**Assessment task: Assignment Outcomes covered: 1 – 4** 

**Assessment task instructions**

This document contains details of a case study, read this carefully. When you are ready to complete one or more parts of the assessment for the Unit, your tutor will give you a number of questions related to the case study; each question will concern an area of study within the Higher National Unit: Professionalism and Ethics in Computing.

All assessment tasks will be carried out under supervised conditions (for candidates who are studying by distance learning appropriate arrangements will be made for supervision).

You should create your answers to each of the questions in a portfolio using any acceptable form, eg a written report, a presentation, an audio or video recording, a blog or wiki.

In every answer you create you should include a minimum of two references to resources you have accessed during the formulation of your answer. You should use the Harvard System of Referencing (or any other recognised academic referencing system) when referring to or quoting from any source or resource you have used to inform your answer. Where a question has more than one part you should produce an integrated response to the question (one or more paragraphs which are linked together logically). Ensure that no plagiarism occurs within the answer(s) you create either through non acknowledgement of text or ideas used.

The work which you produce is the evidence needed to cover all the knowledge and skills for Outcomes 1-4 for the Unit Professionalism and Ethics in Computing. You should answer **all** the questions in this assessment in the context of the case study. The content you include in your responses must answer acceptably **all** of the questions to achieve the Unit.

If you do not successfully answer **all** the questions you will be issued a different case study/scenario and associated set of unseen questions.

**Case study**

Fractal Entertainment is an international Computer Games Company,

trading worldwide. Organisation charts which outline staffing and structure can be found at the end of the details about the company.

**Mission**

At Fractal Entertainment we are committed to strive for excellence in the production of high quality, fully supported entertainment products which contribute to the educational and creative development of society. We seek to enhance the working lives of all our employees by actively providing a supportive working environment promoting continuous professional and personal development whilst creating a setting in which team and individual achievement is celebrated.

Fractal Entertainment was established in a small industrial unit in Dundee in April 2005 and is an international game creation company which manufactures computer and console games for a range of equipment. The company which has three divisions has its head office in Dundee (the UK Division), a divisional office in Paris (European Division) and a divisional office in Hong Kong (East Asia Division). The company’s annual turnover for 2011 was £23,970,000 with a total across all divisions of 223 employees, 100 of these are employed within the UK Division. The Board of Management has eight members from a range of backgrounds including a representative from the University of Abertay.

In line with the recent formulation of a sustainability policy, Fractal Entertainment offer all clients the opportunity to trade-back previously purchased games for recycling and receive a retailer voucher towards future purchase of Fractal Entertainment products.

Objectives within the company’s Corporate Plan are:

* become a business participant in the UN Global Compact
* become a lead player in the league tables for games creation/manufacturing companies by 2015
* increase turnover by 20% each year until 2015
* research and develop areas for diversification by 2015

Communications within the company are largely carried out through electronic means using the company Virtual Private Network (VPN), and is used for such activities as e-mail, conferencing and secure transfer of large files for example the code for games level scenarios and game avatars. The VPN is maintained by staff in the Head Office (UK Division).

Fractal Entertainment have departments for Games Production, Sales and Marketing and Human Resources in each of the divisions, however the departmental structure of the UK Division also encompasses the Accounting, Research and Systems Support departments which carry out all associated functions for the whole organisation (top level organisation chart).

The staffing structure including a wide range of computing roles is shown in the UK organisation chart (computing related functions expanded).

**Staff roles**

**The Systems Support Department** — consists of a Database Development Team and The Network and Web Team. The number of members of each team and their job titles are shown on the UK Divisional Organisation Chart.

**The Network and Web Team** — is managed by the Network Manager who co-ordinates the work of staff including:

* The Web Developer — builds updates and maintains the structure, navigation and content of the company website.
* The Forensics and Security Expert — is responsible for the security of all company data, networking and products.
* User Support Technicians — responsible for all company support issues for software, hardware and network issues.

**The Database Development Team** — is managed by the Senior Oracle Developer who acts as project manager and co-ordinator of maintenance of all database requirements for the company. This includes the maintenance and extension as required of Customer, Staff and Distribution Centre databases. There are four Oracle programmers within this section.

**The Product Development Department Manager** — is responsible for project management of all games production, customer support co-ordination and production release activities.

There are four teams within Product Development:

* Systems Support for Customers
* Games Development
* Animation Development
* Games Release

**The Systems Support Team** — this team deals with all product support activities which includes creation of product documentation in support of installation and troubleshooting for games, online and telephone support for customers and reporting on game bugs to the Games Development Team.

The Senior Systems Support Manager creates all work schedules and co-ordinates the activities of the six Installation Support Staff and eight Gaming Support Staff.

**Games Development Team** — this team designs game plots and activities, creates and debugs all coding for content, the Senior Developer acts as micro project manager for individual gaming products.

co-ordinates the work of the two Media Developers and 3D Artists who created all scenes and characters for games products.

**Product Release Team** — all product versions are tested by the team to ensure quality of customer experience and for adherence to local culture and legislative considerations. There are two Quality Assurance staff and a Localisation Tester.

**Organisational Chart - Fractual Entertainment** 