# Hammersmith Academy 6<sup>th</sup> Form Summer Transition Task

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| **BTEC Level 3 Extended Certificate in Information Technology** | HAMMERSMITH Academy |

Once completed, please email to  acurtis@hammersmithacademy.org

- You'll learn the holistic applications of IT and how to implement them in the real world today. The course covers the technical areas of computer systems and networking and the practical applications of Website development.

- Communication and employability skills are hugely important in the rapidly growing and changing world of computing. As a result, all our courses focus on developing key skills so that learners are industry-prepared for employment.

- The aim of this task is not to catch you out. It will be challenging at times, but by completing this task to the best of your ability before the beginning of your course you will have dipped your toes into the fascinating world of technology, and will be prepared to charge into becoming an expert in the field.

- The BTEC Extended Certificate in Information Technology course at Hammersmith Academy includes the following topics
- –
- Website design and development
- Database System Modelling
- Networking
- Network Security
- Computer Systems and their application
- Use of social media

- For this summer task, you will:
- Research (in-depth) one digital technology that changed the world.
- Analyse how businesses utilise social media.
- Analyse the basic principles of website design.

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**Task 1:**

Create a presentation that analyses one piece of digital technology and explains how it changed the world.

a) **Origin** - How the technology was created (*Who, where, why etc.*).
b) **Size** - How many people use this technology today?
c) **Jobs** - List 10 different job roles that directly uses this technology everyday
d) **Detail** - Obtain information about how the technology has evolved:
   a. What was the initial role of the technology?
   b. What is the current use for the technology?
   c. How has the price of the technology changed over the years?
   d. How can the technology be developed or improved?

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**Task 2:**

You are a Digital Entrepreneur planning to develop a Mobile App. In order to gain government funding to set up your business you must demonstrate that you understand how to use Social Media for your Business and that you understand target audiences to engage with.

Focus on the following social media platforms:

- LinkedIn
- Instagram
- Twitter
- Facebook

Create a written presentation, in which you provide an analysis of the different ways in which a business can use social media. You should cover how social media is used by real Companies to interact with their customers and promote their business products and/or services.

Use screenshots of posts and interactions to help with your explanation and analysis.

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**Task 3**

Select two different web sites from the list below, and write and analyse how they meet several criteria by answering the questions in the table below:

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Website List:

**News**
Bbc.co.uk
Cnn.com
**E-commerce**
Ebay.co.uk
Amazon.co.uk
**Entertainment**
Youtube.com

| Question | Website 1 | Website 2 |
|---|---|---|
| What is the websites purpose? | | |
| How suitable is the websites for its intended audience and purpose? | | |

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| How does the website meet the client's requirement? | | |
| Is the website design effective? (comment why/why not): | | |
| • Layout<br>• Content<br>• Colour scheme<br>• Accessibility | | |
| Does the website perform well?<br><br>Look at factors that could influence this such as:<br>• Local internet speeds<br>• Browsers | | |

**Your task may be presented as one (or more) of the following:**

✓ Any form of digital presentation – This will need to be accessible on your first day