National Unit Specification: general information

UNIT   Media: Basic Website Development (SCQF level 5)

CODE   F57Y 11

SUMMARY

This purpose of this Unit is to enable candidates to develop knowledge and understanding of the basic technical and design elements of web based documents. This is a practical Unit in which candidates will have the opportunity to design and produce a document suitable for use on the World Wide Web.

This Unit is suitable for candidates with little or no experience of web development and who have an interest in producing a basic website.

OUTCOMES

1   Describe the basic content elements of a website.
2   Evaluate a range of websites.
3   Design a basic website to a given brief.
4   Produce a basic website to a given brief.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would normally be expected to have some experience of using computer application software and to be familiar with managing computer files.

CREDIT VALUE

1 credit at Intermediate 2 (6 SCQF credit points at SCQF level 5*).

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.

National Unit Specification: general information (cont)

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CORE SKILLS

There is no automatic certification of Core Skills in this Unit.

There are opportunities for Core Skill development, these are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Describe the basic content elements of a website.

Performance Criteria

(a)   Describe the basic media content elements of a website.
(b)   Describe the basic navigation content elements of a website.
(c)   Describe the basic interactive content elements of a website.
(b)   Correctly use website terminology.

OUTCOME 2

Evaluate a range of websites.

Performance Criteria

(a)   Identify the target audience and purpose in a range of websites.
(b)   Evaluate the layout and interactivity in a range of websites.
(c)   Evaluate the typography, graphics and colour in a range of websites.

OUTCOME 3

Design a basic website to a given brief.

Performance Criteria

(a)   Create a production plan for a website.
(b)   Create a storyboard for a website.
(c)   Source media content in line with copyright requirements.

OUTCOME 4

Produce a basic website to a given brief.

Performance Criteria

(a)   Create a project folder for the website.
(b)   Produce a website incorporating navigation content elements.
(c)   Incorporate media content elements into the website.
(d)   Preview the finished website using a web browser.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Assessors must assure themselves of the authenticity of each candidate's work.

Outcome 1 — Written and/or Oral Evidence

Evidence must demonstrate that candidates can:

♦ describe the basic media content elements of a website — including image, text, animation, graphics, sound, and video
♦ describe the basic navigation (control) content elements of a website — including buttons, hyperlinks, rollovers, drop-down menu, and icons
♦ describe the basic interactive content elements of a website — including sound, video, animation, games, and forums
♦ correctly use all of the above website terminology

This evidence should be gathered at appropriate points throughout the Unit under open-book supervised conditions.

Outcome 2 — Written and/or Oral Evidence

Candidates are required to evaluate a minimum of two different websites with regard to:

♦ target audience and purpose
♦ layout — including page loading time, screen fit, tables and scrolling
♦ interactivity — including sound, video, animation, games, and forums
♦ typography — including size, legibility, and appropriate typestyle
♦ graphics — including quality, download time, and file format
♦ colour — including effectiveness, consistency and appropriateness to intended use

This evidence should be gathered at appropriate points throughout the Unit under open-book supervised conditions.

Outcome 3 — Written and/or Oral Evidence

This evidence must include:

♦ a production plan for a website, identifying target audience, purpose, media elements required and timescales
♦ a storyboard for a website showing layout, colour, type, interactivity and media content.
♦ sourced media content in line with copyright requirements

This evidence should be gathered at appropriate points throughout the Unit.

National Unit Specification: statement of standards (cont)

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Outcome 4 — Product and Performance Evidence

Candidates are required to individually produce product evidence in the form of a digital project folder for a website containing all media elements and a minimum of three completed web pages. Candidates must use appropriate file management and naming conventions. They must incorporate appropriate navigation and media content elements into the website.

Performance evidence, supported by an assessor observation checklist, is required to show that candidates can:

♦ incorporate navigation content elements
♦ incorporate media content elements
♦ preview the finished website using a web browser

This evidence will be gathered at appropriate points throughout the Unit under open-book supervised conditions. The assessor must authenticate that the finished product is the candidates own work.

National Unit Specification: support notes

UNIT   Media: Basic Website Development (SCQF level 5)

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 is an optional Unit within the National Certificate Group Award in Media (SCQF level 6), but may also be taken as a freestanding Unit.

While the Unit is suitable for candidates who have no prior experience of web development, it is recommended that they have basic ICT skills.

This Unit is intended to develop the candidate's knowledge of the basic elements that make up a website. Candidates will have the opportunity to evaluate a range of websites and will then be given the opportunity to design and produce their own basic website using available software (including on-line software and templates). Candidates should therefore develop some basic technical skills in website construction.

Outcome 1 looks at the basic elements of a website. This will enable candidates to identify the main components of a website and current terminology used.

In Outcome 2, candidates are asked to evaluate a range of websites. Building on Outcome 1, candidates will be able to compare and evaluate a range of websites on content, layout and purpose. The purpose of the websites could be, for example, corporate, personal, gaming, shopping, blog, social network, and file sharing.

Outcomes 3 and 4 allow the candidate to plan, design and produce a simple website using available software and/or templates. Candidates are required to incorporate a variety of elements, which could either be given by the tutor or sourced by the candidate. There could be opportunities for integration with other Media Units. Candidates should be able to preview their finished document through a local web browser and upload it to a server, if the facility is available.

In Outcome 3 the storyboard created should show that pages are arranged in a logical order, and content elements on each page are roughly positioned to indicate the 'look and feel' of the document. Candidates will also learn how to create or source media elements, consider scanning, resolution, file formats and copyright. In addition, candidates will learn to use correct file management to keep all data and assets secure and well organised.

National Unit Specification: support notes (cont)

UNIT   Media: Basic Website Development (SCQF level 5)

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Emphasis should be more on successfully presenting different forms of media through layout and design, rather than on the technical aspects of coding and building websites. A talk or involvement from an industry representative would be beneficial to put the Unit into context and to provide real-world relevance for the candidate. There are many web design magazines, books and websites available for case studies, up-to-date technical information and design inspiration.

Formative work for Outcome 1 could take the form of tutor led class discussions to investigate a range of websites, identifying the fundamental elements of media content, navigation and interactivity. A glossary of terms could then be created or given as a handout, for use by candidates to label these key elements on printed websites.

In Outcome 2 evaluating websites will help candidates understand what makes an effective website and should help when they come to produce their own website for Outcome 4. This Outcome could be undertaken individually or as a group. A list of websites could be given to the candidates for consideration.

Formative work for Outcome 2 could involve researching and discussing a given range of well designed and badly designed documents. Here the purpose is to help develop some awareness of aspects such as target audience, layout, colour, typography and graphics etc.

A group activity could involve role-play, as a web development team, testing a 'prototype' website provided by the client (tutor). An extension activity could involve candidates building a gallery of well designed and badly designed websites for class discussion, from weekly search topics suggested by the tutor. A blog or forum could be set up to encourage further discussion, if facilities are available.

Outcomes 3 and 4 is a practical project that allows candidates to consider the planning, design and production stages required to create a basic website. The tutor should provide a set brief on an appropriate topic for the project. This could take the form of an e-zine or a website for a media event, musician, or celebrity.

The candidate could create a project folder, for use as evidence for Outcome 3. The tutor could make examples available and give some time for discussion of how to compile a suitable project folder and specific items such as a time plan. Getting candidates to identify potential problems and resources at the planning stage will help them to work effectively with suitable multimedia elements at the production stage. Class discussions and lectures could cover issues such as file formats, resolution, copyright and accessibility. Planning and research could be done as group work but each candidate should then produce their own unique website for Outcome 4. Ideally candidates should write and source their own content, but they could be given all the necessary elements to enable them to build the website.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Candidates will be producing written and/or oral communication evidence as part of the assessment for Outcomes 1, 2 and 3. This offers ideal opportunities to develop aspects of the Core Skill of *Communication.*

Candidates will also have the opportunity to develop aspect of the Cores Skill of *Information Technology*, in the process of creating a simple website. They will be advised on effective and responsible use of computer equipment and methods to manage and back-up files correctly. Candidates may also have opportunities to capture or create and edit their own content, using appropriate graphic software applications.

In addition, opportunities exist for candidates to develop aspects of the Core Skill of *Problem Solving* through the process of reviewing and evaluating a range of websites in Outcome 2, and planning a website in Outcome 3.

Opportunities also exist for developing aspects of the Cores Skill of *Working with Others* through the suggested teaching methods of class discussions and formative group work.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The following instruments of assessment are suggested:

Outcome 1   Short response questions or annotating elements of a printed website provided by the tutor

Industry standard terminology should be presented in context throughout the Unit and could be assessed holistically as the candidate uses the terminology when evaluating websites for Outcome 2 and in planning and producing their own website for Outcomes 3 and 4.

Outcome 2   Short written or oral report
Outcomes 3 and 4   Practical Project (screenshots could be produce as evidence that the completed website has been previewed in a local web browser)

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003), SQA Guidelines on e-assessment for Schools (BD2625, June 2005).*

National Unit Specification: support notes (cont)

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CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (**www.sqa.org.uk**).

History of changes:

Version	Description of change	Date
02	Page 4,Outcome 2-Written and/or Oral Evidence. In the last bullet point on colour the following text has been removed "background, and web safe palette". This has been replaced by "consistency and appropriateness to intended use ".	27/05/2010