

****

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 978-1846906725  Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Teaching Resource*  *Pack* (Pearson, 2010) ISBN 978-1846907371  Adobe Creative Team – *Adobe Dreamweaver CS4 Classroom in a Book* (Adobe, 2008) ISBN 978-0321573810  Andrew R – *The CSS Anthology: 101 Essential Tips, Tricks and Hacks* (SitePoint Pty Ltd, 2007)  ISBN 978-0975841983  Austin T and Doust R – *New Media Design* (Laurence King Publishing, 2006) ISBN 978-1856694315  Bruce B – *Sams Teach Yourself Macromedia Dreamweaver CS4 in 24 Hours* (Sams Publishing, 2008)ISBN 978-0672330407  Budd A et al – *CSS Mastery: Advanced Web Standards Solutions* (Friends of Ed, 2006) ISBN 978-1590596142  Krug S – *Don’t Make Me Think! A Common Sense Approach to Web Usability* (New Riders, 2005)ISBN 978-0321344755  Lloyd I – *Build Your Own Website the Right Way Using HTML & CSS* (SitePoint Pty Ltd, 2006)ISBN 978-0975240298  McNeil P – *The Web Designer’s Idea Book* (How Books, 2008) ISBN 978-1600610646  Niederst J – *Learning Web Design: A Beginner’s Guide to (X)HTML, StyleSheets, and Web Graphics*(O’Reilly, 2007) ISBN 978-0596527525  Osborn J – *Dreamweaver CS4 Digital Classroom* (John Wiley & Sons, 2008) ISBN 978-0470410929  Quick R – *Web Design in Easy Steps* (Computer Step, 2006) ISBN 978-1840783148  Robbins J N – *Learning Web Design: A Beginner’s Guide* (O’Reilly Media, 2007) ISBN 978-0596527525  Warner 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 websites  www.about-the-web.com/shtml/creating.shtml – tips on how to design websites  www.adobe.com/devnet/dreamweaver – Dreamweaver developer centre  www.adobe.com/products/dreamweaver – the official Adobe site  www.entheosweb.com/dreamweaver/default.asp – Dreamweaver tutorials  www.great-web-design-tips.com – tips on how to design websites  www.howtocreate.co.uk – tips on how to design websites  www.killersites.com – Dreamweaver tutorials  www.learnthat.com/internet/all.asp – a directory of web-design tutorials and articles  www.positioniseverything.net – a widely used and fairly comprehensive CSS resource, covering bugs, hacksand the ‘one true layout’ template | | | | | |