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## Exemplar 3

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### INTRODUCTION

The following pages contain an extract from the portfolio of candidate DP, containing evidence for task b, described in the [Assessment Evidence Grid](#) for Unit 1: *Using ICT to Communicate*.

|                             |
|-----------------------------|
| <b>What you need to do:</b> |
|-----------------------------|

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| <b>Your evidence needs to include:</b> |
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| <p><b>b:</b> <b>six</b> original communications for different purposes that demonstrate a range of writing and presentation styles and that would be communicated by different methods; <b>one</b> needs to be a presentation on different methods of communicating information and the technologies that support them, to include:</p> |
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| <p><b>i</b> [AO3] information sources, plans and annotated draft copies of documents/communications to show their development to meet their purpose [<b>10</b>];</p> |
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| <p><b>ii</b> [AO1] final versions of documents/communications that meet their purpose [<b>10</b>];</p> |
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| <p><b>iii</b> [AO1] use of a range of software tools and techniques to achieve the desired impact [<b>10</b>];</p> |
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|---|
| <p><b>iv</b> [AO4] an evaluation of the documents/communications produced and your performance in completing the task [<b>7</b>];</p> |
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| <p><b>v</b> [AO2] descriptions of the technologies that support different methods of communication [<b>6</b>].</p> |
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The extract is of only **one** document. Additional materials are provided in the folder 'exemplar3 files'.

It should be assumed that the remaining documents were completed to the same level.

The commentary following the extract shows how the work has been assessed and the mark awarded.

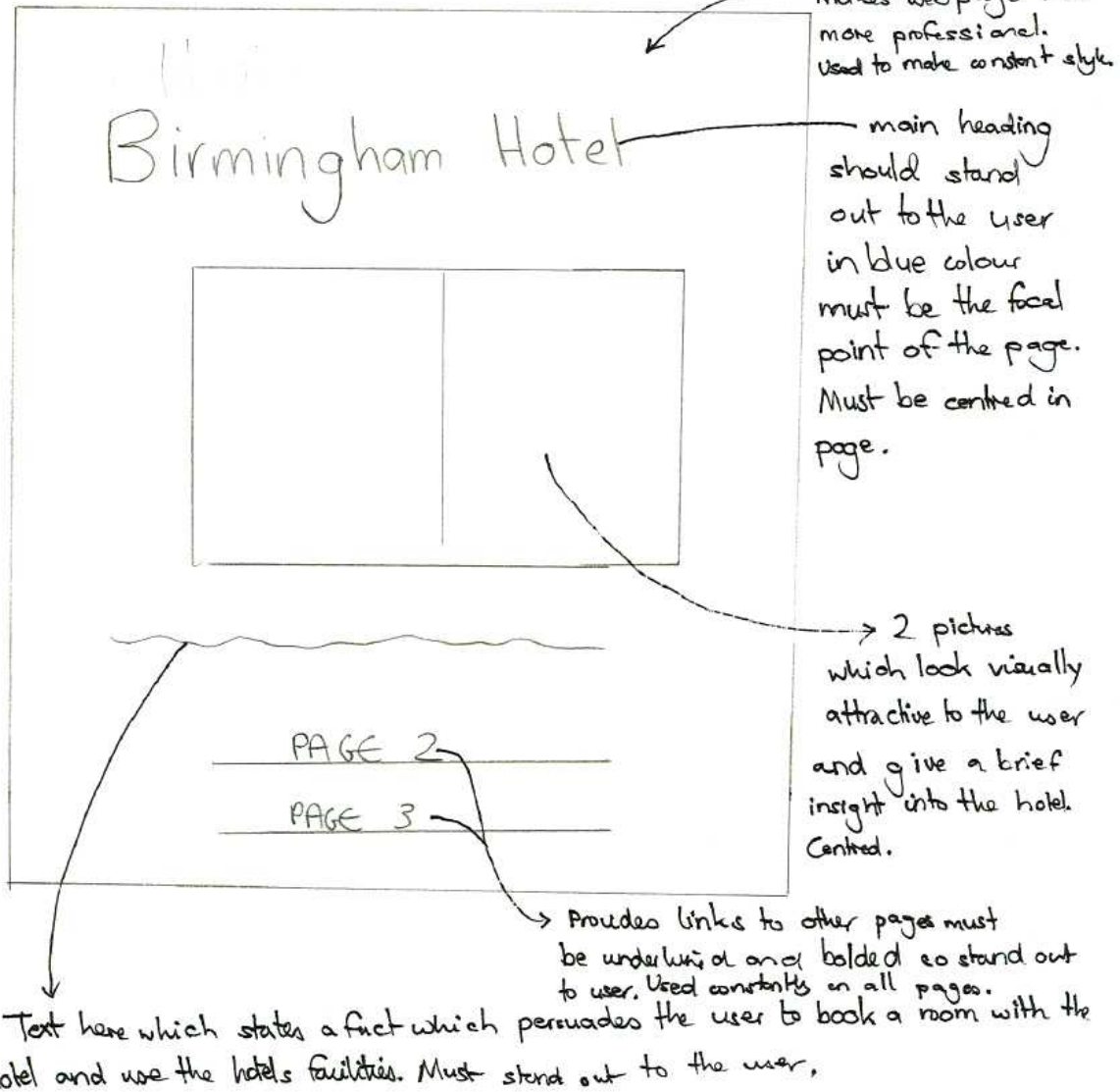
## **Task Analysis**

The task which I am undertaking is task three whereby I must create a three page website to advertise a hotel. I will firstly create the main page which will provide the hotel name and links to other pages of the website. The webpage's will look attractive and stand out to the user. The second page which will be accessed via the main page will contain details about the hotel i.e. where it is situated and the facilities it provides. The third page will be a page where the user can contact the hotel thus providing details to contact the hotel via different communication methods i.e. email, telephone and address.

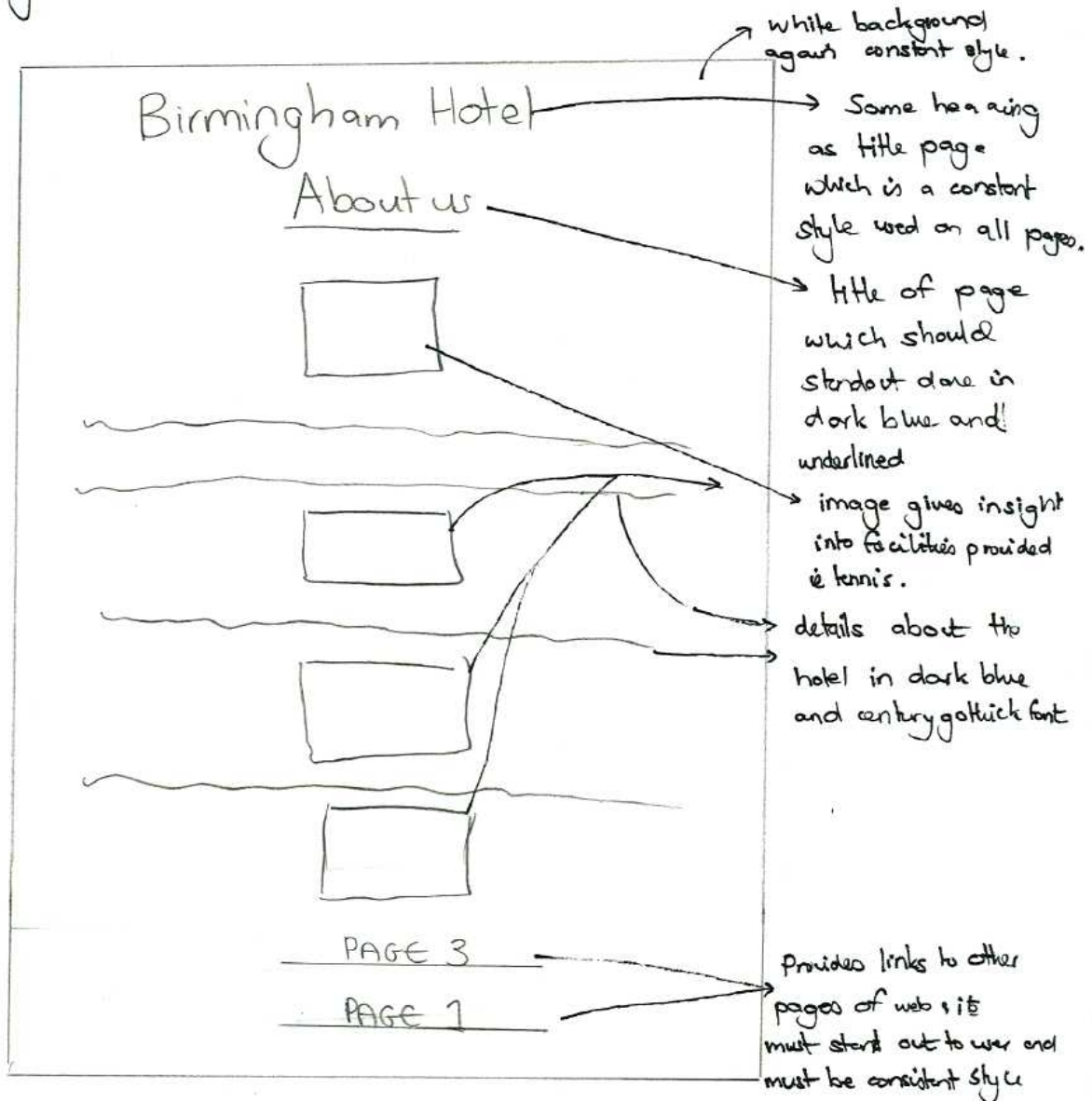
The webpage is suitable for advertising the company and will increase business and interest in the company. The bad points of the website are that it will cost the company more money and will mean the website will have to be updated regularly.

The layout of the homepage consists of a main title, a picture of the hotel and two links to the other pages. The layout of the second page about the hotel will again contain its title followed by another picture of the hotel (maybe of one of its leisure facilities) and again its links. The third page will contain details of how to contact the hotel where the layout will contain a picture and contain links. The presentation styles could be improved by having a common layout which is relevant to all the pages i.e. same background.

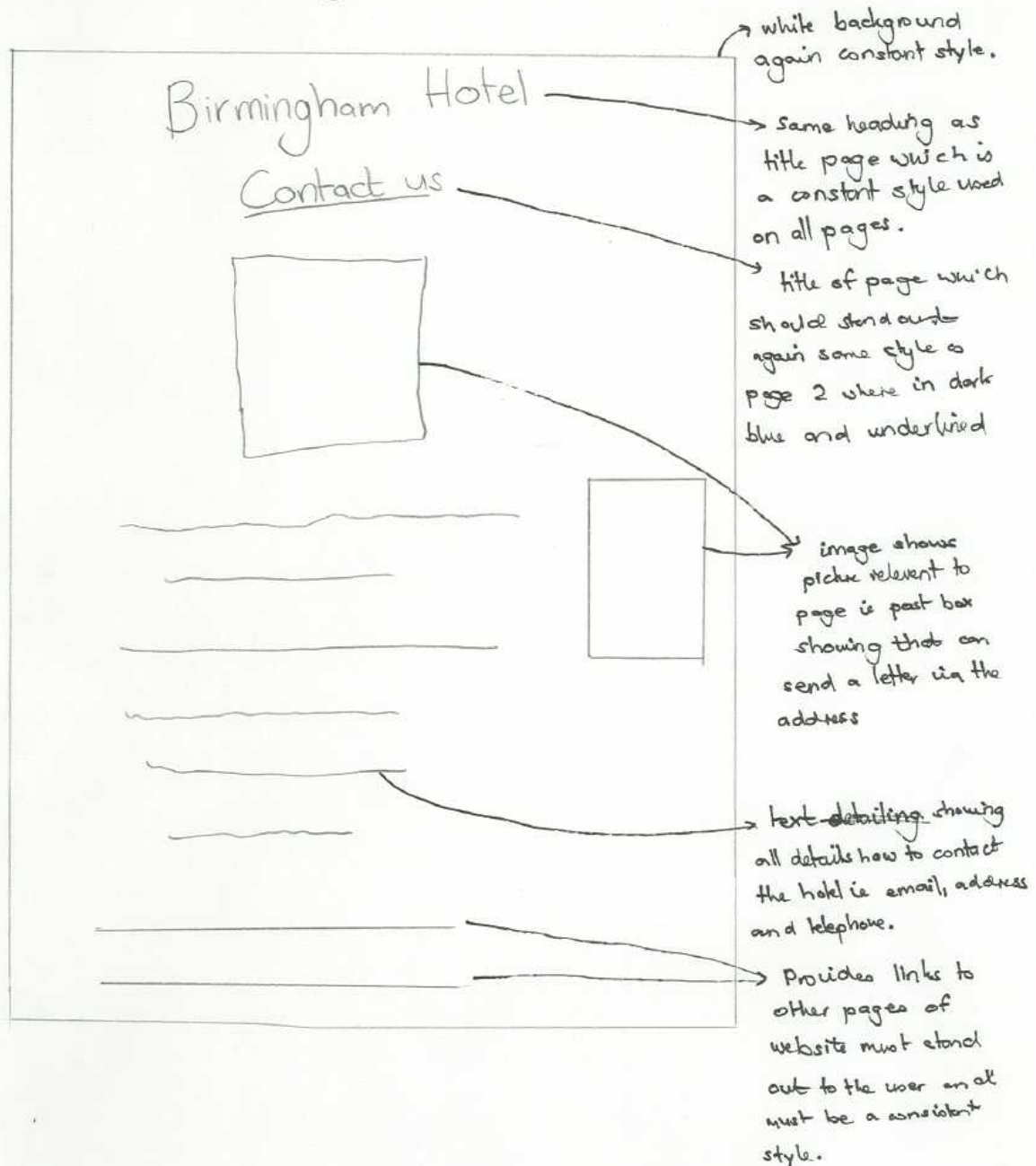
## Homepage (Index)

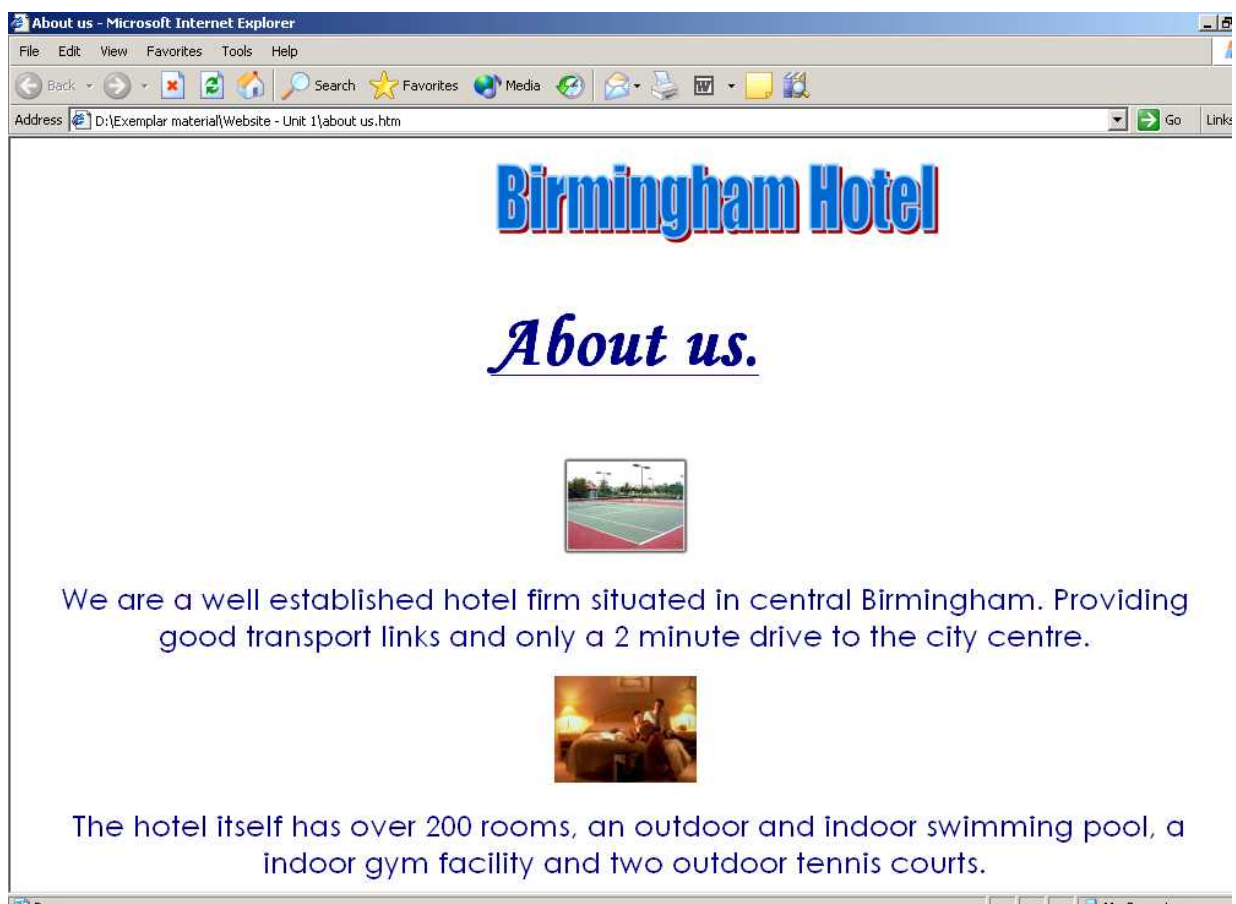
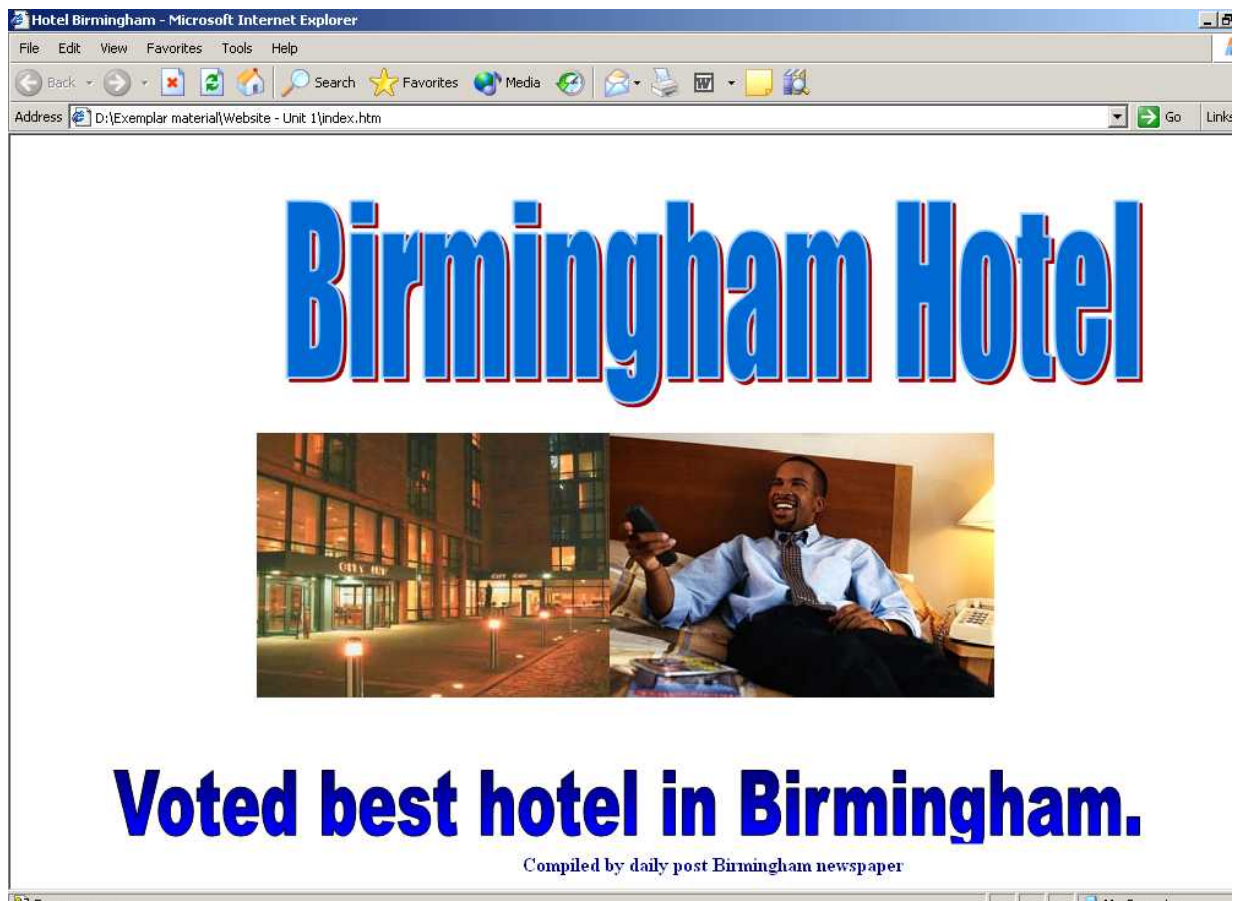


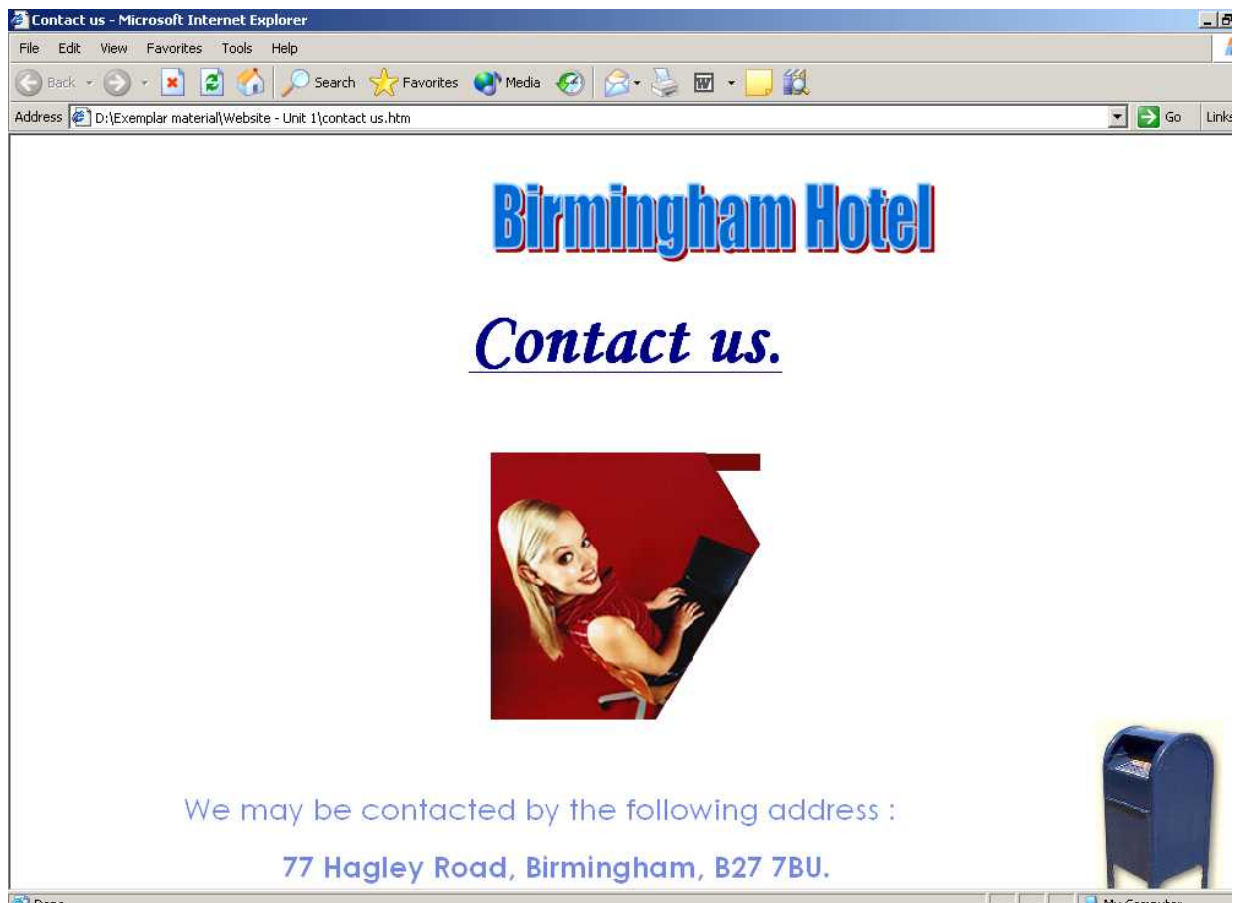
Page 2 (About us).



# Contact Us (Third page).









## **Evaluation**

I will now assess the three pages made for the hotel website discussing both the strengths and weaknesses of each of the three pages.

### **First Page - Homepage (i.e. main page where will access the hotel)**

The strengths of this page is that it is visually attractive, easy to access other pages via links, well structured and it is simple for the user to become familiar with. The way in which this page was refined to meet the purpose closely was that it was basic and just provided the hotel name and provides an insight into the hotel by means of an image. The weaknesses of the page are that it doesn't contain many links i.e. no booking service, no in-depth details about the facilities and rooms available. It also could contain more images of the hotel and contain more features i.e. flashing text.

### **Second Page – Contact us (i.e. contains details how to contact the hotel)**

The strengths of this page is that it is again visually attractive , easy for the user to understand, is similar to the homepage and provides links to the homepage and other pages and eye catching. The way in which the page was refined to meet the purpose closely was that it meets its objective by providing only contact information. The weaknesses of the page are that it does not provide direct contact details i.e. if the user has a payment query or a complaint to make. And so the user must just use the contact details available which may be time-consuming.

### **Third Page – About us (i.e. contains details about the services and facilities the hotel provides)**

The strengths of this page are that again it is visually attractive, easy to understand and read, is informative and meets the purpose of its title. The way in which the page was refined to meet the purpose closely was that it contained sufficient detail about the hotel i.e. where it is located, number of rooms and facilities it provides. The weaknesses of the page is that it may not be appealing enough for the user to actually read the details provided, it also may not contain enough information for the reader in terms of its doesn't actually specify anything about the rooms available just how many rooms there are.



## **Improvements**

I will now discuss how the webpage's could be improved if it was approached in the future:

### **First Page - Homepage (i.e. main page where will access the hotel).**

This page could be improved by providing more links to other features such as a booking serviced and details about rooms available. It could also be more appealing to the user by providing sound when the user logs on and more pictures of the hotel.

### **Second Page – Contact us (i.e. contains details how to contact the hotel).**

This page could be improved by providing a form which could be filled out b the user and send via email whether it is a query or a complaint. This would be more productive and also be more efficient.

### **Third Page – About us (i.e. contains details about the services and facilities the hotel provides).**

This page could be improved by being more detailed and contain more details about the hotel such as the types of rooms provide and visual aids to show the rooms. Maybe also providing a map so that users may see where the hotel is situated.

## **Sources**

Below are the sources which I have used in task 3 which states “Create a 3 page website to advertise the hotel”.

[www.uk-hotel-accommodation.co.uk/England/West\\_Midlands/Birmingham/](http://www.uk-hotel-accommodation.co.uk/England/West_Midlands/Birmingham/)

[www.picturesofengland.com/hotels/Birmingham\\_hotels/](http://www.picturesofengland.com/hotels/Birmingham_hotels/)

[www.starwood.com/sheraton/](http://www.starwood.com/sheraton/)

[www.birmingham-hotelsonline.com/](http://www.birmingham-hotelsonline.com/)

[www.accorhotels.com](http://www.accorhotels.com)

## COMMENTARY

### Task b(i)

- There are fairly detailed plans but no drafts provided.
- The information sources are in an appropriate form.
- There is no overt evidence of checking the accuracy of the document but there are few obvious errors.

The evidence provided is more than expected for Mark Band 1 but not enough for more than the minimum of **Mark Band 2**, therefore a mark of **4** could be awarded.

### Task b(ii)

- There is new information on the 'About Us' page – this has not been copied from elsewhere. However not a lot of the information is in a suitable writing style or is at an appropriate level.
- The pictures are taken from existing information that has been located and used. In this aspect, the evidence meets the minimum requirements of Mark Band 2.
- Layout is poor. When seen on screen with some screen resolutions – the pages do not fit onto one screen. This is not apparent in the hard copy version though.
- However, the pages do work as webpages and are recognisable as such.

Taken as a whole, the evidence provided would meet **Mark Band 1** and a mark of **3** can be awarded.

### Task b(iii)

- Text and graphics have been combined although the page layout is not very good. There is not much paragraph formatting.
- Positioning of graphics is poor. Graphics have taken precedence over text which means that in order to see the text the user has to scroll to the bottom of the page.
- The text is too big, Word Art has been used for some of the text and there are too many different font styles. Serif fonts are used and these are not particularly suitable for webpages.

The evidence provided is more than the minimum required for **Mark Band 1** (text styles have been used, and text has been combined with graphics to suit the purpose of the document), and a mark of **2** could be awarded.

### Task b(iv)

- Although there is an attempt to identify good and bad points of the web pages these are rather superficial.
- Suggestions for improvements to the pages have been made.
- There are no comments made on the candidate's own action/role in completing the task.

This means that the evidence provided would meet **Mark Band 1** and a mark of **1** could be awarded.

### **Task b(v)**

This document does not provide any evidence for b(v).

Note: If a website/webpages is/are provided as one of the documents then it is unlikely that a single homepage would provide enough evidence to meet the criteria for this task.

The Assessment Evidence Grid detailing criteria for the various mark bands is shown on the next page.

| How you will be assessed: |                      |   |  |  |              |
|---------------------------|----------------------|---|--|--|--------------|
| Task                      | Assessment Objective | Mark Band 1   | Mark Band 2  | Mark Band 3  | Mark Awarded |
| b(i)                      | AO3                  | You produce little planning for your work but show that you have checked the accuracy of the layout and content of your work, and proof-read it so few obvious errors remain; you list your information sources; [0 1 2 3]                            | you produce outline plans for your work and show, by presenting annotated draft copies, how you placed information in appropriate positions and ensured correct and meaningful content by carefully checking the accuracy of the layout and content of your work, and proof-reading it so few obvious errors remain; you list your information sources in an appropriate form; [4 5 6 7] | you produce detailed plans for your work and show, by presenting annotated draft copies, how you achieved a consistent style, made good use of standard formats and organised a variety of different types of information in a coherent and easy-to-read way, ensuring correct and meaningful content by carefully checking the accuracy of the layout and content of your work, and proof-reading it so few obvious errors remain; you list your information sources in detailed bibliography. [8 9 10] | 4/10         |
| b(ii)                     | AO1                  | You create new information that is clear, easy to understand, uses a suitable style and, where appropriate, common standards for layout, and is at a level that suits the intended recipient; [0 1 2 3 4]   | you locate, use and adapt existing information to suit a presentation, combining it with information you have created; [5 6 7]   | you locate, adapt and combine information to create coherent, easy to read communications of near-professional standard. [8 9 10]  | 3/10         |
| b(iii)                    | AO1                  | You use text styles, page layout and paragraph formatting, and combine text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips to suit the purpose of each communication; [0 1 2 3] | you use text styles, page layout and paragraph formatting, and combine formatted text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips to suit the purpose of each communication and improve its impact; [4 5 6 7]   | you use text styles, page layout and paragraph formatting, and combine formatted text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips, appropriately, to suit the purpose of each communication and improve its impact, showing effective skills in the appropriate use of software to automate aspects of your communications, such as creating templates for standard layouts. [8 9 10]   | 2/10         |
| b(iv)                     | AO4                  | You comment on the effectiveness of your communications and suggest improvements; you comment on your actions and roles in solving the problem; [0 1 2]   | you clearly identify good and not so good features of your communications, suggesting ways they could be improved; you include an analysis on your experiences in order to improve your own performance; [3 4]   | you show that you identified strengths and weaknesses in your initial drafts and how you refined them to meet the purpose more closely; you include an analysis on your experiences suggesting how you might approach a similar task in future. [5 6 7]  | 1/7          |
| b(v)                      | AO2                  | You briefly describe some methods used to communicate information and the technologies that support them; [0 1 2]   | you describe most methods used to communicate information and the technologies that support them; [3 4]  | you describe, in detail, most methods of communicating information and the technologies used to support them. [5 6]  | n/a/6        |