

# OCR

Oxford Cambridge and RSA

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**A2 GCE APPLIED INFORMATION AND COMMUNICATION  
TECHNOLOGY**

**G048/IC** Working to a brief

**INSTRUCTIONS FOR CANDIDATES**

**For assessment submission**

**JUNE 2017**



## TIME

- These briefs are only valid for submission of marks to OCR in May 2017.

## INSTRUCTIONS TO CANDIDATES

- You must use this booklet for guidance throughout your work for this unit.
- You must complete your project by the date set by your teacher.
- You must submit all your preparatory work with your solution to the brief.
- **All work submitted for assessment must be your own work.** You must read the Notice to Candidates on page 2 overleaf before you start your project. Where you have worked as part of a team you must clearly identify your individual contribution to the project.

## INFORMATION FOR CANDIDATES

- The total number of marks available for the paper is **50**.
- You may start your preparatory work as soon as you receive this paper.
- There are no restrictions on computing facilities, hardware or software that may be used.
- This document consists of **8** pages. Any blank pages are indicated.

**It is important that you discuss with your teacher anything that you do not understand.**

### NOTICE TO CANDIDATES

The work you submit for assessment must be your own.

If you copy from someone else or allow another candidate to copy from you, or if you cheat in any other way, you may be **disqualified** from at least the subject concerned.

Any materials (eg books, information from the internet that you have used to help complete this work) must be clearly acknowledged in the work itself.

- You must always keep your coursework secure and confidential while you are preparing it. **If it is stored on a computer network, keep your password secure. When printing work, collect all copies from the printer and destroy those you don't need.**
- When you hand in your coursework for assessment, you will be required to sign that you have understood and followed the coursework and portfolio regulations.

**ALWAYS REMEMBER:**

**YOUR WORK MUST BE YOUR OWN**

## INSTRUCTIONS FOR CANDIDATES

Each of the following briefs has been written so that it may be completed alongside the Advanced GCE optional unit to which it relates. You **must** not use any other brief other than those listed in this booklet.

Read the briefs in this booklet. You must research and develop **one** of these briefs.

For assessment of this unit, you must produce evidence which **must** include:

- a preparatory report into current working practice
- a project plan in response to the set brief
- a diary or log of work completed
- support materials for use with the project
- an evaluation of your performance in relation to planning the project
- an evaluation of your performance in implementing the project
- an evaluation of your ICT solution to the given brief.

Whichever brief you choose, you will need to report on current working practices. Before you plan the structure and content of your project, you will need to carry out some research into working practices within the organisation. This research should enable you to plan a solution that works smoothly and with minimum disruption.

A project management plan will help you to organise your time efficiently. As a guide, the minimum requirements for the project management plan should include:

- key dates, deadlines and timescales
- how work may be managed in small sections or tasks
- organisation of information and resources
- time for reviews and modifications
- time for evaluation.

Full planning is vital to the success of the project. Full planning will also allow you to evaluate your work more effectively. There must be clear evidence of planning **before** you start your project.

While you are working on the project you must complete a diary or log. This diary or log should include:

- a full list of all tasks undertaken as part of the delivery of the project
- an assessment of your contribution to the success of the task
- the skills used in meeting the requirements of the task
- an assessment of how your skills needed to extend to meet the needs of the task – your discussion of your skills needs to include your use of working with others as well as ICT skills.

You will need to produce supporting materials. These may take any form and it is for you to decide what support materials your project needs.

Once you have completed the project, you will need to report on how well the project ran, what its strengths and weaknesses were and how well you worked with others. You should also suggest improvements to the project. You should collect feedback from users and the client in order to allow you to make informed comments about your project and the role that you played.

At the end of the unit, you must hand in:

- your report on current working practices
- your project plan
- your diary or log
- support materials
- your evaluation reports.

Make sure that all your work has your name, candidate number and centre number on each page.

### Briefs

You may carry out the brief by working on your own or as part of a team. Where you are working on your own, the focus of 'working with others' becomes the clients or end users of the product. Where you are working as a team member, the focus may also include other members of the team.

You **must** develop a solution to **one** of the following briefs.

#### Brief 1

You have been asked to create a prototype of a spreadsheet model that allows customers to plan their train journeys. The spreadsheet model should allow customers to choose a route between two locations based on:

- the start and end points of the journey
- their required start time for the journey
- the number of changes from one train to another that need to be made for the journey
- whether or not the train includes a buffet car
- the cost of the journey.

Create a spreadsheet model that will allow customers to:

- enter the start and end points of their journey
- enter the start time for their journey
- enter their budget for the journey
- state whether they require a buffet car
- modify their criteria to widen the results of the search
- select a train that suits their needs.

As this is a prototype, your spreadsheet model should be based on a sample network of five stations, with a representative sample of possible journeys. Your network should include a hub station, so that changes will need to be made between one train and another.

Your completed spreadsheet model should be able to use the information entered by the customer to present the customer with:

- **one** train journey that best suits the variables they entered
- information about other journeys which match the majority of the customer's needs.

This task may be completed in conjunction with Unit G049: Numerical modelling using spreadsheets.

**Brief 2**

Home Energy Sense Partnership provides information and advice on energy efficiency to home owners. You have been asked to create a prototype of a multimedia product that will be given to home owners. The product will allow home owners to investigate and change their energy use.

The multimedia product will be presented as a cut-away, side-on view of a two-storey home. Users will be able to click on elements, such as windows, doors, radiators and electrical devices, to get advice on how these can be made more energy efficient. The advice will be provided by text and by voice. More complicated concepts may also be explained using video.

This task may be completed in conjunction with Unit G050: Interactive multimedia products.

**Brief 3**

Go Wide Travel Books Ltd. publishes tourist guide books about tourist attractions in different countries.

The standard format of the books is to have a two-page spread for each featured tourist attraction. Each two-page spread has the name of the tourist attraction, with a one sentence main description, and a large image or composite image as the background. Text boxes are placed over the image to include information about the area. Smaller images are also used on the page to provide more information.

You have been asked to create **four** two-page sections for a book on the UK. One section should be on a tourist attraction in your own local area. The others should be on tourist attractions from across the UK. You may focus on tourist attractions of your choice.

This task may be completed in conjunction with Unit G051: Publishing.

#### Brief 4

Small Books Publishing Ltd. specialises in selling books by new authors. You have been asked to produce artwork for four specific books that will be published within the next year. None of the authors are known to the public.

The artwork must include:

- an image to go on the front cover of the book
- a different image to go on the rear cover of the book
- a version of the front cover image to go on the spine of the book
- a representation of the name of the book
- an image of the author.

In all cases, the artwork produced must suit the genre and nature of the story and its audience.

The four books for which you have been asked to produce artwork are:

**‘A tale of nine men and two horses’ by James Crabbe.** This is a swashbuckling story set in 17th Century Cornwall. The dark-haired hero, Jerome Trewalker, has to battle pirates, smugglers and his own family to regain his fortune.

**‘A home for the brave’ by James Crabbe.** This is the second story in the Jerome Trewalker series. Set immediately after the thrilling end to ‘A tale of nine men and two horses’, Jerome finds that all is not well when he returns home. His thrilling journey to Paris to meet the mysterious Captain Brock is just one challenge he has to face in this page-turning thriller.

**‘The naughty fly did it’ by Tessa Thomas.** Tessa’s first book is the story of a small girl called Jasmine who is always in trouble but always uses the excuse that ‘the naughty fly did it’. This book is aimed at children between 5 and 8 years old.

**‘We are all looking out of shutters’ by Noah Jacques.** This novel is aimed at a mainly teenage audience. It is the story of a young girl called Jen and her journey from her upbringing in a small town in Kent to her new life in a large, metropolitan, American city. In the story, Jen suffers heartache and challenges but ultimately succeeds.

This task may be completed in conjunction with Unit G052: Artwork and imaging.

#### Brief 5

Arches Clothing Supplies is a clothing company that offers a bespoke tailoring service for men and women. The company has three shops in the north of England. Customers who visit one of the shops can have a 30 minute consultation. During the consultation they are measured and given advice on the style of clothes that would be best for them. The customer then chooses the design and fabric for the garment they want made. After the consultation the company makes the garments to fit the customer’s measurements.

Arches Clothing Supplies would like a website that will:

- advertise the company
- provide information on the range of services the company provides
- allow customers to request an appointment for a measurement and advice consultation.

You have been asked to create a prototype website for Arches Clothing Supplies.

This task may be completed in conjunction with Unit G053: Developing and creating websites.

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