Student Assessment Guide

National Code: ICA40311 Training Package: ICA11
Qualification: 10315 Certificate IV Web Based technologies
Stream : Integration

	Unit Code	Unit Name	Grading
1.	ICAICT418A	Contribute to copyright, ethics and privacy in an IT environment	AC/NYC
2.	ICAWEB413A	Optimise search engines	AC/NYC
3.	ICAWEB424A	Evaluate and select a web hosting service	AC/NYC
4.	ICAWEB407A	Conduct operational acceptance tests of websites	AC/NYC
5.	ICAWEB417A	Integrate Social web technologies	AC/NYC
6.	BSBSUS301A	Implement and monitor environmentally sustainable work practices	AC/NYC
7.	ICAWEB408A	Ensure Basic Website Security – *This unit is also delivered partially in the programming stream*	AC/NYC

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Declaration

1. *I certify that this will be my own work, based on my own personal study and research.*
2. *I will put my full name on all work submitted*
3. *I have read and understand the instructions for this assessment process*
4. *I have read the performance criteria*
5. *I have read information about the appeals process*
6. *I have acknowledged all material and sources used in the preparation for this assessment*

You will be asked to sign your acknowledgement of the above declaration.

Critical Aspects

Learners must demonstrate competence according to the critical aspects of evidence and performance criteria to a level accepted by industry. The learner must be able to demonstrate:

ICAICT418A Contribute to copyright, ethics and privacy in an IT environment

- analyse legislation and standards relating to professional conduct and privacy in the IT industry
- contribute to the development of a code of ethics and monitor the workplace to ensure code of ethics is being applied and is appropriate
- contribute to the development of a privacy policy and monitor the workplace to ensure the policy is being applied and is appropriate

The result AC / NYC – Achieve Competence/ Not Yet Competent respectively.

ICAWEB413A   Optimise search engines

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 1 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

- successfully optimise pages for search engine optimisation
- introduce web pages to search engines
- monitor search engine performance
- make recommendations for:
  - keyword enhancements
  - SEM
  - social network marketing

The result AC / NYC – Achieve Competence/ Not Yet Competent respectively.

ICAWEB424A   Evaluate and select a web hosting service

- assess client needs and select ISP that meets the current and future needs of the business
- evaluate web hosting service:
  - ensure price meets client's budgetary requirements
  - ensure security systems and technical requirements of the business are met
- monitor the performance of the ISP during on and off peak times.

ICAWEB407A   Conduct operational acceptance tests of websites

- prepare an operational acceptance test that measures the independent and integrated structural content and technical components of the site
- apply automatic testing software and collect, collate and document results or tests
- evaluate and provide feedback on test results.

The result AC / NYC – Achieve Competence/ Not Yet Competent respectively.

ICAWEB417A   Integrate Social web technologies

- select an appropriate social networking tool
- integrate tool into an existing website.

The result AC / NYC – Achieve Competence/ Not Yet Competent respectively.

BSBSUS301A   Implement and monitor environmentally sustainable work practices

- knowledge of relevant compliance requirements within work area
- developing plans to make improvements
- planning and organising work group activities in relation to measuring current use and devising strategies to improve usage
- monitoring resource use and improvements for environmental performance relative to work area and supervision
- ensuring appropriate action is taken within work area in relation to environmental/sustainability compliance and potential hazards
- implementing new approaches to work area in an effort to resolve and improve environmental and resource efficiency issues and reporting as required.

The result AC / NYC – Achieve Competence/ Not Yet Competent respectively.

APPEALS PROCESS: Your results will be checked before you receive your Transcript of Academic Record. You may also request a review of your results if you have a valid reason to question them. If you have questions or concerns

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 2 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

about any results you receive contact your Teacher or Head Teacher. If unavailable, contact the Student Records Office on 02 9472 1515 at the College Administration Office within three weeks of receiving your results.

RECOGNITION OF PRIOR LEARNING:

You may be granted recognition if the knowledge and skills you gained from previous study, work and/ or life experience are deemed equivalent to the knowledge and skill outcomes of a unit/ module in your current course. RPL is granted on a case by case basis in situations where TAFE NSW has not negotiated an arrangement that determines if this study, work and/ or life experience can be accepted for Recognition.

If you are granted RPL the target module/ unit is reported on your Transcript of Academic Record as "BY ADVANCED STANDING" but you will not get a grade or mark for that unit/ module.

You should apply for RPL by providing details on the "Enrolment Adjustment - Recognition - Recognition of Prior Learning (RPL)" form under the heading "Justification".

LEARNER SUPPORT

Inform your teacher if you have special needs regarding the completion of course requirements. Students who require support to meet their learning goals may co-enrol in the Learner Support course (TAFE Course Number 9999). Talk to your teacher if you think you may require learner support.

Assessments

Assessment Description	Week No	ICAICT418A Copyright, ethics and privacy	ICAWEB413A Optimise search engines	ICAWEB424A Web hosting service	ICAWEB407A Operational acceptance tests	ICAWEB417A Integrate social web technologies	BSBUS301A Environmentally sustainable work practices
Webpages							
Web Hosting	3			45%			40%
Domain names	4			20%			
Monitoring website performance	9			15%			
Ensure Basic Website Security	10			20%			
Privacy Policy	12	40%					
Environmentally sustainable work practices	13						40%
Search engine optimisation	16		60%				
Copyright	17	40%					
Project							
Acceptance tests	8				100%		
Social Web Presentation and web page						60%	
Major combined project	18	20%	40%			40%	20%
Results		100%	100%	100%	100%	100%	100%

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 3 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

All assessments will be discussed in further detail at the relevant time an overview is shown below.

Web pages

Each page will be based on question provided in class. You will research the information and create the web pages which shall then be uploaded to a webhost before the next class. Each page will provide links to each other page to create an Integration stream web site

Acceptance testing

A design brief and completed website will be provided. Students will draw up an acceptance test plan carry out tests using an automated testing suite, save and analyse the results.

Social Media

Students will be allocated a social media technology to research. They will then make a ten minute presentation to the class (one / two students per week) and create a webpage (to be part of the Integration website above) detailing the technology and showcasing its integration in a website.

Major Project

As part of the course major project website, students will integrate social media, showcase on page SEO and other aspects of web technologies.

Marking Guide
A marking guide will be provided with each assessment.

Results
Results will be based on the test and project marks achieved:

Not yet competent (NC)

*The learner **does not satisfy** all elements specific to the unit, the essential knowledge and skills and the critical aspects of assessment. The learner **needs to demonstrate additional skills and knowledge** to achieve competency.* Less than half marks or sections completely missing

Competent (AC)

Has completely reached the academic and work based standards expected. Can function independently in a limited range of contexts. Work is rule based with some translation and interpretation of concepts to meet situational factors unless aided. At least half marks and each section attempted.

Student Information -
The following tables outline the Elements of competence that you are to acquire in the program and the Performance Criteria on which your assessments will be based.

ICAWEB413A Optimise Search Engines

Competency Elements	Performance criteria
1. Analyse internet-marketing requirements	1.1 Determine main business of the website and keywords currently used on each page 1.2 Create keyword suggestion list for the website using online tools 1.3 Analyse best keywords for macro and sub keywords 1.4 Create recommendations for improved optimisation for image

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 4 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

	search optimisation (ISO), keyword density on web pages, keywords used in headings and heading levels and meta-elements and page titles
	1.5 Analyse pages and recommend sections for content
	1.6 Analyse current website position in organic listings
	1.7 Analyse current success of online advertising
	1.8 Analyse current traffic analysis reports using online tools and web-hosting statistics
	1.9 Analyse current success of social network marketing content
2. Prepare an internet marketing strategy report	2.1 Use detail from analysis to prepare a recommendation report for the client, covering the differences between search engine optimisation, search engine marketing and social network marketing
	2.2 Make recommendations about search engines and social network media to target, based on volume of users
	2.3 Make recommendations on a timeframe for expecting improved search engine results
	2.4 Explain search terms
	2.5 Make recommendations for the implementation of search engine optimisation and search engine marketing, including a summary of recommendations on methods to improve search engine rankings, both organic and pay per click (PPC)
3. Implement SEO strategy	3.1 Implement macro and sub keywords on pages
	3.2 Implement keywords
	3.3 Implement sections for content and back links from quality websites
	3.4 Create online profiles for updating search engine data
	3.5 Introduce website to major search engines
4. Review SEO	4.1 Determine current website position in organic listings
	4.2 Review current success of online advertising with regard to website position
	4.3 Evaluate current traffic analysis reports and compare to previous results
5. Prepare a client SEO result report	5.1 Analyse website statistics for site reports and listings
	5.2 Compare current statistics with previous site reports and listings
	5.3 Summarise findings and make further recommendations

ICAWEB424A Evaluate and select a web hosting service

Competency Elements	Performance criteria
1. Select ISP	1.1 Review comparable characteristics of a range of hosting services
	1.2 Review client usage and ensure that email and mailing list services are flexible enough to meet current and future business needs
	1.3 Review support service standards to ensure they meet business needs
	1.4 Ensure ISP hosting service has sufficient data capacity to cover partial outages
	1.5 Determine availability of security technologies
	1.6 Determine availability of scripting languages
	1.7 Evaluate optional server applications for advanced web business functions

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 5 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

	1.8 Confirm client selection criteria and select ISP hosting service that best matches the criteria
2. Ensure guarantee of permanent online presence	2.1 Establish that web-hosting service has systems in place to monitor server performance and availability 2.2 Negotiate escalation procedures and performance standards with ISP 2.3 Establish that security and backup procedures are articulated and meet business needs
3. Ensure that web host meets technical requirements	3.1 Take action to ensure that operating system supports the preferred business development software, applications, extensions and databases 3.2 Establish that web-host servers support dynamic websites using the preferred business technologies 3.3 Establish that web host provides current and future disk space requirements 3.4 Establish that site-analysis reports are available and flexible enough to meet business needs 3.5 Establish that security systems and payment technologies meet business and customer expectations and requirements
4. Benchmark performance and test against specified criteria	4.1 Test performance of the ISP during on and off peak times and record outcomes 4.2 Establish that email and mailing services have backup procedures in place and are protected from damage, erasure or unwanted damage 4.3 Take action to ensure support services perform according to business needs

ICAWEB407A   Conduct operational acceptance tests of websites

Competency Elements	Performance criteria
1. Prepare test	1.1 Establish and document testing framework and schedule 1.2 Determine processes and functions to be tested and assign quantitative and qualitative performance benchmarks to each process and function 1.3 Benchmark and document page templates, style guides and expected traffic loads 1.4 Determine and document test methodology 1.5 Assemble and brief the testing panel on the conduct of the test 1.6 Develop user and installation manuals according to target audience understanding and needs
2. Test individual pages	2.1 Test pages against style guides and templates 2.2 Test pages for consistency in structure and content 2.3 Apply automatic testing software 2.4 Document page gross statistics of confirmed results of tests
3. Test page relationships against business requirements	3.1 Test installation and examples listed in instruction manual 3.2 Test page navigability using a variety of browsers 3.3 Test ease of use and functionality against requirements 3.4 Test software interface points against business and technical requirements

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 6 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

	3.5 Test site security and privacy against business requirements 3.6 Test response time against business requirements 3.7 Conduct load simulation testing using single and multiple independent browsers or automated load testing tools
4. Apply and document further tests	4.1 Test website's ability to handle concurrent access 4.2 Test conformance to applicable privacy, accessibility and acceptable usage policy standards 4.3 Apply automatic testing software 4.4 Collect, collate and document results from sample user and data from automated test
5. Evaluate test results	5.1 Consolidate and compare results to benchmarks 5.2 Identify results that fail to meet benchmarks and conduct site remedial iteration 5.3 Record and document test results as the site performance baseline, against which further development or updating can be measured 5.4 Provide evaluation feedback to appropriate person 5.5 Ensure appropriate person signs off on site prior to go live date

ICAWEB417A Integrate Social web technologies

Competency Elements	Performance criteria
1. Analyse specifications and requirements	1.1 Evaluate different popular social networking websites 1.2 Discuss benefits of social networking in websites 1.3 Discuss negative aspects of social networking 1.4 Define goals based on client requirements for a successful social networking integration
2. Develop code and documentation	2.1 Develop guidelines for implementing social networking in a website 2.2 Develop code to integrate a social networking website into a pre-existing website 2.3 Use pre-existing scripts and tools to integrate a social networking website into a pre-existing website
3. Validate integration	3.1 Validate social networking integration 3.2 Validate social networking integration performance in different browsers, checking compatibility and display

BSBSUS301A   Implement and monitor environmentally sustainable work practices

Competency Elements	Performance criteria
1. Investigate current practices in relation to resource usage	1.1 Identify environmental regulations applying to the enterprise 1.2 Analyse procedures for assessing compliance with environmental/sustainability regulations 1.3 Collect information on environmental and resource efficiency systems and procedures, and provide to the work group where appropriate 1.4 Collect, analyse and organise information from a range of sources to provide information/advice and tools/resources for improvement opportunities 1.5 Measure and document current resource usage of members of the work group 1.6 Analyse and document current purchasing strategies 1.7 Analyse current work processes to access information and data to assist in identifying areas for improvement

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 7 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

2. Set targets for improvements	2.1 Seek input from stakeholders, key personnel and specialists 2.2 Access external sources of information and data as required 2.3 Evaluate alternative solutions to workplace environmental issues 2.4 Set efficiency targets
3. Implement performance improvement strategies	3.1 Source and use appropriate techniques and tools to assist in achieving efficiency targets 3.2 Apply continuous improvement strategies to own work area of responsibility, including ideas and possible solutions to communicate to the work group and management 3.3 Implement and integrate environmental and resource efficiency improvement plans for own work group with other operational activities 3.4 Supervise and support team members to identify possible areas for improved practices and resource efficiency in work area 3.5 Seek suggestions and ideas about environmental and resource efficiency management from stakeholders and act upon where appropriate 3.6 Implement costing strategies to fully utilise environmental assets
4. Monitor performance	4.1 Use and/or develop evaluation and monitoring, tools and technology 4.2 Document and communicate outcomes to report on efficiency targets to key personnel and stakeholders 4.3 Evaluate strategies and improvement plans 4.4 Set new efficiency targets, and investigate and apply new tools and strategies 4.5 Promote successful strategies and reward participants where possible

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 8 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

ICAICT418A Contribute to copyright, ethics and privacy in an IT environment

Competency Elements	Performance criteria
1. Protect intellectual property	1.1 Identify current *legislation and standards* relating to intellectual property and copyright 1.2 Investigate current organisational copyright policy 1.3 Adhere to organisational policy and current legislation in work practices
2. Contribute to copyright policy	2.1 Contribute to the creation or updating of the organisation's copyright policy and procedures to align with legislation and industry standards 2.2 Distribute new or revised policy and procedures to stakeholders
3. Protect rights of stakeholders	3.1 Identify and document the relevance of legislation and standards to organisational outcomes 3.2 Investigate and review organisational *privacy policy* and procedures 3.3 Investigate and review organisational code of ethics 3.4 Determine the integrity, confidentiality, security and availability of information as required by organisational policy 3.5 Maintain confidentiality and proprietary rights of *stakeholder* interests
4. Contribute to privacy policy	4.1 Contribute to the creation or updating of the organisational privacy policy and procedures to align with privacy legislation 4.2 Distribute new or revised policy and procedures to stakeholders 4.3 Implement new work procedures and collect feedback from stakeholders 4.4 Ensure the integrity, confidentiality, security and availability of information as required by organisational policy
5. Maintain privacy policy	5.1 Review work practices to ensure application of privacy policy and procedures 5.2 Maintain the integrity, confidentiality, and availability of information as required by organisational privacy policy 5.3 Review work practices to ensure system security according to organisational privacy policy
6. Contribute to creation of ethics code	6.1 Assist in developing or updating a code of ethics to align with legislation and standards for the organisation 6.2 Distribute the new ethics code to stakeholders and collect feedback 6.3 Implement new ethical work procedures and collect feedback 6.4 Review ethical work practices and feedback to ensure application of the code
7. Maintain ethics code	7.1 Perform regular checks to ensure stakeholders understand and are continuing to apply the code of ethics in the workplace 7.2 Establish a review and grievance procedure to enable confidential reporting of any ethical issues 7.3 Interview and regularly follow up with stakeholders to ensure they are receiving consistent and appropriate service in dealing with the code of ethics

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 9 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013

Version: 1.1 Teachers: Julie Wilks Helen Palombo
North Sydney Institute of TAFE Hornsby Campus
StudentAssessmentGuideInt132V1-1

Page 10 of 10
Created: 16/07/2013
Date last reviewed: 16/07/2013