

**ADVANCED GCE
APPLIED INFORMATION AND
COMMUNICATION TECHNOLOGY**

G048/IC

G048: Working to a brief

INSTRUCTIONS FOR CANDIDATES

To be opened on receipt

JANUARY AND JUNE 2011



TIME

- These briefs are only valid for submission of marks to OCR in either January or May 2011.

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 **50**.
- 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 **12** 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.

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. You should also suggest improvements to the project. You should collect feedback from users and the client 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

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.

Unit G048 - Assessment Evidence Grid

Unit G048: Working to a brief

What candidates need to do:

Evidence needs to include:

- a:** [AO2] a preparatory report into current working practice [3];
- b:** [AO2/3] a project plan in response to the set brief. [8];
- c:** [AO1/2/3] a diary or log of work completed [16];
- d:** [AO1] support materials for use with the project [5];
- e:** [AO4] an evaluation of candidates' performance in relation to planning the project [6];
- f:** [AO4] an evaluation of candidates' performance in implementing the project [6];
- g:** [AO4] an evaluation of candidates' ICT solution to the given brief [6].

How the candidate will be assessed:

Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
a	AO2	The candidate produces a descriptive report into current working practice; [0 1]	The candidate produces an analytical report into current working practice; the report highlights strengths and weaknesses of the current working practice; The report highlights some issues of which account need be taken when implementing the project; [2]	The candidate produces an analytical report into current working practice; the report highlights strengths and weaknesses of the current working practice; The report highlights all issues of which account need be taken when implementing the project. [3]	/3
b(i)	AO2	The candidate plans their project; [0 1]	The candidate uses one formal planning technique to plan their project; [2]	The candidate uses two formal planning techniques to plan their project. [3]	/3
b(ii)	AO3	The candidate's plan includes little detail; [0 1]	The candidate's plan includes fair detail; most tasks required to complete the project are listed; [2 3]	The candidate's plan fully identifies all tasks required in order to complete the project. [4 5]	/5
c(i)	AO1	The candidate produces a diary or log that shows that they have developed or extended their range of ICT skills and techniques whilst planning and producing the response to the brief; [0 1]	The candidate produces a diary or log that shows that they have developed and extended their range of ICT skills and techniques whilst planning and producing the response to the brief; [2 3]	The candidate produces a diary or log that shows that they have used their initiative to develop and extend their range of ICT skills and techniques whilst planning and producing their response to the brief. [4 5]	/5

Unit G048: Working to a brief (continued)					
Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
c(ii)	AO2	The candidate produces a diary or log that shows that they have used some tools and techniques for developing ICT systems; [0 1]	The candidate produces a diary or log that shows that they have used a range of both formal and informal techniques for developing and managing ICT systems; The candidate also shows that they have some awareness that the quality of their work will affect the end-users and/or others with whom they have contact whilst working on the project; [2]	The candidate produces a diary or log that shows that they have used an extensive range of both formal and informal techniques for developing and managing ICT systems; The candidate also shows that they have a thorough awareness that the quality of their work will affect end users and/or others with whom they have contact whilst working on the project. [3]	/3
c(iii)	AO3	The candidate produces a diary or log that shows that they have dealt with straightforward day-to-day issues arising from running the project; The candidate's diary or log identifies the responses they have taken to issues that have arisen; [0 1 2]	The candidate produces a diary or log that shows they have dealt with more complex day-to-day issues arising from running the project; The candidate's diary or log shows that they have used appropriate responses to the day-to-day issues that have arisen; commentary in the candidate's diary or log justifies their decisions; [3 4 5]	The candidate produces a diary or log that shows they have dealt with more complex day-to-day issues arising from running the project; The candidate's diary or log shows that they have used appropriate responses to these more complex issues that have arisen; The candidate's diary or log shows that they have taken account of longer term implications arising from these issues and taken action to prevent their reoccurrence; commentary in the candidate's diary or log justifies their decisions [6 7 8]	/8
d	AO1	The candidate develops support materials for use with the project; The candidate's support materials show the application of some skills acquired in this unit, and other units, in this specification; [0 1]	The candidate develops support materials for use with the project; The candidate's support materials show the application of a range of skills acquired in this unit, and other units, in this specification; [2 3]	The candidate develops support materials for use with the project; The candidate's support materials show the application of a wide range of skills acquired in this unit, and other units, in this specification. [4 5]	/5

Unit G048: Working to a brief (continued)					
Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
e	AO4	The candidate describes their actions in planning their project and identifies areas for improvement; [0 1 2]	The candidate analyses their actions in planning their project and identifies some strengths and weaknesses in their planning; The candidate suggests some improvements to the overall process; [3 4]	The candidate analyses their actions in planning their project and fully identifies strengths and weaknesses in their planning; The candidate suggests improvements to the overall process; these improvements are clearly linked to their analysis of their actions in planning their project. [5 6]	/6
f	AO4	The candidates describes their actions in implementing their ICT solution for the user and identifies areas for improvement; [0 1 2]	The candidate analyses the effectiveness of their actions in implementing their ICT solution and identifies some strengths and weaknesses in the actions they have completed; The candidate suggests some improvements to the overall process; [3 4]	The candidate analyses the effectiveness of their actions in implementing their ICT solution and fully identifies strengths and weaknesses in the actions they have completed; The candidate suggests improvements to the overall process; these improvements are clearly linked to their analysis of their actions in implementing their project. [5 6]	/6
g	AO4	The candidate comments on the effectiveness of their solution by comparing their solution to the user needs for the project; The candidate's report may contain errors in spelling, punctuation and grammar; [0 1 2]	The candidate analyses the effectiveness of their solution by comparing their solution to the user needs for the project; their analysis will be partially based on user or client feedback; The candidate's analysis will identify some strengths and weaknesses of their solution; The candidate's report contains few spelling, punctuation and grammar errors; [3 4]	The candidate analyses the effectiveness of their solution by comparing their solution to the user needs for the project; their analysis will be fully based on user and client feedback; The candidate's analysis will fully identify strengths and weaknesses of their solution; The candidate's report is consistently well-structured and there are few, if any, spelling, punctuation and grammar errors. [5 6]	/6
Total mark awarded:					/50

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