opportunities for developing Core Skills*

Candidates will develop skills in the use of Information Technology as they manage the practical aspects of simple website design activities. Instruction in use of learning resource centre systems and current support software will support candidates as they become familiar with effective search strategies and practical application of skills. The facility to access and evaluate sources which provide a range of current examples of well constructed websites could encourage candidates to view and evaluate relevant materials from a range of internet sites. Access to a range of current software will be critical to achievement.

Candidates will be advised on the effective and responsible use of equipment and software applications, and learn methods for keeping all data gathered secure and well organised. The effective use of files and folders is assessable and candidates would be expected to be aware of the importance of saving and performing back ups for notes and drafts of design work.

Opportunities exist for co-operative working which may be used to enhance skills in the Core Skill of working with others. Candidates could be encouraged to:

- ◆ analyse the task and identify the elements comprising the task
- ◆ negotiate the nature and scope of goals, roles and responsibilities taking account of all resources including strengths and weaknesses of individuals
- ◆ negotiate rules for management of the group
- ◆ use working methods consistent with available resources
- ◆ demonstrate and explain to others
- ◆ fulfil their own roles and responsibilities
- ◆ review and evaluate their own contribution to the task

#### **Open learning**

This Unit could be delivered by distance learning, through an online learning resource or a virtual learning environment. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning (A1030)*.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Web Design: An Introduction

### **Candidates with additional support needs**

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: [www.sqa.org.uk](http://www.sqa.org.uk).

## **General information for candidates**

### **Unit title:** Web Design: An Introduction

This Unit is designed to introduce you to the concepts and workings of designing and creating for the web. It is primarily intended to equip you with the knowledge to create a basic website. You can do this by using a template design from elements supplied.

This Unit has three main areas, each of which is subject to a separate Outcome. To begin with you will look at analysing web pages to learn how they were put together then you will appraise other website designs. Then you will construct a basic website. You can either do this from elements and templates which will be given to you to follow or from your own designs.

Overall, you will be expected to use the knowledge and skills from the Unit to enable you to competently build a basic website.

In order to complete this Unit successfully, you will be required to achieve a satisfactory level of performance in three areas of assessed work. The first piece of assessment material will be either a written or oral assessment or an annotated visual, which will cover Outcome 1 of the Unit. For the second assessment you will be required to make an oral/or written response either individually or as part of a group to specific questions for Outcome 2. The last piece of assessment for Outcome 3 will require you to undertake a practical project to build a simple website in response to a given brief.