



**GENERAL CERTIFICATE OF SECONDARY EDUCATION
INFORMATION AND COMMUNICATION
TECHNOLOGY**

ICT in Context

B063/PRE

**Tuesday 18 January 2011
Morning**

Duration: 1 hour



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Research Topic: The Debunk Art Gallery

Jim, the owner of the Debunk Art Gallery, is moving the gallery to new premises. The Debunk Art Gallery will be a centre of alternative, conceptual and other modern forms of art. As well as displaying art works, the gallery also sells digital art including digital paintings and virtual kinetic sculptures. Jim has too much art work to display in the gallery at any one time. Part of the collection is stored elsewhere on the premises.

Jim is keen to use as much new technology as possible. He decides to use a variety of Web2.0 communication methods to make contacts and inform potential visitors about the gallery. Jim also wants to use ICT to keep records of the artists who exhibit at his gallery, the art work on display, and the art work being stored. Visitors are potential buyers, so the gallery needs to be able to keep records of those who have visited, and what they thought of the exhibitions. He wants to ensure the security of the art work and protect the premises at night.

He will be spending a lot of time in his office, so wants to create office space taking health and safety aspects into consideration.

You need to research the following points in relation to art galleries:

- customer profiling and data capture
- digital content and content management systems
- e-commerce
- expert systems
- methods of connecting to the internet
- modern communications and social networking methods
- optimising a website for use on mobile devices
- security systems
- software selection
- specialist equipment
- video conferencing
- virtual tours
- web servers
- website design and features such as security, hosting and domain names.

You may wish to follow one or more of the ideas listed below:

- invite a speaker from a company involved in the art world into school to give a talk
- talk to parents involved in companies about the systems they use
- write to art galleries for information
- collaborate with peers to share ideas
- use the internet to research the topics above.



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