
General Certificate of Secondary Education

Business and Communication Systems **413010**

Unit 10

For submission in 2014

**Controlled Assessment Task
and Teachers' Notes**

GCSE Business and Communication Systems 413010 – 2014

Background to the task

A museum is planning three new exhibitions of transport, fashion and toys. You are to choose **one** of these exhibitions.

Museum staff know that they need to keep accurate records of the artefacts on display. They have decided to introduce a database to organise their records. This will be used to produce a record card containing key information that will be placed beside each of the new artefacts. A new web page about the exhibition will be added to the museum's website. A leaflet will be sent to primary school teachers to generate interest in school visits to the new exhibition.

Task

Your task is to plan and create the database, produce the web page about the exhibition and prepare the leaflet for primary school teachers.

Research and Planning

You will have up to **eight** hours for this section of the work.

You will need to research the following:

- museums and exhibitions and how they communicate with visitors – including museums that specialise in artefacts for your chosen exhibition
- artefacts to include in your database and how the database can be structured
- how to create the record cards
- the structure and organisation of two-sided, folded A4 leaflets and how they are used to communicate information
- the use of web pages to communicate information – in particular, their structure, content and design, including those for museums and exhibitions.

You should keep a record of any sources that you use and their impact on your documents.

Final Submission

You will have up to **four** hours to write up your work and to produce the necessary documents and materials. This can be split over a number of sessions.

Your final submission should contain the following:

- the database to store information about **four** artefacts for your chosen exhibition
- record cards for **four** artefacts – A6 size
- the web page to provide information for visitors to the museum's website about your chosen exhibition
- the two-sided, folded A4 leaflet to be sent to teachers in primary schools, to publicise the new exhibition. The leaflet should include a 'tear-off' enquiry form that teachers could return to register their interest.

You should also hand in:

- a list of the fields used in the database, showing the properties of each
- a second copy of the record cards, the web page and the leaflet, annotated to explain the judgements that you have made and how your research informed these decisions
- a record of the sources that you have used and the impact that they have had on your documents.

GCSE Business and Communication Systems 413010 – 2014

Teachers' Notes

General Information

These notes are intended to support teachers when they are preparing their students for the GCSE Business and Communication Systems Controlled Assessment Unit 10, for submission in 2014.

Research and Planning

The following guidance focuses on helping students to obtain a clearer understanding of the context and of the documents that they will produce.

Database

Students should research data types and how a database can be used to store different types of data. There is no need to use a relational database; a flat file structure is sufficient.

Students should consider:

- fields that will be used to store data about each of the artefacts
- the use of different data types
- content – the information that will be used to classify and describe the artefacts
- language – the information that will be included on the record cards
- organisation/order of the fields
- data entry – the ways in which the accuracy of data entry could be improved
- printing – control of formatting to economise on the space needed to print the data.

Artefacts to include in the database – students will need to collect the information about the four artefacts that they will include in the database.

The record cards

The four record cards should be structured and formatted in the same way; students are to use the database as the data source and create a template to display the information.

Students should consider:

- record card layout
- which fields to include on the record cards – information content
- how to create a record card for the artefacts – students will need to know how to use the information from the database to produce the record cards.

Web page

Students should analyse how web pages are used to communicate information. They should also investigate the web pages from a range of museums; in particular, the pages that focus on specific exhibitions.

- <http://www.vam.ac.uk/>
- <http://www.museumofcostume.co.uk/default.aspx>
- <http://www.ftmlondon.org/>
- <http://www.bowesmuseum.org.uk/exhibitions%20and%20events/exhibitions/>
- http://www.leics.gov.uk/snibston_latest_exhibitions.htm
- <http://www.themilltoymuseum.com/>
- <http://www.bammot.org.uk/>
- <http://www.transport-museum.com/>

Students should consider:

- information content – information about the chosen option, text, images
- navigation methods – navigation bars, buttons, hyperlinks, hot spots
- presentation – styling, design, consistency
- structure – <http://www.usereffect.com/images/20090427.jpg>
- good/poor practice – searching for images of web page layout can provide ideas
- <http://designshack.net/articles/layouts/10-rock-solid-website-layout-examples/>
- <http://people.dsv.su.se/~jpalme/layout/>
- <http://www.iteracy.com/resources/build-a-better-website/size-and-layout-of-a-web-page/>
- <http://www.alex.com/topsites>
- <http://www.iteracy.com/resources/anatomy-of-a-web-page/>

Leaflet

Students should research the structure, layout and design of two-sided, folded A4 leaflets. They should analyse high quality printed examples. They could also investigate electronic resources:

- <http://www.tourismleafletsonline.com/>
- http://www.daysoutleaflets.co.uk/days_out_r-North_East_England_c-Northumberland_a-Museums.html
- <http://thedesiginspiration.com/articles/30-best-brochure-designs-for-your-inspiration/>
- <http://naldzgraphics.net/inspirations/22-beautiful-example-of-brochure-designs/>

They could find and use web resources to produce guidelines to help in the design of the leaflets:

- <http://www.heritagedestination.com/brochure-design.aspx>
- <http://www.marketingminefield.co.uk/designing-an-effective-leaflet/>

Students should consider:

- content – what information to include
- layout – how to work with the fold(s), how to make use of the space available, where to position each section of information
- formatting – character, paragraph, object, page.

As part of their analysis of example documents, students should consider the methods used to achieve a consistent corporate image across all their publications. They will also need to consider how corporate identity can be adapted in documents designed for different audiences.

List of the fields

Students may present this as a word processed table showing the properties of each field or as printouts from the database software.

Second copies of each document

Students should annotate their work to show:

- how their research has informed their final submission
- the thinking behind the decisions that they have made about the design and content of each document.

Students could use the following methods to annotate their work:

- use screen shots and add callout boxes to contain their annotations
- stick the second copies of their finished documents onto A4 or A3 paper in order to provide the space to annotate their documents.

Sources of information

Students should use this document to record:

- the sources of information that they have used to inform their work
- the impact that each source has had on the documents produced.

Authentication

Teachers will be responsible for ensuring that a Candidate Record Form is completed to authenticate the student's work.

Further help

If you have any questions concerning the Controlled Assessment, please contact the Business Studies Team on business-studies@aqa.org.uk

AQA offers Teacher Online Standardisation for GCSE Business and Communication Systems. Here, teachers can mark exemplar work online and see how their marking compares with the standard set by the Principal Moderator. All teachers can access this online marking advice from the Principal Moderator at a time that suits them best. Teacher Online Standardisation is accessed through e-AQA.

Controlled Assessment Advisers can be contacted for help and guidance. Details of your allocated Adviser can be found on the Teacher Online Standardisation.