**2.1 I can prepare content for my web pages so that it is ready for editing and formatting**

Candidates should demonstrate the practical capability of sourcing content including using their initiative to find out about and exploit the potential of new ICT tools and information sources.

**Evidence:** Evidence from web page content.

**Additional information and guidance**

Preparing content will be a combination of originating it themselves by typing text directly into a page editor in eg Drupal on the INGOT learning site, taking text from a text editor or word processor or an HTML editor. They should appreciate that text taken from a Word Processor might include formatting information that they had not anticipated and that HTML exports from Word Processors and Desktop Publishers are notorious for producing  inefficient HTML. It is better to export the text into a text editor or as a plain text file and add the HTML tags in a tool designed for the purpose.

In general, this criterion should not be awarded a "S" if there is general dumping of inefficiently tagged content exported from inappropriate applications. Candidates should have the opportunity to try out more than one application. For example, the Amaya project is developing a free reference application for W3C standards that can be used to view and edit web pages, Wikipedia uses Wikimedia software to do a similar job and the CK editor embedded in the INGOT learner site is similar. Access to these is free and web based and so it is easy to develop transferable skills across them.

Candidates should give consideration to size and type of video and audio files. e.g. it is often better to make a link to a video on a site like School Tube designed for delivering video than it is to upload the video file to a general purpose site. Evidence from the nature of the content on their web pages. We expect graphics to be reasonable size and in .jpg or .png formats. A graphic 1200 pixels across will not fit on some screens and a 4 meg file is almost certainly capable of being reduced in size for better downloading. HTML should not be full of redundant tags - Don't use MS Publisher! Attention to detail produces higher quality and we want aspiration to quality.