



**Arrangements for:
NPA in Website Enterprise
at SCQF level 5
Group Award Code: G9HM 45**

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Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of National Qualification Group Awards.

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1 Introduction

This is the Arrangements Document for the new National Progression Award (NPA) in Website Enterprise at SCQF level 5 which was validated in June 2009. This document includes: background information on the development of the Group Award, its aims, guidance on access, details of the Group Award structure, and guidance on delivery.

The National Progression Award (NPA) Website Enterprise is a new award consisting of three Units at SCQF level 5.

Candidates will gain fundamental knowledge required for designing, developing and testing a basic promotion website in addition to interpersonal skills.

2 Rationale for the development of the Group Award

The rationale for developing the National Progression Award (NPA) Website Enterprise at SCQF level 5 is to address a demand for provision of a qualification that may be gained through short-course provision or flexible provision.

As from session 2007/2008 NPAs replaced Scottish Progression Awards (SPA). During the development of the new Group Awards to replace the Scottish Group Award (SGA) Computing and Information Technology, it was identified that there was scope to create a series of NPAs from the newly developed frameworks. Awareness was also raised that there was a growing requirement for NPAs due to the need to increase:

- ◆ candidate achievement at NC level
- ◆ the range of short qualifications, particularly for employees
- ◆ part-time and evening class numbers
- ◆ progression routes for school pupils

Three new Group Awards replaced the SGA in Computing and IT:

G8JM 44 *Digital Media Computing level 4*
G8JK 45 *Digital Media Computing level 5*
G90L 46 *Digital Media Computing level 6*

Embedding NPA qualifications within the NC Digital Media Computing, will give candidates the opportunity to gain several formal qualifications whilst undertaking the NC. This will be advantageous when a candidate has a particular interest and ability in specific areas covered by the NPAs.

The NPAs provide candidates with building blocks to give them more opportunities to achieve enough credits to progress to further levels of study and also to help to identify the areas in which they are strongest. Breaking the awards down into smaller qualifications may help some candidates to realise more achievable goals. This can help to develop a more positive attitude to learning.

There are currently seven NPAs which have derived from these National Certificates:

- ◆ NPA Digital Literacy at SCQF level 3
- ◆ NPA PC Passport: Beginner at SCQF level 4, Intermediate at SCQF level 5, Advanced at SCQF level 6
- ◆ NPA Internet Technology at SCQF levels 4 and 5
- ◆ NPA Web Design Fundamentals at SCQF level 5

To date the interest in, uptake and achievement rates in respect of this type of award are proving to be encouraging. This award is designed to complement the existing NPAs.

In recent years, there has been rapid uptake of courses in multimedia, web design and development, digital media and related disciplines. However, as yet there has been no nationally devised course that specifically addresses these disciplines at lower levels in the Scottish Credit and Qualifications Framework (SCQF), or allows natural articulation to higher levels of study.

In 2008, 16 million households in Great Britain (65 per cent) had internet access.

Almost 16.5 million (65 per cent) UK households including Northern Ireland had access to the internet. Fifty-six per cent of all UK households had a broadband connection in 2008.

E-commerce is having a huge impact on the way we do business. Whether it is for advertising, marketing or sales – it can lead to dramatic growth in trade, increase markets, improve efficiency and effectiveness and can transform business processes

Source: National Statistics Omnibus Survey

Together these statistics demonstrate just how important having a reliable, well-designed website is to business.

By bringing enterprise into education, candidates can learn the fundamentals of setting up and running a business which should inspire and equip them to learn and succeed through enterprise. Enterprise helps candidates gain appreciation of their own personal qualities as well as the personal qualities of others.

The combination of Units in this award is a step towards making sure that candidates are best placed to deal with the demands of a changing economy.

Having a business website presence or brochureware is a low cost and effective way of promoting small enterprises, whether for business, charity or social. Apart from low cost, they are dynamic and easy to update, accessible 24/7 around the world and have the capability to display more information than printed brochures.

This NPA will offer candidates a foundation in Website Enterprise and provide a suitable qualification that may allow progress to a higher level of study, such as NC Digital Media Computing. The skills included within the Units in the award are skills currently required by employers.

The qualification focuses on working with others in the planning and undertaking of an enterprise activity as well as designing, developing, testing and evaluating a website.

This award is suitable for a wide range of candidates — from secondary school pupils through to mature candidates wishing to start up and promote their own business. It will be beneficial to candidates in employment as well as those wishing to acquire skills to enter or re-enter the workplace.

The award is composed of existing Units which form part of the National Certificate (NC) in Digital Media Computing awards. Candidates undertaking the NC in Digital Media Computing awards have the opportunity to be certificated for this National Progression Award depending on their choice of Units within their programme of study. Conversely, candidates who achieve the National Progression Award will have acquired a number of SCQF credits that can count towards the National Certificate in Digital Media Computing awards or progression into other areas.

Aspects of the qualification also address demands from industry and government for the promotion of ‘employability skills’. Successful candidates should be expected to have an appreciation of important employability skills such as collaboration, communicating with a client, problem solving and reflective practice, as well as being able to produce aesthetically pleasing product.

Market research was carried out which resulted in 161 staff from secondary schools, colleges and training providers and 18 employers from Scotland participating in a survey. Both the education survey and the employer survey showed strong support for the development of NPA Website Enterprise at SCQF level 5 and indicated that there is a demand for such a qualification at this level.

The individual Units that make up the National Progression Award in Website Enterprise at SCQF level 5 have been matched against the National Occupational Standards in Interactive Media published by the sector skills council, Skillset, and have been shown to meet a significant range of the fundamental criteria of those standards.

3 Aims of the Group Award

This award is new for the sector and does not replace any existing awards. The award will provide an opportunity for centres to offer a certificated course based around a grouping of Units relating to enterprise and promotion through the design and development of a website at SCQF level 5.

The general aims of this award are to produce a robust qualification that allows candidates to enter vocational education, and for centres to provide a solid grounding to candidates.

3.1 Principal aims of the award

- ◆ To develop candidates’ understanding of the importance of planning, designing and developing websites using recognised techniques.
- ◆ To provide candidates with entry level skills using web authoring software.
- ◆ To develop candidates’ understanding of the benefits of promoting enterprise through websites.
- ◆ To provide candidates with access to industry-standard software and principles.
- ◆ To develop candidates’ Core Skills in *Information and Communication Technology* and *Working with Others*.
- ◆ To develop candidates’ transferable skills in planning and evaluating, technology, enterprise and employability.

- ◆ To provide candidates with the opportunity to develop NOS employment skills in working effectively in interactive media, planning, designing and testing interactive media products, markup language and stylesheets.
- ◆ To provide candidates with the opportunity to develop NOS employment skills in Managing Work and Working with Others.

3.2 Other aims of the award

- ◆ To provide candidates with the foundations to progress to higher level studies in computing, multimedia, interactive media, animation and related subjects through short-course provision.
- ◆ To allow candidates to build their knowledge and skills by undertaking a series of similar NPAs or to progress to a selection of different National Certificate awards particularly within the Digital Media Computing suite, Higher National Certificates and Diplomas.
- ◆ To provide candidates with a solid grounding to enter vocational education
- ◆ To provide candidates with the specialist skills required to access career opportunities in current and future markets.

3.3 Target groups

- ◆ School pupils involved in the Curriculum for Excellence.
- ◆ S3 and S4 schools pupils who will undertake the qualification as part of the school's vocational education programme. This is seen as the primary target market for the qualification. For such candidates the NPA provides a good basis for progression on to any of the suite NPAs at level 5 and 6.
- ◆ S5 and S6 school pupils who will undertake the qualification as a broadening of the curriculum.
- ◆ Candidates who will undertake the NPA within full or part-time college programmes. This is seen as the other primary target market for the qualification.
- ◆ Trainees of national programmes which prepare for entry to the workforce, such as Get Ready for Work or Training for Work.
- ◆ Existing employees within the IT sector who wish to develop competence in certain areas. These candidates are likely to undertake individual Units and not the full Group Award.

3.4 Employment opportunities

The majority of candidates undertaking this award are looking to improve their skill in computing and information technology, using this award as a stepping stone for progression and articulation to the next level.

Many centres will use this award to address the needs of trainees on national programmes such as Get Ready for Work or Training for Work.

4 Access to Group Award

Access to this award will be at the discretion of the centre. However it would be beneficial if candidates possessed basic IT skills. This may be evidenced by possession of either D01D 10 *Information Technology* SCQF level 4 or equivalent. Additionally it may be beneficial if candidates had achieved *Enterprise Activity* SCQF level 3 or equivalent.

5 Group Award structure

All Units are within the National Certificate in Digital Media Computing.

5.1 Framework

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Enterprise Activity	D36N 11	6	5	1
*Computing: Web Design Fundamentals	H613 45	6	5	1
Computing: Website Design and Development	F182 11	6	5	1

*refer to history of changes for revision details

Note: All Units are mandatory within the award.

5.2 Mapping information

The Units have been written so as to be fully compatible with the relevant National Occupational Standards in Digital Media.

IM1	<i>Work Effectively In Interactive Media</i>
IM2	<i>Obtain Assets for Use in Interactive Media Products</i>
IM3	<i>Prepare Assets for Use in Interactive Media Products</i>
IM5	<i>Design User Interfaces for Interactive Media Products</i>
IM13	<i>Conduct End User Testing of Interactive Media Products</i>
IM16	<i>Plan Content for Web and Multimedia Products</i>
IM18	<i>Use Mark-Up in Interactive Media Products</i>
IM19	<i>Use Style-sheets in Interactive Media Products</i>
MSC D1	<i>Develop productive working relationships with colleagues</i>
SKS X1	<i>Contribute to good working relations</i>
SKS DM114	<i>Liaise with team members to assist the production process</i>
MSCE5	<i>Ensure your own actions reduce risks to health and safety</i>

Unit mapping to Skillset and e-skills National Occupational Standards (NOS)

The three units of the NPA Digital Media Editing have been mapped to the:

- 1 Interactive Media NOS
- 2 Skillset Areas of Competency (AOC) in Working with Others

As a result, elements of the following Skillset units have been identified within the Units that comprise the NPA Website Enterprise. These elements have been identified from the three components of Skillset units — **Knowledge and Understanding, Awareness and Performance Statements.**

A tick ✓ states where an element **or** elements of the NOS map to one of the Units of the NPA Website Enterprise. It is not a statement that the whole unit maps to the NOS unit.

1 Unit mapping to Skillset Interactive Media (IM) NOS

IM NOS		Mandatory Units	
Units		F1KJ 11	F182 11
IM1	Work Effectively In Interactive Media	✓	✓
IM2	Obtain Assets For Use In Interactive Media Products	✓	✓
IM3	Prepare Assets For Use In Interactive Media Products	✓	✓
IM5	Design User Interfaces for Interactive Media Products	✓	✓
IM13	Conduct End User Testing of Interactive Media Products	✓	✓
IM16	Plan Content for Web and Multimedia Products	✓	✓
IM18	Use Mark-Up in Interactive Media Products	✓	✓
IM19	Use Style-sheets in Interactive Media Products		✓

2 Unit mapping to Skillset Areas of Competency (AOC) for Working with Others

These AOC have been identified by Skillset as **supporting units** for the Interactive Media NOS. For further information see page 34 of the IM NOS. This can be downloaded from <http://www.skillset.org/standards/standards/IM/>.

AOC		Mandatory Units
Units		D36N 11
MSC D1	Develop productive working relationships with colleagues	✓
SKS X1	Contribute to good working relations	✓
SKS DM114	Liaise with team members to assist the production process	✓
MSCE5	Ensure your own actions reduce risks to health and safety	✓

3 Unit mapping to Skillset areas of competency (AOC) in Personal Skills

The following supporting units are amongst several that have been identified by Skillset as most directly relevant to the Interactive Media sector. All the Units of the NPA Website Enterprise provide candidates with the opportunity to develop skills in each of these AOCs:

Manage Your Work

- ◆ MSC A1 Manage your own resources
- ◆ SFE H1 Improve your time management and delegation skills
- ◆ ESK 18 Develop personal and organisational effectiveness

Working with Others

- ◆ SKS DMI14 Liaise with team members to assist the production process
- ◆ ESK 33 Interpersonal and written communication
- ◆ MSC E5 Ensure your own actions reduce risks to health and safety

Make Effective Use of IT

- ◆ SFE F2 Communicate using IT
- ◆ SFE F3 Choose and use computers and software
- ◆ SKS DMI3 Contribute to the production of designs using IT

Keep Your Skills Up To Date

- ◆ MSC A2 Manage your own resources and professional development
- ◆ SFE A3 Check your own skills
- ◆ MSC A3 Develop your personal networks

5.3 Articulation, professional recognition and credit transfer

There are opportunities to articulate onto any of the following:

- ◆ NPA in Computer Systems and Networks SCQF level 5
- ◆ NPA in Software Development SCQF level 5
- ◆ NPA in Digital Media Editing SCQF level 5
- ◆ NPA in Digital Media Animation SCQF level 5
- ◆ NPA in Computers and Digital Photography SCQF level 5
- ◆ PC Passport SCQF level 5
- ◆ PC Passport SCQF level 6
- ◆ NPA in Digital Media Production SCQF level 6
- ◆ full/part-time courses at SCQF levels 5, 6, 7 and 8 in a wide range of subject areas

There is no professional recognition mapped to this award.

There is currently no credit mapping for the Units within this award.

6 Approaches to delivery and assessment

The National Progression Award in Website Enterprise at SCQF level 5 has been created to match the requirements of candidates in the competences required to plan and undertake an enterprise activity and design and develop a website to promote this enterprise.

Sequencing of delivery and assessment is at the discretion of the centre, however it is recommended that *Enterprise Activity* is delivered first followed by *Computing: Web Page Creation* then *Computing: Website Design and Development*. Evening class provision could offer the three Units over one session, one evening per week.

Candidates will require individual access to appropriate computer hardware and web authoring software throughout the *Computing: Web Page Creation* and *Computing: Website Design and Development* Units. Candidates will also require access to the internet for evaluating existing websites.

The majority of this award is practical and vocational in nature; a practical ‘hands on’ approach should be taken to learning.

No particular hardware or software would be required to deliver this award.

An integrated approach to assessment is recommended within the Units which constitute the NPA Website Enterprise. The individual Units that comprise the NPA lend themselves to easy integration of assessment, and the practical assessments across all the Units may be combined into a single extended project. The project could be based on promotion of the enterprise activity that has taken place. This would allow for other members of the class group to act as clients.

7 General information for centres

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Internal and external verification

All instruments of assessment used within this/these Group Award(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment and Quality Assurance for Colleges of Further Education* (www.sqa.org.uk).

8 General information for candidates

The National Progression Award in Website Enterprise at SCQF level 5 will introduce the fundamentals required to plan and undertake an enterprise activity as well as knowledge and skills required to produce a visually pleasing website to recognised standards.

The Units that comprise this National Progression Award are a subset of the Units in the National Certificate in Digital Media Computing suite of awards at SCQF level 5.

In order to achieve the award you must successfully complete each of the Units.

The Units of study are:

- ◆ *Computing: Web Page Creation*
- ◆ *Computing: Website Design and Development*
- ◆ *Enterprise Activity*

You will develop skills in working as part of a team involved in planning and undertaking an enterprise project. The project may be a business, social or charity enterprise. You will also gain the knowledge and skills that will enable you to plan, design, create, test and evaluate a visually pleasing promotional website.

During the award you will learn the impact on a website that different browsers, screen resolutions and platforms have and consequently design considerations that must be taken during the planning and development stages.

This NPA involves mainly practical activities. One of these practical skills involves learning how to use web authoring software used to create a website. Once completed, you will be testing the website to make sure that it works on different browsers. Other practical work will involve evaluating other websites on the internet.

An important part of this award is working co-operatively with others through which you will develop your own interpersonal skills.

The knowledge and skills that you will acquire during the NPA Website Enterprise are ones currently required by employers.

With the increasing availability of e-learning materials, it is highly likely that some of the delivery of these awards will be presented in an online format.

A successful candidate will have gained the knowledge and skills suitable to complement the study of other National Progression awards similar to this award or to progress to a selection of different National Certificates awards, particularly the Digital Media Computing suite, or Higher National Diploma awards.

9 Glossary of terms

SCQF: This stands for the Scottish Credit and Qualification Framework, which is a new way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk

SCQF credit points: One SCQF credit point equates to 10 hours of learning. NQ Units at SCQF levels 2–6 are worth 6 SCQF credit points, NQ Units at level 7 are worth 8 SCQF points.

SCQF levels: The SCQF covers 12 levels of learning. National Qualification Group Awards are available at SCQF levels 2–6 and will normally be made up of National Units which are available from SCQF levels 2–7.

Dedicated Unit to cover Core Skills: This is a non-subject Unit that is written to cover one or more particular Core Skills.

Embedded Core Skills: This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

Signposted Core Skills: This refers to the opportunities to develop a particular Core Skill at a specified level that lie outwith automatic certification.

Qualification Design Team: The QDT works in conjunction with a Qualification Manager/Development Manager to steer the development of the National Certificate/National Progression Award from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

Consortium-devised National Certificates/National Progression Awards are those developments or revisions undertaken by a group of centres in partnership with SQA.