e-Quals Unit Syllabus

Level 2 Designing and creating multi-page websites

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Unit 035 Designing and creating multi-page web sites

Rationale

The aim of this unit is to provide candidates with an intermediate level of skills and knowledge to competently prepare for, and perform a variety of *web page/site design related tasks* using Information and Communication Technologies (ICT). Candidates will develop a more demanding understanding of the web page/site authoring and the operating system in everyday usage and the ability to work in a generally unsupervised role solving issues competently without direction.

Learning outcomes

There are **six** outcomes to this unit. The candidate will be able to:

- Describe and apply the basics of web page development
- Undertake user requirements analyses
- Use appropriate development tools to implement web pages
- Test web sites
- Use a graphics application to create and manipulate images for use on web pages
- Publish and maintain web sites

Guided learning hours

It is recommended that 60 hours should be allocated for this unit. This may be on a full time or part time basis.

Connections with other qualifications

This unit contributes towards the knowledge and understanding required for the following qualifications:

Outcome	This award contributes to the following elements of NVQ(s)	
	IT Users N/SVQ (iTQ) Level 2:	
1, 2, 3, 4, 5, 6	211	Make selective use of IT 2
1, 3, 4, 5, 6	216	General uses of IT 2
1, 2, 3, 4, 5, 6	219	Use IT software 2
1	220	Purposes for using IT 2

Key Skills

This unit contributes towards the Key Skills in the following areas:

Application of number	
Communication	C 1.2
IT	IT 2.1, IT 2.2, IT 2.3
Working with others	
Problem solving	PS 2.1
Improving own learning	

Assessment and grading

This unit will be assessed by an assignment covering practical skills

Unit 035 Designing and creating multi-page web sites

Outcome 1 Describe and apply the basics of web page development

Practical skills

The candidate will be able to:

1 create suitable directory/folder structures to develop web sites

2 move, copy and paste files to required locations

3 achieve desired effects for:

- a pages eg:set suitable default background page and text colours, background image
- b text eg:font, size, style, colour
- c paragraphs (paragraph and line breaks, indentation) using
  - i a text editor to apply specific HTML tags
  - ii WYSIWYG HTML editing applications

4 convert images into formats suitable for inclusion on web pages eg: .jpg, .gif

Underpinning knowledge

The candidate will be able to:

1 describe the effects that different screen resolutions and colour depths have on web pages

2 explain the significance of the speed of the internet connection between the user's computer and the internet, eg: different file sizes and download times

3 describe the main features and capabilities found in web browsers

4 state the main features of the Hypertext Markup Language (HTML) and identify its limitations

5 describe the importance of the pixel

6 explain the advantages and disadvantages between different graphics file formats suitable for use in a web page

7 explain the issues involving copyright relevant to internet web sites.

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Outcome 2 Undertake user requirements analyses

Practical skills

The candidate will be able to:

1 design web sites for target audiences using storyboarding

2 create appropriate structure diagrams demonstrating the linking structure of web pages eg: linear, hierarchical and mesh

3 produce project plans for the incremental development of web sites including the gathering of suitable resources.

Underpinning knowledge

The candidate will be able to:

1 identify the functions of different web sites, for example: educational, governmental and commercial eg:reference, selling, promotion, entertainment

2 describe the term 'target audience'

3 identify the importance of a 'house style'

4 explain the relative merits of different page layout styles eg: standard, tables, frames

5 identify how maintenance and further development need to be considered during design.

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Outcome 3 Use appropriate development tools to implement web pages

Practical skills

The candidate will be able to:

1 create templates/style sheets for pages used within a web site based upon house styles

2 embed images within web pages
   - a set suitable alignment attributes
   - b use the Alt tag to provide the user with alternative meaningful information

3 use tables to enhance the layout of
   - a text and graphics
   - b tabular information

4 use anchors to establish hyperlinks within a single web page

5 use hyperlinks to link to:
   - a pages within the same web site
   - b other sites on the World Wide Web
   - c e-mail
   - d FTP

6 create image maps

7 use meta tags to add keyword information to pages to aid search engines.

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Outcome 4 Test web sites

Practical skills

The candidate will be able to:

1 verify all links work as expected

2 use different browsers to preview pages and verify all components appear as expected.

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Outcome 5 Use a graphics application to create and manipulate images for use on web pages

Practical skills

The candidate will be able to:

1 resize images for use on web pages/sites:
   a as main images
   b for use as background images on pages
   c for use as a icons or thumbnails
   d to specific dimensions
2 create simple moving images eg: .gif
3 apply transparency to images
4 use file compression to achieve optimal quality of images within constraints (file size, download times)
5 apply 'web safe' palettes of colours to images
6 convert images into formats suitable for inclusion on web pages eg .jpg, .gif

Underpinning knowledge

The candidate will be able to:

1 explain the factors that affect the file size of an image:
   a number of colours
   b file compression
   c physical pixel dimensions
   d file type
2 describe the advantage of 'transparency' when applied to an image
3 explain the purpose of using a 'web safe' palette of colours
4 explain the advantages and disadvantages between different graphics file formats suitable for use in a web page.

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Outcome 6 Publish and maintain web sites

Practical skills

The candidate will be able to:

1 use a web site application to manage the development of web sites

2 publish (upload) web sites to local or remote location Internet/Intranet.

Underpinning knowledge

The candidate will be able to:

1 identify how the site can be promoted (register with search engine, advertise, exchange links with other sites)

2 state the need for security when sending certain types of information across the Internet

3 explain the terms HTTP and FTP and when each is used.

Unit record sheet

Use this form to track your progress through this unit.

Tick the boxes when you have covered each outcome. When they are all ticked, you are ready to be assessed.

Outcome		✓	Date
1	**Describe and apply the basics of web page development**	☐	
2	**Undertake user requirements analyses**	☐	
3	**Use appropriate development tools to implement web pages**	☐	
4	**Test web sites**	☐	
5	**Use a graphics application to create and manipulate images for use on web pages**	☐	
6	**Publish and maintain web sites**	☐	

Candidate Signature ---------- **Date** ----------

City & Guilds Registration Number ----------

Quality nominee (if sampled) ---------- **Date** ----------

Assessor Signature ---------- **Date** ----------

External Verifier Signature (if sampled) ---------- **Date** ----------

Centre Name ---------- **Centre Number** ----------

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