

Pearson Edexcel Level 2

Certificate in Digital Applications Unit 1: Developing Web Products

13 January 2014 – 17 January 2014

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 2–3.
- Save your work regularly.
- Check your work.

Turn over ►

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CLIENT BRIEF

The Recycle Drive is a national, government-run campaign. Its aim is to encourage recycling and reduce the amount of waste sent to landfills.

The Recycle Drive requires a microsite aimed at encouraging schools and colleges to recycle paper and waste.

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

Overall site requirements

- Five pages:
 - home page
 - benefits of recycling page
 - recycling page that links to two further pages:
 - paper recycling page
 - composting page.
- Content must be visible without scrolling at a resolution of 1024 x 768 pixels.
- A colour scheme that reflects the environmentally friendly theme of the campaign.
- Facts about The Recycle Drive campaign, which should be taken from the INFO.rtf file, this text may be edited.
- Images to be taken from the ASSETS folder, these may be edited.
- Accessibility features for visually impaired users.
- A consistent design across the microsite.

Other requirements

Page template

- A banner including a suitable title and the campaign logo (which should link to www.therecycledrive.gov.uk). The banner should extend the full width of the page.
- A navigation bar linking to: the home page, the benefits of recycling page and the recycling page.
- The navigation bar should include the home page, benefits and recycle icons (from the IMAGES folder) for the buttons. Each icon should be 60 x 60 pixels. Each icon will need to be edited to create a rollover button.

File formats

- Images to be in .png format and each individual image must be less than 300 KB.
- Video file to remain in .mov format.

- Composting page**
 - Include COMPOST.png from the IMAGES folder on the composting page.
 - Include appropriate information about composting.
 - Edit the code so that COMPOST.png is positioned on the right of the text and the text wraps around the image.
- Top tips**
 - From the TOP_TIPS image, which can be found in the IMAGES folder, choose one of the top tips to create a graphical link that:
 - shows only your chosen top tip
 - links to an image showing all the top tips
 - is included on the home page.
- Landscape**
 - Edit the image LANDSCAPE.bmp, provided in the IMAGES folder, to include The Recycle Drive logo and add some additional appropriate text that you have written. Place the edited image on the benefits of recycling page. The edited image must be in .png format.
- Video**
 - The VIDEO.mov, included within the ASSETS folder, should be embedded on a suitable page, retaining its 4:3 ratio. The video should play only on click.
- Contacts**
 - Add an email link for further information. The email address can be found in the INFO.rtf file in the ASSETS folder.

THE TASK

You must design and create a microsite for The Recycle Drive.

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 microsite 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.

Note: you do not need to test any external links.

(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

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