



Rewarding Learning

General Certificate of Secondary Education

Business and Communication Systems

Controlled Assessment Task

Unit 3: Developing Digital Solutions

[GSY31]

VALID FROM SEPTEMBER 2024 – MAY 2026

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**.

Candidates' work to be submitted **May 2025** or **May 2026**

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

A new company, Let's Explore NI, is being set up to promote tourism in Northern Ireland. This company would like you to create a website for them to promote tourism in Northern Ireland.

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 examples, 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 five pages which **must** include the following pages:

- Home;
- A facility for viewers to find out further information about Northern Ireland

Other pages **may** include:

- Tourist Attractions in NI
- Accommodation in NI
- Transport in NI
- Events in NI
- Food and Drink in NI
- FAQs
- Maps
- Tours

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) Once the storyboard has been completed you need to send the plan to Let's Explore NI via email for approval.

- Email – letsexploreni@outlook.com, with a title, using good email etiquette etc.
- Printout / Screenshot evidence of email sent
- Printout / Screenshot evidence of email reply [6]

(c) After receiving approval from Let's Explore NI, you now need to create an informative and attractive website for them. 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]

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)