

Pearson Edexcel Level 2

Certificate in Digital Applications Unit 1: Developing Web Products

9 January – 13 January 2017

Time: 2 hours 30 minutes

Paper Reference

DA201/01

You must have: A computer workstation, appropriate software, ASSETS folder containing data files and EVALUATION.doc, blank paper for design work

Instructions

- Complete **all** activities.
- You must **not** use the internet during this test.

Information

- There is **ONE** task in this examination paper, containing **TWO** activities.
- The ASSETS folder in your user area includes all the content and information you need.
- The invigilator will tell you where to store your work.
- You may use blank paper for design work.
- The total mark is **50**.
- The marks for **each** activity are shown in brackets
– *use this as a guide as to how much time to spend on each activity.*

Advice

- Read the task and instructions on pages 2–4.
- Save your work regularly.
- Check your work.

Turn over ►

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CLIENT BRIEF

Impromptoo is a pop-up, temporary music shop. *Impromptoo* will be trading in Crawdale High Street for three days. The shop will sell a wide variety of music on vinyl and CD and feature a different local DJ every day.

Impromptoo wants you to produce a microsite to attract customers to the shop. The target audience is local people, who are interested in buying, making and listening to music.

The basis for the content and information for the microsite can be found in the ASSETS folder.

Overall site requirements

- Four pages:
 - home page, linking to
 - merchandise page
 - music page
 - DJ page.
- Content must be visible, without scrolling, at a resolution of 1024 x 768 pixels.
- Facts about *Impromptoo*, which should be taken from the INFO.rtf file. This text may be edited.
- Images to be taken from the ASSETS folder, which may be edited.
- Accessibility features for visually impaired users.
- A consistent design across the microsite.

Other requirements

Page template A banner including a suitable image and the shop logo. The banner should extend the full width of the page.

The shop logo should be linked to www.impromptoo.co.uk

A navigation bar linking to the home, music and DJ pages.

The navigation bar should include the home, music and DJ icons as part of the links.

The shop logo, images and icons can be found in the IMAGES folder.

Page title Include a suitable title on each page. Each title should relate to the page content.

File formats Images to be in .png format and each individual image must be less than 450 KB.

All the audio files should be in .mp3 format.

Shopfront

The image SHOPFRONT.jpg can be found in the IMAGES folder:

- edit the image to include the shop name
- include the edited image on the home page.

T-shirt hotspot

Include T-SHIRT.png on the home page.

Add a hotspot over the t-shirt to create a link to the merchandise page. The hotspot should be the same shape as the t-shirt.

Playlist

The client has given you the following sketch.



Using the sketch as a guide, create a box for a playlist on the music page:

- the box should have a background colour of #cc3333 and a 1px solid black border
- include the three record cover images – RECORD_ONE.png, RECORD_TWO.png and RECORD_THREE.png
- include the name of each record to the right of its cover
- use an <h4> tag for the name of each record
- under the name, embed the audio for each record
- the audio should play only on click.

The record cover images can be found in the IMAGES folder. The record names can be found in the INFO.rtf file. The audio files can be found in the ASSETS folder.

Flyer

Convert the image FLYER.jpg to the required format and insert it on any page. FLYER.jpg can be found in the IMAGES folder.

Local DJs

From the LOCAL_DJs.png image, choose one DJ to create a graphical link on the DJ page that:

- shows only your chosen DJ
- links to an image showing all the DJs.

The LOCAL_DJs.png image can be found in the IMAGES folder.

Contacts

Add an email link on the merchandise page. The email address can be found in the INFO.rtf file.

THE TASK

You must design and create a microsite for *Impromptoo*.

You will need to create a page template to ensure consistency.

You must include the requirements specified in the client brief.

You should create a logical folder structure for your site files.

In Activity 2, you will need to explain your design decisions, justify your choices and suggest further improvements as part of your evaluation.

Activity 1

Design, build and test the microsite.

(44)

Activity 2

Complete an evaluation of your microsite using the document EVALUATION.doc

(6)

(Total for Task = 50 marks)

TOTAL FOR PAPER = 50 MARKS