

**ADVANCED GCE**

**APPLIED INFORMATION AND COMMUNICATION  
TECHNOLOGY**

**G048/IC**

Unit 9: Working to a brief

**INSTRUCTIONS FOR CANDIDATES**

**To be opened on receipt**

**JANUARY AND JUNE 2009**



**TIME**

- These briefs are only valid for submission of marks to OCR in either January or May 2009.

**INSTRUCTIONS TO CANDIDATES**

- You must use this booklet for guidance throughout your work for this unit.
- You must complete your project by the date set by your teacher.
- You must submit all your preparatory work with your solution to the brief.
- All work submitted for assessment must be your own work. Where you have worked as part of a team you must clearly identify your individual contribution to the project.

**INFORMATION FOR CANDIDATES**

- The total number of marks available for the paper is **100**.
- You may start your preparatory work as soon as you receive this paper.
- There are no restrictions on computing facilities, hardware or software that may be used.
- This document consists of **8** pages. Any blank pages are indicated.

**It is important that you discuss with your teacher anything that you do not understand.**



## INSTRUCTIONS FOR CANDIDATES

Each of the following briefs has been written so that it may be completed alongside the Advanced GCE optional unit to which it relates.

Only responses to the briefs as set will be accepted. **No marks will be awarded** for work in response to any other brief.

Read the briefs in this booklet. You must research and develop **one** of these briefs.

For assessment of this unit, you must produce evidence which **must** include:

- 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 your performance in relation to planning the project
- an evaluation of your performance in implementing the project
- an evaluation of your ICT solution to the given brief.

Whichever brief you choose, you will need to report on current working practices. Before you plan the structure and content of your project you will need to carry out some research into working practices within the organisation. This research should enable you to plan a solution that works smoothly and with minimum disruption.

A project management plan will help you to organise your time efficiently. As a guide, the minimum requirements for the project management plan should 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 you to evaluate your work more effectively. There must be clear evidence of planning **before** you start your project.

While you are working on the project you must complete a diary or log. This diary or log should include:

- a full list of all tasks undertaken as part of the delivery of the project
- an assessment of your contribution to the success of the task
- the skills used in meeting the requirement of the task
- an assessment of how your skills needed to extend to meet the needs of the task – your discussion of your skills needs to include your use of working with others as well as ICT skills.

You will need to produce supporting materials. These may take any form, and the ultimate decision about what support materials your project needs is for you to decide. You must provide clear evidence that you have developed and extended your range of ICT skills in producing these support materials. This should be recorded either in your diary or as part of the evaluation of your implementation.

Once you have completed the project, you will need to report on how well the project ran, what were its strengths and weaknesses and how well you worked with others. Your report should also suggest improvements to the project. You should collect feedback from users in order to allow you to make informed comments about your project and the role that you played.

At the end of the unit, you must hand in:

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

Make sure that all your work has your name, candidate number and Centre number on each page.

### **Briefs**

You may carry out the brief by working on your own or as part of a team. Where you are working on your own the focus of 'working with others' becomes the clients or end users of the product. Where you are working as a team member the focus may also include other members of the team.

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

#### **Brief 1**

You have been asked to produce a spreadsheet to help set the price for a night's stay in an hotel. The hotel has 50 standard rooms and charges are based on the room, not the number of guests who stay in the room.

Room charges will be in three pricing bands based on when guests make their bookings.

These pricing bands are:

- Early Bird – for guests who book more than a week in advance. These guests will pay between 20% and 25% of the price paid by walk-in guests.
- No Panic – for guests who book between a week and a day in advance. These guests will pay between 55% and 65% of the price paid by walk-in guests.
- Walk-in guests – for guests who do not book in advance.

The price for walk-in guests is £120 per night. The Early Bird and No Panic rates are variable.

For each fortnight during the year, the hotel sets a target profit. The price of the Early Bird and No Panic pricing bands are set based on the room occupancy rate and the number of bookings in each band over the equivalent fortnight in the previous year to achieve this profit.

The running costs for the hotel are £500 per day, plus £10 per room occupied. However, if more than 30 rooms are occupied on any one night, the cost per room occupied increases to £20 as the manager receives a bonus.

Your spreadsheet should:

- record the number of rooms charged under each pricing band each day.
- set the price for Early Bird and No Panic rates for the equivalent fortnight the following year.
- keep a record of the income and costs for the hotel per night.
- calculate the profit for the fortnight.

This task may be completed in conjunction with Unit 10: Numerical modelling using spreadsheets.

### **Brief 2**

One Clear Reason is a multimedia publishing company that specialises in interactive multimedia stories for children. Their top selling range is Real Animals, a series of stories where all the characters are animals who take on human roles. Readers are able to choose their own route through each story.

One Clear Reason has asked you to create a sample story for the series. Your sample story must be based on a dog with super powers who takes up a sport. The sample story should last approximately three minutes and be targeted at children between the ages of seven and nine. This interactive product must allow readers to choose their own route through the story.

This task may be completed in conjunction with Unit 11: Interactive multimedia products.

### **Brief 3**

OC Publishing Ltd is a publishing company that produces magazines. They want to expand into hobby magazines.

Produce a sample hobby magazine for OC Publishing Ltd on a hobby of your choice. Your planning should make it clear what the hobby is and who the magazine is aimed at.

This task may be completed in conjunction with Unit 12: Publishing.

### **Brief 4**

One Clear Roll is a wallpaper business that produces specialist wallpapers. They wish to create a new series of psychedelic wallpapers. You have been asked to create six sample patterns which may be used as part of the new range. These samples must show the use of a range of tools and techniques.

This task may be completed in conjunction with Unit 13: Artwork and imaging.

### **Brief 5**

Produce a website publicising a forthcoming election of your choice. Your planning should make it clear what the subject of the election is and who will be voting. The website should be aimed at those who will be voting and should suit the subject of the election.

This task may be completed in conjunction with Unit 14: Developing and creating websites.

<b>Unit 9: Working to a brief</b>					
<b>What you need to do</b>					
<b>Your evidence needs to include:</b>					
a:	[AO2] a preparatory report into current working practice [6];				
b:	[AO2/3] a project plan in response to the set brief [18];				
c:	[AO1/2/3] a diary or log of work completed [31];				
d:	[AO1] support materials for use with the project [5];				
e:	[AO4] an evaluation of your performance in relation to planning the project [12];				
f:	[AO4] an evaluation of your performance in implementing the project [13];				
g:	[AO4] an evaluation of your ICT solution to the given brief [15].				/6
<b>How you will be assessed:</b>					
<b>Task</b>	<b>Assessment</b>	<b>Mark Band 1</b>	<b>Mark Band 2</b>	<b>Mark Band 3</b>	<b>Mark Awarded</b>
<b>a</b>	<b>AO2</b>	You describe the current working practices; there will be no consideration of what needs to be taken into account; [0 1 2]	you describe the current working practices and highlight some issues which need to be taken account of when implementing the project; [3 4]	you produce a report which fully evaluates the current working practices and discusses all issues to be taken account of when implementing the project. [5 6]	/6
	<b>AO2</b>	You use simple techniques in planning your project; [0 1 2]	you use formal project-management techniques in planning your project with a reasonable level of accuracy and skill; [3 4 5]	you use at least two formal project-management techniques with a high level of skill and accuracy in planning your project. [6 7 8]	
	<b>AO3</b>	You produce a simple plan in any format; [0 1 2 3]	you produce a project plan that covers some aspects of the necessary planning; [4 5 6]	you produce a project plan that covers fully all aspects of the project. [7 8 9 10]	
<b>c</b>	<b>AO1</b>	You produce a diary or log that shows that you have developed or extended your range of ICT skills and techniques; [0 1 2 3]	you produce a diary or log that shows that you have developed and extended your range of ICT skills and techniques; [4 5 6]	you produce a diary or log that shows that you have used your initiative to develop and extend your range of ICT skills and techniques. [7 8 9 10]	/18
	<b>AO2</b>	You produce a diary or log that shows that you have knowledge of tools or techniques for developing ICT systems with a display of some skills acquired in this unit, and other units, in this specification; you also show that you have some awareness that the quality of your work will affect end users and/or other members of the team; [0 1 2]	you produce a diary or log that shows that you have a fair amount of knowledge of both formal and informal techniques for developing and managing ICT systems, demonstrating the skills acquired in this unit, and other units, in this specification; you also show that you have awareness that the quality of your work will affect end users and/or other members of the team; [3 4]	you produce a diary or log that shows that you have a detailed knowledge of both formal and informal techniques for developing and managing ICT systems, demonstrating the skills acquired in this unit, and other units, in this specification; you also show that you have a thorough awareness that the quality of your work will affect end users and/or other members of the team. [5 6]	

<b>Unit 9: Working to a brief (continued)</b>					
<b>Task</b>	<b>Assessment</b>	<b>Mark Band 1</b>	<b>Mark Band 2</b>	<b>Mark Band 3</b>	<b>Mark Awarded</b>
<b>c</b>	<b>AO3</b>	You produce a diary or log that shows that you have dealt with straightforward day-to-day issues arising from running the project; you do not consider longer-term issues; [0 1 2 3 4 5]	you produce a diary or log that shows you have been methodical in dealing with more complex day-to-day issues arising from running the project; you do not consider longer-term issues; [6 7 8 9 10]	you produce a diary or log that shows you have been methodical in dealing with the more complex aspects of both the day-to-day and longer-term issues arising. [11 12 13 14 15]	/31
<b>d</b>	<b>AO1</b>	You develop support materials for use with the project; [0 1]	you develop support materials for use with the project and, in doing so, you develop your range of ICT skills; [2 3]	you develop support materials for use with the project and, in doing so, you use your initiative to develop and extend your range of ICT skills as required by the solution. [4 5]	/5
<b>e</b>	<b>AO4</b>	You comment on your actions and role in planning your project and identify areas for improvement; [0 1 2 3 4]	you include an analysis on your own performance by identifying strengths and weaknesses in your planning, with some suggestions for improvement to the overall process; [5 6 7 8]	you include an analysis on your own performance by identifying strengths and weaknesses in your planning, and use this analysis to show how you will address these issues to be more effective in the future. [9 10 11 12]	/12
<b>f</b>	<b>AO4</b>	You comment on your actions and role in implementing your ICT solution for the user and identify areas for improvement; [0 1 2 3 4 5]	you include an analysis on your own performance in implementing your ICT solution by identifying strengths and weaknesses, with some suggestions for improvement to the overall process; [6 7 8 9]	you include an analysis on your own performance in implementing your ICT solution by identifying strengths and weaknesses and use this analysis to show how you will address these issues to be more effective in the future. [10 11 12 13]	/13
<b>g</b>	<b>AO4</b>	You comment on the effectiveness of your solution in relation to user needs, suggesting improvements; your report may contain errors in spelling, punctuation and grammar; [0 1 2 3 4 5]	you provide a critical analysis of your solution in relation to user needs, identifying strengths and weaknesses; your report contains few spelling, punctuation and grammar errors; [6 7 8 9 10]	you provide a critical analysis of your solution, identifying strengths and weaknesses in order to refine the solution, taking account of user feedback; your report is consistently well-structured and there are few, if any, spelling, punctuation and grammar errors. [11 12 13 14 15]	/15
<b>Total mark awarded:</b>					<b>/100</b>



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