



General Certificate of Secondary Education  
2023

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## Business and Communication Systems

Controlled Assessment Task

Unit 3: Developing Digital Solutions

[GSY31]

VALID FROM SEPTEMBER 2022 – FINAL SUBMISSION MAY 2025

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### INSTRUCTIONS TO CANDIDATES

You have a total of **20 hours** to complete the task.

There are **three** controlled assessment tasks. You must complete all **three** tasks.

Quality of written communication will be assessed in Task 3.

The total mark for this task is **50**.

Controlled Assessment Tasks must comply with the requirements as detailed in the subject specification.

NB: Some Controlled Assessment Tasks instructions may constitute more than 1 page. Please have all the information you need to complete the task if printing from a computer.

Candidates must complete **all three** tasks.

## Scenario

You have to create a website to promote your favourite sport. Sports is very important for the health and wellbeing of all students and you want this website to highlight the benefits to all about getting involved. This website should be created to entice other students to try the sport, to get involved, to find out more information and learn more about the sport.

### Task 1 – Project Plan

Your first task is to plan your project:

- (a) Plan your project using a Gantt chart as the management tool and clearly identify any changes to your plan. [5]
- (b) Carry out research to help you design your website – identify good website design showing what features you like and don't like. [4]
- (c) Bibliography completed with all sources referenced. [1]

**Total: 10 marks**

**(AO1: 1 mark; AO2: 5 marks; AO3: 4 marks)**

### Task 2 – ICT Application

Using your research, you now need to create a website (of at least five pages and no more than six pages) which **must** include the following pages:

- Home;
- A facility for pupils to find out further information about the sport

Other pages **may** include:

- History of your chosen sport;
- Benefits of your chosen sport;
- Famous people from your chosen sport;
- Competition that your sport could be entered for;
- News page;
- Rules of the sport;
- Merchandise;
- Photo Gallery;
- Sport and Health & Well Being page.

You should make good use of colour, background, fonts, balance, graphics, and hyperlinks to enhance the web site.

- (a) Storyboard your website which should set out clearly all the features which you will be using. This storyboard should be completed using an appropriate ICT package. [4]
- (b) A plan of the navigation structure. [2]
- (c) Create an informative and attractive website. It should demonstrate your understanding of good practice for business web design.

You **MUST** include the following features **where appropriate**:

- Appropriate backgrounds, texts, fonts, styles and sizes;
- Graphics;
- A clear navigation system;
- Hyperlinks.

A further **five** of the following features **MUST** be used to achieve full marks and they must be used appropriately:

- Scrolling marquees;
- Drop down menus;
- Input box;
- Sound;
- Video;
- Hit counter;
- Message box;
- Roll over areas;
- External hyperlinks;
- Any other advanced features which would enhance the appearance of your website. [15]

- (d) Identify and explain the basic costs associated with setting up this website – this should be no more than two A4 pages long. [4]

**Total: 25 marks**

**(AO1: 6 marks; AO2: 15 marks; AO3: 4 marks)**

### **Task 3 – Evaluation**

Evaluate your digital solution using the following criteria:

- The business rationale for design choices of the website you have created.
- Evaluation of your website, paying particular attention to strengths, weaknesses and recommendations for improvements.

Use the following headings to help structure your evaluation:

- Navigation;
  - Graphics;
  - Use of colour;
  - Content;
  - Readability;
  - Page layout;
  - Hyperlinks.
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- An evaluation of your own performance.

[15]

**Total: 15 marks**

**(AO3: 15 marks)**