OCR
RECOGNISING ACHIEVEMENT

ADVANCED GCE

APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

G048/IT

G048: Working to a brief

INSTRUCTIONS FOR TEACHERS

To be opened on receipt

JANUARY AND JUNE 2011

TIME

* There are no time limitations on the tasks other than the brief cannot be issued to candidates until September 2010 and that the response to the brief must be submitted by the appropriate internal deadline set by the candidates' Centre. This deadline will reflect the need for the Centre to complete marking of the tasks and submission of marks to OCR by either 10 January or 15 May 2011.

INFORMATION FOR CANDIDATES

* The total number of marks available for the paper is **50**.
* There are no restrictions on computing facilities, hardware or software that may be used.
* You must set an internal deadline for candidates to complete and submit their preparatory work and outcome(s). This must allow time for marking the work, using the Assessment Evidence Grid on pages 185–187 of the specification, before the deadline set by OCR.
* All preparatory work and the outcome(s) must be the candidates' own work.
* This document consists of **8** pages. Any blank pages are indicated.

INSTRUCTIONS FOR TEACHERS – 2010

Each of the following briefs has been written so that it may be completed alongside the Advanced GCE optional unit to which it relates, should Centres wish to do so. There is no requirement that Centres adopt this practice. Where they do so, it is the Centre's responsibility to ensure that the requirements of the related Advanced GCE unit are covered.

Candidates must research and develop one of these briefs. Only responses to the briefs as set will be accepted. **No marks can be awarded** for work in response to any other brief.

Whichever brief is chosen, candidates will need to report on current working practices. This may be based on actual working practices or an existing solution to a similar problem. If, as a teacher, you are playing the role of the client for the candidates then you will need to identify the working practices within the organisation.

For assessment of this unit, each candidate must produce evidence which includes:

- a preparatory report into current working practice
- a project plan in response to the set brief
- a diary or log of work completed
- support materials for use with the project
- an evaluation of their performance in relation to planning the project
- an evaluation of their performance in implementing the project
- an evaluation of their ICT solution to the given brief.

A project management plan will help candidates to organise their time efficiently. As a guide, the minimum requirements for the project management plan would include:

- key dates, deadlines and timescales
- how work may be managed in small sections or tasks
- organisation of information and resources
- time for reviews and modifications
- time for evaluation.

Full planning is vital to the success of the project. Full planning will also allow the candidates to evaluate their work more effectively. There must be clear evidence of planning **before** the project is started.

As well as planning their work in full, candidates must complete a diary or log whilst they are working on the project. This diary or log should include:

- a full list of all tasks undertaken as part of the delivery of the project
- an assessment of their contribution to the success of the task
- the skills used in meeting the requirement of the task
- an assessment of how their skills were extended to meet the requirements of the task – the discussion of their skills will need to include their use of working with others as well as ICT skills.

Candidates will need to produce supporting materials for the project. These may take any form, and the ultimate decision about what support materials the project needs is for the candidate to decide. **Candidates must provide clear evidence that they have developed and extended their range of ICT skills in producing these support materials.**

Once each candidate has completed the project, they will need to report on how well the project ran, what were its strengths and weaknesses and how well they worked with others. Their report should also suggest improvements to the project. Each candidate should collect feedback from users in order to allow them to make informed comments about their project and the role that they played.

At the end of the unit, each candidate must hand in:

- their report on current working practices
- their project plan
- their diary or log
- support materials
- their evaluation reports.

Briefs

Each brief may be carried out by candidates working on their own or as part of a team. Where candidates are working on their own the focus of 'working with others' becomes the clients or end users of the product. Where candidates are working as a team member the focus may also include other members of the team.

Candidates **must** develop a solution to **one** of the following briefs.

Brief 1

CheapShops is a supermarket. The supermarket has twenty checkouts. CheapShops has just launched a marketing campaign that guarantees that no more than four people will be in a queue for any checkout at any time. In order to achieve this, the supermarket will need to have sufficient till-trained staff available during each shift.

The shop is open for sixteen hours a day and is staffed by two separate eight hour shifts.

The owners of the supermarket want to be able to plan how many till-trained staff are needed for each shift. At present, the supermarket uses two figures to help with this prediction. These are:

- the number of customers who are predicted to be in the store at any time
- the number of item sales per hour going through the tills.

The owners have asked that you produce a model to help them plan the number of till-trained staff that will be needed for each shift. In order to keep costs to a minimum, your model should be able to identify how many staff are required to just provide sufficient cover for any shift. They would like the model to use both inputs that are currently used to make the prediction, as well as take account of the promise included in their new marketing campaign. The model should also take account of relevant legislation covering the amount of breaks staff are entitled to take during an eight hour shift.

This task may be completed in conjunction with Unit G049: Numerical modelling using spreadsheets.

Brief 2

Localis is a multimedia publishing company that produces interactive guides to major towns and cities throughout the UK based around an interactive map interface. Each guide includes an introductory photographic tour of the town or city, accompanied by a spoken commentary, as well as further, more in-depth information about major tourist points of interest. These will include items that have been included in the introductory photographic tour, but will now be supported with greater detail. This in-depth information is accessed by clicking on representative icons that are shown on the interactive map.

Each guide also includes examples of sporting and leisure activities available.

The format of the items is not fixed but, in the past, Localis have used the full range of multimedia features to showcase local attractions and activities, including both video and sound interviews with owners and users.

As a new venture, Localis would like to include clickable links to any local websites that may provide further information about the area.

You have been asked to produce a sample interactive guide to a town or city of your choice.

This task may be completed in conjunction with Unit G050: Interactive multimedia products.

Brief 3

You Need Cycles is a sales group that specialises in advertising second-hand cycles and accessories of all types. Each month, You Need Cycles will produce a brochure. This brochure will include details of the cycles and accessories for sale.

You have been asked to produce next month's brochure. As well as a general sales section, each brochure has a monthly feature. Next month's feature is "Back to biking", and will be aimed at encouraging people to take up cycling again.

This task may be completed in conjunction with Unit G051: Publishing.

Brief 4

Isolation Records Ltd. specialises in selling music by small bands and artists. You have been asked to produce artwork for three specific albums of music that will be published within the next year. Each album is by a new band that has yet to establish an image with the public.

The artwork must include:

- a front image to go on the CD/vinyl album cover
- a representation of the band name
- three images of the same size and theme as the front image, which will be used as background images for use in the accompanying booklet that comes with the CD/Vinyl record.

In all cases, the artwork produced must suit the style of music that is included on the album.

The three albums for which you have been asked to produce artwork are:

Electronix Classix: This is the first album by a four piece band of classical musicians who use electronic instruments in order to produce their music. The target audience for this album is people who listen to classical music, but who are prepared to accept new interpretation of old classics.

Smooth, easy and nice: This is the first album by Rick Latehouse and is a combination of blues and Adult Orientated Rock. Rick (guitar) is joined by Laura Marshall on trumpet and vocals, Leif Lucky on drums and Andrew Budge on bass. The album is targeted at a traditional adult audience who enjoy good melodies, great tunes and words that can be heard.

Random Sample Groove Ranger: This hard house/trance dance album is by the locally acclaimed duo of Mick and Slick. The pair is already extremely popular in the night club scene and have built up a local following.

This task may be completed in conjunction with Unit G052: Artwork and imaging.

Brief 5

The National Art Collective is a small organisation that has received funding to raise awareness of current artists working in the UK.

You have been asked to produce a website about modern sculpture and art within the UK. You should focus on the work of three separate artists. The artists need not be nationally famous, but you should be able to include examples of their work in the completed website. These should be presented as still images, as well as videos.

As well as a showcase for the work of each artist, your website should include a brief biography of each artist, including influences on them.

This task may be completed in conjunction with Unit G053: Developing and creating websites.

6

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