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| Course/Programme Title and Level: | **BTEC Level 2 Extended Certificate in Information, Creative and Technology** | | | Year of Course:  2020/21 |
| Unit/Module Title: | Unit 13: Website Development  Unit 3: A Digital Portfolio | | | |
| Assessment Title: | Design a Portfolio to Get That Job! [Ass. 2 of 2] | | | |
| Assessor’s Name: | Gill Longman | Signature: |  | |
| Student Name: |  | | | |
| Date Set: | 6th June 2022 | | | |
| Hand in Date: | 22nd June 2022 | Actual Hand in Date: |  | |
| Resubmission Date: |  | Resubmission Hand in Date: |  | |

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| If you do not submit an Extension Form and submit your work late for first submission, the work may not be marked at the tutor’s discretion. |

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| **Student Declaration:** **I certify that the work submitted for this assessment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.** | **Signature of student:** |

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| Learning Aim(s) | **Unit 3**  LA A: Design a digital portfolio  LA B: Create and test a digital portfolio  LA C: Review the digital portfolio  **Unit 13**  LA B: Design a website  LA C: Develop and test a website  LA D: Review the finished website |

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| Grading Criteria | Grading/Assessment Criteria Description (from Specification) | | | Type of evidence e.g. report, presentation | Criteria achieved  Sub. #1  (✓) | | Criteria achieved  Sub. #2  (✓) |
| Unit 3 | | | | |  | |  |
| 2A.P1 | | Describe the audience and purpose for the design of a digital portfolio. | | Description of aim and purpose. |  | |  |
| 2A.P2 | | Produce designs for a digital portfolio, including:   * a timeline for the project * a storyboard of the layout and content of pages * a structure chart indicating navigation routes * a list of ready-made assets to be used, including sources. | | * Timeline. * Detailed storyboard. * Detailed structure chart. * table of ready-made assets with fully referenced sources. * Test plan |  | |  |
| 2A.M1 | | * Produce detailed designs for a digital portfolio, including: * alternative solutions * detailed storyboard of layout and content of pages * a detailed structure chart with complete navigation routes * fully referenced sources for the ready-made assets. | | Alternative design solutions |  | |  |
| 2A.D1 | | * Justify the final design decisions, explaining how the digital portfolio will: * fulfil the stated purpose * meet the needs of the audience. | | Design justification. |  | |  |
| 2B.P3 | | Prepare portfolio content and save in appropriate file formats, using folders, demonstrating awareness of purpose. | | Screenshot of folder structure that also shows content in the folders. |  | |  |
| 2B.P4 | | Create a functional digital portfolio, including:   * home page and section pages * context pages. | | Create and develop an 8 page website |  | |  |
| 2B.P5 | | Test the portfolio for purpose and functionality on a different system and browser, and take appropriate action. | | Test plan containing the outcome of the tests and details of any changes you make to resolve any faults/issues |  | |  |
| 2B.M2 | | Select and refine a range of portfolio content and save in appropriate file formats, using a logical folder structure and demonstrating awareness of the audience. | | Evidence of folder structure to ensure that it is logical and  clear. |  | |  |
| 2B.M3 | | Develop the portfolio using, demonstrating awareness of the audience:   * a range of suitable assets on the web pages * consistent navigation * commentaries to explain the content. | | Clear explanations for the choice of content and a range of assets |  | |  |
| 2B.M4 | | Gather feedback from others and use it to improve the portfolio, demonstrating awareness of audience and purpose. | | Completed user feedback forms and feedback review. |  | |  |
| 2B.D2 | | Refine the portfolio to improve navigation and include commentaries that justify the choice of content. | | Detailed content justification Completed and uploaded digital portfolio (witnessed by your tutor). |  | |  |
| 2C.P6 | | Explain how the final portfolio is suitable for the intended audience and purpose. | | Report with annotated screen prints. |  | |  |
| 2C.M5 | | Review the extent to which the final portfolio meets the needs of audience and purpose, considering feedback from others. | |  | |  |
| 2C.D3 | | Evaluate the final digital portfolio against the initial designs and justify any changes made, making recommendations for further improvements. | |  | |  |
| Unit 13 | | | | | | | | | |
| 2B.P2 | | Describe the purpose and user requirements for the website | | Description of aim and purpose |  | |  |
| 2B.P3 | | Produce a design for an eight page interlinked website, including:  ● a proposed solution  ● a list of assets  ● a test plan | | Timeline.  Detailed storyboard.  Detailed structure chart.  table of ready-made assets with fully referenced sources.  Test plan |  | |  |
| 2B.M2 | | Produce a detailed design for a website, including:  ● alternative solutions  ● aesthetic features  ● interactive components. | | Alternative design solutions |  | |  |
| 2B.D2 | | Justify the final design decisions, including:  ● how the design will fulfil the purpose and user requirements  ● including any design constraints | | Report, design justification. |  | |  |
| 2C.P4 | | Prepare assets and content for the website, demonstrating awareness of purpose, listing sources of assets. | | Evidence of folder structure to ensure that it is logical and  clear. |  | |  |
| 2C.P5 | | Develop a website containing at least eight interlinked web pages, demonstrating awareness of purpose. | | Clear explanations for the choice of content and a range of assets |  | |  |
| 2C.P6 | | Test the website for functionality and purpose, repairing any faults, and documenting changes. | | Test plan containing the outcome of the tests and details of any changes you make to resolve any faults/issues |  | |  |
| 2C.M3 | | Prepare assets and content for the website demonstrating awareness of the users’ requirements, with all sources fully referenced. | | All ready-made assets should be fully referenced in a sources table, with enough detail for another person to individually obtain the assets used. |  | |  |
| 2C.M4 | | Develop a website including interactive components,  Demonstrating awareness of user requirements and taking account of usability. | | Test for consistency, interactive components, whilst taking account of usability. |  | |  |
| 2C.M5 | | Test interactivity and gather feedback from others on the quality of the website, and use it to improve the website, showing awareness of user requirements. | | Completed user feedback forms and feedback review. |  | |  |
| 2C.D3 | | Refine the website, to improve accessibility and performance, taking account of user feedback and test results. | | Detailed content justification Completed and uploaded digital portfolio (witnessed by your tutor) |  | |  |
| 2D.P7 | | Explain how the final website is suitable for the intended audience and purpose. | Report with annotated screen prints. | |  |  | | |
| 2D.M6 | | Review the extent to which the finished website meets the needs of purpose and user requirements, while considering feedback from others and constraints. |  |  | | |
| 2D.D4 | | Evaluate the final website against the design and justify any changes made, making recommendations for further improvements. |  |  | | |

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| If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met. |

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| Unit 3 | | | | |
| 1A.1 | Identify the audience and purpose for the design of a digital portfolio | Essay/report |  |  |
| 1A.2 | Produce designs for a digital portfolio, with guidance, including:  ● outline storyboards of the layout and content  ● a list of ready-made assets to be used. | Evidence of planning including   * storyboards * asset log |  |  |
| 1B.3 | Prepare portfolio content, with guidance | Evidence of files stored in folder |  |  |
| 1B.4 | Create a functional digital portfolio, with guidance. | Create a multipage website |  |  |
| 1B.5 | Test the digital portfolio for functionality, with guidance | Test log |  |  |
| 1C.6 | Identify how the final portfolio is suitable for the intended purpose. | Essay with screen prints |  |  |
| Unit 13 | | | | | |
| 1B.2 | Identify the purpose and user requirements for the website. | Essay/report |  |  |
| 1B.3 | Produce a design for a four page interlinked website, with guidance, including an outline of the proposed solution. | Evidence of planning including   * storyboards * asset log |  |  |
| 1C.4 | Prepare assets and content for the website, with guidance. | Evidence of files stored in folder |  |  |
| 1C.5 | Develop a website containing four interlinked web pages, with guidance. | Create a multipage website |  |  |
| 1C.6 | Test the website for functionality and purpose repairing any faults and documenting changes, with guidance. | Test log |  |  |
| 1D.7 | Identify how the final website is suitable for the intended purpose. | Essay with screen prints |  |  |

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| Scenario: |
| You want to apply for an IT job when you finish your BTEC course and you’ve heard that a local company, Konnekted, recruits IT apprentices. As part of your job application, you are going to produce a digital portfolio so that the company can see the work that you can produce. You know that potential employers will want to see a range of your work, such as written documents, images (still and moving), audio tracks, programmes and systems that you have created during your course. The range of work you produce will show how suited to the job you are.  You can also include any other relevant activities that you have done, such as other courses or qualifications, activities completed for the Duke of Edinburgh’s Award, community work you have undertaken and any other achievements, as well as details about yourself.  Your digital portfolio needs to impress the people at Konnekted and, if necessary, other employers, as you are sure that there will be other people applying for the apprentice positions. Therefore, it is important that your portfolio shows that you have all the skills required for the role.  Your digital portfolio will be hosted on a server and employers like Konnekted will be able to access it through a web browser. It will be made up of a minimum of eight (8) linked web pages. All of the content will need to be in a format suitable for displaying on the web. The portfolio will have a main page, which the other pages will link to.  You will need to split your portfolio into different sections based on the different content you have created. The portfolio must include work from all your completed units in the course. |

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| **Task 1: Design Your Portfolio** |
| Produce a detailed design of the portfolio that, with a written justification for your design, you are going to submit for an IT job at a potential employer such as Konnekted. It should include the following information:   * Who your portfolio is aimed at and what its purpose is. You should tailor the portfolio to showcase your skills and achievements, and produce an original design to set your application apart from those of the other people who apply. * A project plan or timeline which provides a predicted date for when your portfolio will be finished. * A detailed storyboard of your preferred solution; describing at least eight screens, and showing how you will layout the pages and what content each page will contain. You can include colours, fonts, moods and styles. * A diagram or chart showing how people can navigate through your portfolio. * A list of all the resources (assets) you will use. This includes logos, texts, images, video, audio tracks and other content that your site will contain, with details of where they have come from and where these assets will be used. * Details of an alternative solution. This does not have to be a fully completed design but should outline how the design could be done differently. It could cover text and image description, navigation details and the asset list. You could outline alternative ideas on the preferred solution’s storyboard, but you should clearly identify that the idea is an alternative and explain why you have rejected the idea. * Include a written justification of your design, saying how it will meet its purpose, how each asset will enhance the user experience and how it has been designed to meet the needs of the audience.   Consider what your potential employer will be looking for when viewing your portfolio and bear these in mind when designing your portfolio.  The portfolio must include work from all your completed units in the course.  *(This task provides evidence for: Unit 3 2A.P1, 2A.M1, 2A.D1*  *Unit 13 2B.P2, 2B.P3, 2B.M2,2B.D2)* |

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| **Task 2 Create and Test Your Portfolio** |
| With your plans all in place, you can now create and test your portfolio, refining and justifying the content as necessary.  You will need to create:   * + a folder structure to hold the different types of content   + html web pages (to display the assets)   + commentaries to introduce and explain the assets. * Make sure that all the assets are in a format suitable for the web. You will need to check the file format and also the size of any images, videos and animations. You may need to change any text that has been created using a word processor so that it displays correctly when formatted in html. * Create the necessary pages (8 minimum) for your portfolio using html and other assets; for example, text, images, audio and video. Your navigation should be consistent and straight forward.   Now that you have created your portfolio, you need to test it for purpose and functionality.   * Create a test plan that includes the steps to check that your portfolio works properly when used in different browsers and by different computer systems. Work through your test plan, recording and correcting any faults that are found. * Gather user feedback, especially about the suitability of your portfolio for the intended audience. Make changes as necessary. * Refine and justify your choice of content. Provide a detailed commentary that contextualises the content and shows how the assets have been chosen to enhance the user experience.   *(This task provides evidence for: Unit 3 2B.P3, 2B.P4, 2B.P5, 2B.M2, 2B.M3, 2B.M4. 2B.D2*  *Unit 13, 2C.P4, 2C.P5, 2C.P6, 2C.M3, 2C.M4, 2C.M5, 2C.D3)* |

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| Task 3 Review Your Portfolio |
| Now that you have completed your portfolio for an IT role at a potential employer like Konnekted, write an evaluation of it by comparing the finished product to your original designs.   * + - * Consider whether your portfolio is suitable for the intended audience and purpose       * Evaluate the final portfolio against the design documentation       * Justify any changes you made from your original design       * Consider the results of your testing and the user feedback you received. Evaluate whether there are any further improvements you think would make your portfolio better meet its purpose, and the needs of the recruiters at Konnekted.   *(This task provides evidence for: Unit3 2C.P6, 2C.M5, 2C.D3*  *Unit 13 2D.P7, 2D.M6, 2D.D4 ]* |

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| Recommended Resources for this Assessment:  Available on MS Teams: Unit grading criteria booklet, and PPT Resources  **Textbooks**  Jenkins, S. (2009) *Web Design All-in-one For Dummies*, John Wiley & Sons,  978 0 47041 796 6 Vandome, N. (2010) *Dreamweaver CS5 in Easy Steps*, Computer Step, 978 1 84078 407 7 Allman, E. et al (2013) *BTEC First in Information and Creative Technology Student Book*, Pearson Education Ltd, 978 1 44690 187 8  **Websites**  [w3.org](http://www.w3.org/) A website providing protocols and guidelines for web development.  [w3schools.com](http://www.w3schools.com/) Tutorials on how to make your own website.  [webmonkey.com](http://www.webmonkey.com/)  A resource for web developers.  [wikihow.com/Make-a-Website](http://www.wikihow.com/Make-a-Website) Step-by-step help on how to make your own website. | | |
| Opportunities to develop English skills (as appropriate):   * express ideas and information clearly, precisely, accurately and appropriately * understand and use the conventions of written language, including grammar, spelling and punctuation * explore questions, solve problems and develop ideas * experiment with language to create effects to engage the audience * choosing content and adapting style and language to a wide range of forms, media, contexts, audiences and purposes | | Opportunities to develop maths skills (as appropriate):   * Time management * Prioritising work load |
| If this assignment is centre devised, it must be internally verified/internally quality assured, using form V1, prior to being set | | |
| Internal Verifier/IQA Name: | Rachel Rowden | |
| Internal Verifier/IQA Signature: | D:\AA-2018-2019\Digital_Signatures\RR.jpg | |
| Internal Verification Date: | 22/02/22 | |
| See form V1 for details of Internal Verification/IQA and feedback to Assessor | | |

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| ASSESSMENT RECORD SHEET | | | | | |
| Programme | | | BTEC Level 2 Extended Certificate in Information, Creative and Technology | Learner name |  |
| Assignment title | | | Design a Portfolio to Get That Job! | Assessor name | Gill Longman |
| Unit no. & title | | | Unit 13: Website Development  Unit 3: A Digital Portfolio | Targeted learning aims | **Unit 3**  LA A: Design a digital portfolio,  LA B: Create and test a digital portfolio  LA C: Review the digital portfolio    **Unit 13**  LA B: Design a website,  LA C: Develop and test a website  LA D: Review the finished website |
| Issue date | | | 6th June 2022 | Submission deadline | 22nd June 2022 |
| Resubmission authorisation  by Lead Internal Verifier\* | | |  | Date |  |
| *\* All resubmissions must be authorised by the Lead Internal Verifier. Only one resubmission is possible per assignment, providing:*   * *The learner has met initial deadlines set in the assignment or has met an agreed deadline extension.* * *The tutor considers that the learner will be able to provide improved evidence without further guidance.* * *Evidence submitted for assessment has been authenticated and accompanied by a signed and dated declaration of authenticity by the learner.*   *\*\*Any resubmission evidence must be submitted within 10 working days of receipt of results of assessment.* | | | | | |
| Targeted criteria | | Criteria achieved?  (Yes / No) | Assessment comments | | |
| Unit 3 | Unit 13 |
| 2A.P1 | 2B.P2 |  | Audience & Purpose | | |
| 2A.P2 | 2B.P3 |  | Designs & Pre- test plan | | |
| 2A.M1 | 2B.M2 |  | Detailed Designs | | |
| 2A.D1 | 2B.D2 |  | Justify final choices | | |
| 2B.P3 | 2C.P4 |  | Files organised in folder | | |
| 2B.P4 | 2C.P5 |  | Webpages | | |
| 2B.P5 | 2C.P6 |  | Testing | | |
| 2B.M2 | 2C.M3 |  | Assets | | |
| 2B.M3 | 2C.M4 |  | Interactive/automation | | |
| 2B.M4 | 2C.M5 |  | Feedback from Others | | |
| 2B.D2 | 2C.D3 |  | Refine/improve. | | |
| 2C.P6 | 2D.P7 |  | Review final website | | |
| 2C.M5 | 2D.M6 |  | Review meets the needs of purpose and user requirements,& feedback from others | | |
| 2C.D3 | 2D.D4 |  | Evaluate the final website & recommendations | | |
| General comments | | | | | |
| Areas to improve: | | | | | |
| Assessor signature | | | Gill Longman | Date |  |
| Learner comments | | |  | | |
| Learner signature | | |  | Date |  |