

Higher National Unit Specification

General information for centres

Unit title: Web Design

Unit code: DV6C 35

Unit purpose: This Unit is designed to enable candidates to design and implement a website, which includes the use of different media types.

On completion of this Unit the candidate will be able to:

- 1 Interpret a project design brief accurately.
- 2 Plan and design the structure of a website.
- 3 Create a range of media types and interface elements.
- 4 Assemble media types and interface elements in a website.
- 5 Publish a website.

Credit points and level: 2 HN Credit at SCQF level 8: (16 SCQF credit points at SCQF level 8*).

**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 to this Unit is at the discretion of the centre. However, 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 Problem Solving 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: Outcomes 1 to 4 of this Unit should be assessed holistically. To achieve this the candidate should design, implement and present a minimum of a four page website prototype. Outcome 5 of this Unit could be assessed by a single instrument of assessment, which would require candidates to produce a report or presentation based on class lectures and handout notes. Assessment should be conducted in conditions where arrangements have been put in place to ensure the authenticity of the candidate's work.

Higher National Unit specification: statement of standards

Unit title: Web Design

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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

Interpret a project design brief accurately

Knowledge and/or skills

- ◆ Identify target market
- ◆ Identify objectives of the brief

Evidence Requirements

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

- ◆ identify the target market that relates to the design brief
- ◆ identify the objectives of the brief effectively
- ◆ provide an oral or written response to the criteria of a project design brief

Candidates should provide evidence by answering a set of questions in closed-book conditions that have been provided by the tutor delivering the Unit.

Assessment guidelines

Candidates are required to provide oral or written evidence to a minimum of three questions demonstrating that they can identify the specific target market and the key objectives of the brief. The above items refer to the bullet points listed under knowledge and/or skills and must be assessed on each assessment occasion.

The assessment of this Outcome may be combined with Outcomes 2, 3 and 4 as part of a single assessment for the Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Web Design

Outcome 2

Plan and design the structure of a website

Knowledge and/or skills

- ◆ Site architecture
- ◆ Produce rough visuals of screen layouts
- ◆ Develop screen layouts

Evidence Requirements

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

- ◆ produce a suitable architecture for a website, within which navigation is designed effectively and a site map is produced correctly
- ◆ produce rough visuals of alternative interpretations (minimum of two) of the brief relating to Outcome 1 in the form of sketchbook work or hard copy screenshots
- ◆ develop final layouts for a minimum of four pages within a website in the form of a sketchbook or workbook

Assessment guidelines

Outcome 2 relates directly to the interpretation of the design brief in Outcome 1. Candidates are required to submit suitable architecture for a website. This should encompass the planning of navigation, page content and information hierarchy. The site architecture should be presented in the form of an annotated site map using computer layout software and printed out as hard copy. Rough visuals should be produced which evidence at least two alternative interpretations of the design brief. This could be presented in the form of sketchbook work or hard copy screenshots.

Candidates should be encouraged to be creative in their interpretations of the brief. Candidates are required to design a minimum of four web page layouts from within the site architecture. Candidates should demonstrate the development of final web page layouts in the form of a sketchbook or workbook.

The final page layouts should be presented as printed screenshots. The above items refer to the bullet points listed under knowledge and/or skills and must be assessed on each assessment occasion.

The assessment of this Outcome can be combined with Outcomes 1, 3 and 4 as part of a single assessment for the Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Web Design

Outcome 3

Create a range of media types and interface elements

Knowledge and/or skills

- ◆ Create a range of media types
- ◆ Create interface elements
- ◆ Use media types

Evidence Requirements

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

- ◆ create a range of three media types for inclusion in a website
- ◆ create interface elements for inclusion in a website
- ◆ use media types appropriate to the project brief

Assessment guidelines

Candidates are required to create a range of media types appropriate to their subject area, to be incorporated in a website. Candidates should use the media types appropriately. This should be evidenced through practical project work. The above items refer to the bullet points listed under knowledge and/or skills and must be assessed on each assessment occasion.

The assessment of this Outcome can be combined with Outcomes 1, 2 and 4 as part of a single assessment for the Unit.

Outcome 4

Assemble media types and interface elements in a website

Knowledge and/or skills

- ◆ Assemble media types
- ◆ Link interface elements
- ◆ Incorporate an audio file

Evidence Requirements

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

- ◆ effectively incorporate interface elements to link to other pages within a website
- ◆ implement a minimum of four pages within a website. This should be in the form of a functioning website prototype, incorporating linking navigation within the candidate's chosen pages
- ◆ incorporate an audio file which is appropriate to the project brief

Higher National Unit specification: statement of standards (cont)

Unit title: Web Design

Assessment guidelines

Outcome 4 follows on logically from Outcome 3, in which a range of media should be created. Candidates are required to assemble a range of media appropriate to their subject specialism and navigational elements, within a website. The navigational elements could consist of buttons and/or hotspots.

A piece of audio is also to be incorporated (this may be an existing audio file). Candidates are required to implement the website and effectively link up the interface elements to form a working prototype. Candidates are required to implement a minimum of four functioning web pages. The above items refer to the bullet points listed under knowledge and/or skills and must be assessed on each assessment occasion.

The assessment of this Outcome can be combined with Outcomes 1, 2 and 3 as part of a single assessment for the Unit.

Outcome 5

Publish a website

Knowledge and/or skills

- ◆ Obtain a domain name
- ◆ Obtain web hosting
- ◆ File management
- ◆ Methods of uploading

Evidence Requirements

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

- ◆ explain the process required in obtaining a domain name and web hosting – reference should be made to three different types of domain that can be obtained
- ◆ identify the files from the finished project that would be required to be uploaded to make the site live – reference should be made to correct organisation of files
- ◆ explain the meaning of FTP (file transfer protocol) – identification of the information, equipment and software required to FTP should be stated within the report

Candidates must provide a satisfactory response to all three items in the form of either a written report produced in the region of 400 words or by answering questions under controlled conditions.

Assessment guidelines

It is recommended that this Outcome should be assessed towards the end of the Unit. The candidate should be encouraged to word process the final documents. It is recommended that candidates actually undertake the process of uploading their files to a server but it is recognised that this may not be possible and so it is not mandatory. The above items refer to the bullet points listed under knowledge and/or skills and must be assessed on each assessment occasion.

Administrative Information

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Higher National Unit specification: support notes

Unit title: Web Design

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 80 hours.

Guidance on the content and context for this Unit

This Unit is primarily intended to develop the candidate's skills in designing and implementing a functioning website prototype. It will instill industry standard practice, and encourage the exploration into the more creative side of designing and building a website.

Outcome 1 looks at understanding the design brief. This will set the building blocks for the rest of the Outcomes 2 to 4. Candidates at this stage should be able to identify the target market that relates to the brief and the objectives of the brief. These conclusions should be evidenced through the candidate's analysis.

In Outcome 2, candidates will look at how they are going to structure their website by producing architecture for the site (site map). They should be encouraged to think about the following:

- ◆ making the site as accessible and as user friendly as possible
- ◆ arranging the pages in a logical order
- ◆ to think about the user and how his/her experience of the website should be
- ◆ no information on the site should be more than two clicks away

Candidates at this stage should be able to convey their ideas through rough sketches, successfully relating back to the brief and target market. Candidates should also be able to describe, through their sketches and research, what 'look and feel' they consider to be most appropriate. From these sketches final screen layouts should be produced and presented as colour printed screenshots.

Outcome 3 considers the creation of a range of media types and interface elements for inclusion into a website. Candidates are required to:

- ◆ create media types to incorporate in a website
- ◆ create interface elements to incorporate in a website
- ◆ use media types appropriately

Outcome 4 considers the creation and assembly of media types and interface elements for inclusion into a website. Candidates are required to:

- ◆ effectively assemble a website
- ◆ effectively incorporate interface elements to link to other pages within a website
- ◆ implement a minimum of four pages within a website. This should be in the form of a functioning website prototype, incorporating linking navigation within the candidates chosen pages
- ◆ incorporate an audio file (this may be an existing audio file)

Higher National Unit specification: support notes (cont)

Unit title: Web Design

In Outcome 5, candidates will look at the process of creating a domain name, buying web hosting, and uploading their finished site to a remote server. Candidates should be aware of the many different ways of buying a domain name and hosting, and of the many different types of FTP client that they can use. Candidates should also be aware of the files and folders that are needed to upload in order to make their site live on the internet.

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, exemplars 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.

Assessment for this Unit will be holistic for Outcomes 1 to 4 by the undertaking of a practical design project. Outcome 5 will be assessed on the submission of a report in the region of 400 words, or answering questions under controlled conditions. Outcome 5 could be assessed towards the end of the Unit. Assessment should be conducted in conditions where arrangements have been put into place to ensure 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 design activities. Instruction in the use of learning resource centre systems and current support software should support candidates as they become familiar with effective analytical 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 should allow candidates to analyse, in detail, relevant materials from a range of internet sites. Access to and understanding of the applications of a range of current software will be critical to achievement.

Candidates should 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. Candidates would be expected to be aware of the importance of saving and performing back ups and of the need to develop efficient systems of recording, coding and storing notes and drafts of design work.

As they undertake the Unit candidates are required to analyse and seek solutions to a range of theoretical and practical problems and issues. Decisions on media types and interface elements will involve identifying and examining variables including the assumed purposes and potential target markets of the site as well as all available resources. Consideration of the significance of each before appropriate approaches are analysed and developed will provide opportunities to develop problem solving skills to an advanced level. Evaluation which examines all stages of the design and potential and actual impact and effectiveness should be on-going.

Higher National Unit specification: support notes (cont)

Unit title: Web Design

Open learning

This Unit could be delivered by distance learning, online learning resources such as virtual learning environments could be employed. 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)* which is available on SQA's website www.sqa.org.uk.

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.

General information for candidates

Unit title: Web Design

This Unit is designed to enable you to plan, design and build a functioning website in relation to a particular design brief. It is primarily intended to equip you with the knowledge and skills to create a simple 'brochure' website.

This Unit has five main areas, each of which is subject to a separate Outcome. To begin with you will look at understanding and interpreting the design brief, and then you will look at planning the foundation of your website. You will design web page layouts and create and implement the individual items required to 'build' the site. Finally, you will learn how you would obtain a domain name and hosting and if appropriate, upload your website onto the internet.

On completion of this Unit you will be able to:

- 1 Interpret a project design brief accurately.
- 2 Plan and design the structure of a website.
- 3 Create a range of media types and interface elements.
- 4 Assemble media types and interface elements in a website.
- 5 Publish a website.

For Outcome 1 you will answer a minimum of three oral or written questions in closed conditions which identify your knowledge of target markets, and the objectives and criteria of a given design brief.

For Outcome 2 you will produce the architecture for a website, navigation and rough visuals for a minimum of two alternative interpretations of the given design brief. Final layouts should be presented in the form of a sketchbook or workbook.

For Outcome 3 you will create a minimum of three media types and interface elements which are appropriate to your area of specialism for incorporating into a website. This will be presented in the form of practical project work.

For Outcome 4 you will assemble media within a website and effectively incorporate interface elements and audio files. You will create a minimum of four pages within the website.

For Outcome 5 you will produce a written report of around 400 words which explains the process in obtaining a domain name, identifies the files required to be uploaded in order to create a website and explains the meaning and use of FTP (File Transfer Protocol).

In order to complete this Unit successfully, you will be required to achieve a satisfactory level of performance on three pieces of assessed work. The first piece of assessment material will be a practical project, which will cover four of the five main areas of the Unit. The second piece of assessment material will be in the form of a short answer test under controlled conditions relating to the appropriate use of media types within a website. The third piece of assessment material will be a written report of around 400 words, or answering questions under controlled conditions, in which you will detail the process involved in uploading your finished website. The third piece of assessment will be required to be finished towards the end of the Unit.