



## Higher National Unit specification

### General information

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

**Unit code:** H383 34

**Superclass:** CB

**Publication date:** February 2013

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**Version:** 01

### 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.

### Outcomes

On successful completion of the Unit the learner will 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 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

### Recommended entry to the Unit

Access is at the discretion of the centre but it would be beneficial if the learner had competence in the use of computer hardware and software for design applications.

## **Higher National Unit specification: General information (cont)**

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

### **Core Skills**

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

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

### **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.

### **Equality and inclusion**

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

# Higher National Unit specification: Statement of standards

## Unit title: Web Design: An Introduction

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.

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. Learners 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

### Outcome 2

Appraise a range of website designs.

#### Knowledge and/or Skills

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

### 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 for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or skills across all Outcomes by showing that they can:

#### Outcome 1

- ◆ 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.

#### Outcome 2

- ◆ 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

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

#### Outcome 3

- ◆ 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

Learners will undertake a practical project in response to a given brief.



## Higher National Unit Support Notes

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

Unit Support Notes are offered as guidance and 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 learner's skills in analysing and appraising website design, along with developing the learner'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 learners 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, learners are asked to appraise a range of website designs. Following on from Outcome 1 learners 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 learners for appraisal.

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

### Guidance on approaches to delivery of this Unit

This Unit is likely to form part of a Group Award, which is primarily designed to provide learners 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 learner 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 learners will be producing in order to give them greater aspirations and understanding of what the brief requires of them.

## Higher National Unit Support Notes (cont)

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

### Guidance on approaches to assessment of this Unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

#### Outcome 1

Outcome 1 relates specifically to the technical aspects of constructing web pages rather than visual design which is covered in Outcome 2. Learners are required to analyse the construction of at least one web page. The assessment should be based on class lectures and hand out materials. Learners 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 learner's response.

#### Outcome 2

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. Learners are required to provide either an oral/or written response or produce an annotated visual. 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 learner's response.

#### Outcome 3

Learners 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. Learners 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 in place to assure the authenticity of the learner's work.

## Higher National Unit Support Notes (cont)

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

### Opportunities for 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 Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at [www.sqa.org.uk/e-assessment](http://www.sqa.org.uk/e-assessment).

### Opportunities for developing Core and other essential skills

Learners will develop skills in the use of *Information and Communication Technology (ICT)* 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 learners 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 learners to view and evaluate relevant materials from a range of internet sites. Access to a range of current software will be critical to achievement.

Learners 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 learners 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*. Learners 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

## History of changes to Unit

Version	Description of change	Date

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## General information for learners

### Unit title: Web Design: An Introduction

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

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.