

****

Assignment Brief – BTEC CREATIVE MEDIA PRODUCTION

|  |  |
| --- | --- |
| **Learner Name** | **Alex Parker** |
|  |
| **Date issued** | 15/1/16 |
|  |
| **First Submission Deadline**  | 2/2/16 | **Date Submitted** |  |
| **Re-submission Deadline** |  | **Date Submitted** |  |
|  |
| **Assessor Name** | **Karen McAvoy** |
|  |
| **Qualification** | **BTEC Level 3 in Creative Media Production (Interactive Media)** |
| **Unit No. & Title** | **Unit 59 – Web Authoring** |
| **Assignment No. & Title** | **Assignment 1 – The Protocols of Web Coding** |
| **Learning Aims** | **The purpose of this assignment is to**: Understand common web coding protocols |
| **Duration (approx)** | 2 weeks |
| **Resubmission authorisation** by Lead Internal Verifier**\*** |
| \* All resubmissions must be authorised by the **Lead Internal Verifier**. Only **one** resubmission is possible per assignment, providing:* The learner has met initial deadlines set in the assignment, or has met an agreed deadline extension.
* The tutor considers that the learner will be able to provide improved evidence without further guidance.
* Evidence submitted for assessment has been authenticated and accompanied by a signed and dated declaration of authenticity by the learner.

\*\*Any resubmission evidence **must** be submitted within 10 working days of receipt of results of assessment. |
|

|  |
| --- |
| **Evidence Submitted:** Learner to tick the evidence they have produced for this assignment. |
| Task 2 – Sources Document | Task 3 - Report | Task 4 - Report |
|  |  |  |

|  |
| --- |
| **Learner Declaration***I certify that the work submitted for this assignment and any subsequent re-submissions is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.* |
| **First Submission****Learner Signature:** |  | **Date:** |  |
| **Resubmission****Learner Signature** |  | **Date:** |  |

**First Submission Feedback**

|  |  |  |
| --- | --- | --- |
| **Targeted Criteria** | **Criteria****Achieved****Yes/No** | **First Submission – Feedback - Assessor Comments** |
| P1 |  |  |
| M1 |  |  |
| D1 |  |  |
| **BMTG** |  | **Assessor General Comments** |

|  |
| --- |
| **Assessor declaration**I certify that the evidence submitted for this assignment is the learner’s own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice. |
| **Assessor Signature:** |  | **Date:** |  |
| **Learner Comments**  |  |
| **Learner Signature**  |  | **Date** |  |

**Re-submission Feedback**

|  |  |  |
| --- | --- | --- |
| **Targeted Criteria** | **Criteria****Achieved****Yes/No** | **Re-submission – Feedback - Assessor Comments** |
| P1 |  |  |
| M1 |  |  |
| D1 |  |  |
| Assessor General Comments |  |

|  |
| --- |
| **Assessor declaration**I certify that the evidence re-submitted for this assignment is the learner’s own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice. |
| **Assessor Signature:** |  | **Date:** |  |
| **Learner Comments**  |  |
| **Learner Signature**  |  | **Date** |  |

 |
| **Scenario** | You have started a new job as a Junior Web Developer for a design company. Your first assignment for the company is to analyse other websites to gain understanding of HTML and XHTML. Cascading Style Sheets, Web Page construction and Terminology. |
|  |
| **Evidence you must produce for these tasks** | 1. Read the scenario to enable you to understand the assignment
2. Create a “Sources Document” and keep up-to-date throughout this assignment.
3. Explain how web pages are structured covering the range below (**Terminology and Web Page**).
4. Explain and demonstrate the different languages and protocols of web coding covering the range below (**HTML and Cascading Style Sheets**).
 |
|  |
| **Criteria covered by this task:** While completing these tasks you need to bear in mind the following**:****Terminology:** authoring; sites; uploading; file transfer protocol (FTP)**Web page**: web page construction; text; fonts; colour; images; tables; hyperlinks; language and terminology; metadata.**HTML**: nature of HTML (hypertext markup language) & XHTML (extensible hypertext markup language); features of HTML and XHTML; how to use HTML and XHTML**Cascading style sheets**: nature of cascading style sheets (CSS); features of CSS; how to use CSS |
|  |  |  |
| **To achieve the criteria you must show that you are able to:** | **Unit** | **Criterion reference** |
| Describe web coding protocols with some appropriate use of subject terminology | Unit 59 | **P1** |
| Explain web coding protocols with reference to detailed illustrative examples and with generally correct use of subject terminology | Unit 59 | **M1** |
| Comprehensively explain web coding protocols with elucidated examples and consistently using subject terminology correctly | Unit 59 | **D1** |
|  |
| **Sources of information** | **VLE Resources, shared workspace resources, BTEC Level 3 Creative Media Production Student Book****Textbooks**Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Student Book*(Pearson, 2010) ISBN 978-1846906725Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Teaching Resource**Pack* (Pearson, 2010) ISBN 978-1846907371Adobe Creative Team – *Adobe Dreamweaver CS4 Classroom in a Book* (Adobe, 2008) ISBN 978-0321573810Andrew R – *The CSS Anthology: 101 Essential Tips, Tricks and Hacks* (SitePoint Pty Ltd, 2007)ISBN 978-0975841983Austin T and Doust R – *New Media Design* (Laurence King Publishing, 2006) ISBN 978-1856694315Bruce B – *Sams Teach Yourself Macromedia Dreamweaver CS4 in 24 Hours* (Sams Publishing, 2008)ISBN 978-0672330407Budd A et al – *CSS Mastery: Advanced Web Standards Solutions* (Friends of Ed, 2006) ISBN 978-1590596142Krug S – *Don’t Make Me Think! A Common Sense Approach to Web Usability* (New Riders, 2005)ISBN 978-0321344755Lloyd I – *Build Your Own Website the Right Way Using HTML & CSS* (SitePoint Pty Ltd, 2006)ISBN 978-0975240298McNeil P – *The Web Designer’s Idea Book* (How Books, 2008) ISBN 978-1600610646Niederst J – *Learning Web Design: A Beginner’s Guide to (X)HTML, StyleSheets, and Web Graphics*(O’Reilly, 2007) ISBN 978-0596527525Osborn J – *Dreamweaver CS4 Digital Classroom* (John Wiley & Sons, 2008) ISBN 978-0470410929Quick R – *Web Design in Easy Steps* (Computer Step, 2006) ISBN 978-1840783148Robbins J N – *Learning Web Design: A Beginner’s Guide* (O’Reilly Media, 2007) ISBN 978-0596527525Warner J – *Dreamweaver CS4 for Dummies* (John Wiley and Sons, 2008) ISBN 978-0470345023**Websites**webdesign.about.com/od/webdesignbasics/Basics\_of\_Web\_Design.htm – tips on how to design websiteswww.about-the-web.com/shtml/creating.shtml – tips on how to design websiteswww.adobe.com/devnet/dreamweaver – Dreamweaver developer centrewww.adobe.com/products/dreamweaver – the official Adobe sitewww.entheosweb.com/dreamweaver/default.asp – Dreamweaver tutorialswww.great-web-design-tips.com – tips on how to design websiteswww.howtocreate.co.uk – tips on how to design websiteswww.killersites.com – Dreamweaver tutorialswww.learnthat.com/internet/all.asp – a directory of web-design tutorials and articleswww.positioniseverything.net – a widely used and fairly comprehensive CSS resource, covering bugs, hacksand the ‘one true layout’ template |