

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A	
QUALIFICATION DEVELOPER		BOTHO UNIVERSITY						
TITLE	Certificate IV in Web Design					NCQF LEVEL	4	
FIELD	Information Communication Technology			SUB-FIELD	Web Design			
New qualification		✓		Review of existing qualification				
SUB-FRAMEWORK		General Education		TVET		✓		Higher Education
QUALIFICATION TYPE		Certificate		✓		Diploma		Bachelor
		Bachelor Honours				Master		Doctor
CREDIT VALUE						60		
RATIONALE AND PURPOSE OF THE QUALIFICATION								
<p>Rationale</p> <p>The development of human resources is essential in achieving the Botswana Vision 2036 pillars (The Vision 2036 Presidential Task Team, 2016); mainly Pillar1: Sustainable Economic Development and Pillar 2: Human and Social Development. These two pillars emphasize the transformation of the Botswana economy to a knowledge-based economy that produces a globally competitive human resource. The pillars represent key strategies for driving economic growth and diversification. This qualification, Certificate IV in Web Design contributes towards the Botswana Vision 2036's realization by equipping prospective graduates with the necessary skills and competencies for sustainable economic growth.</p> <p>The National Development Plan 11 (2017) partially states the need to provide adequate supply of qualified, productive and competitive human resources through policy frameworks. It is to this effect that the Certificate IV in Web Design qualification is being developed: to achieve the vision by equipping the learners with the knowledge, skills and competencies necessary for the creation of a knowledge-based economy in Botswana.</p>								

Information and Communication Technology' has been identified as one of the occupations that are currently experiencing shortages in the labor market and occupations that show a relatively strong employment growth (HRDC, 2019). Graphic and Multimedia Design is amongst the Creative Industries listed in the HRDC Top Occupations in Demand (HRDC, 2019:5) As such, this necessitates the introduction of this Web Design qualification as a means to produce graduates with hands-on experience in planning, designing, and creating computer-based digital media using a variety of industry-standard software; and hence creating qualified and well-grounded multimedia designers and developers.

The Government of Botswana developed a National Information and Communications Technology (ICT) Policy dubbed Maitlamo Policy (2004) that was in line with other government initiatives to contribute to achieving the Vision 2036. The vision 2036 envisioned that the National ICT Policy would position Botswana for sustainable growth in the digital age by serving as a key catalyst in achieving social, economic, political and cultural transformation within the country. The proposed qualification will be set to enhance the design and development of computer-based digital media as guided by the Maitlamo policy.

This program is created to provide students with the skills needed to design and implement effective websites. Students will be prepared for self-employment or be hired within existing organizations in a variety of positions inclined to web development. The learning outcomes have been defined in line with web development and hence ensuring that the qualification meets current and future industry requirements. This has a positive impact on employment opportunities for people with skills in design and development.

In addition, a market survey was conducted to establish whether the qualification is viable. Current students' rating on the level of market demand for the Certificate IV in Web Design is mainly on the upper spectrum of the scale (68.3%), pointing towards the demand being high. On the other hand, employers (57.0%) and prospective students (57.9%) quantified the demand for the qualification as above average. After exhaustively examining and evaluating the course content, the employers displayed confidence that the qualification met the expectations of the industry; and this would give the Certificate IV in Web Design graduates a competitive edge when competing with graduates of similar qualifications.

Purpose:

The purpose of the qualification is to equip candidates with knowledge, skills and competence to:

- create, design and produce digitally generated or computer enhanced media products and services
- analyze and evaluate design paradigms, tools, and techniques.
- develop products and programs for business, training, entertainment, communications, and marketing.

ENTRY REQUIREMENTS (including access and inclusion)

The minimum Entry requirement into this qualification is:

- NCQF Level 3, Certificate III or equivalent, with basic computer knowledge
- Applicants that do not meet the above criteria but possess relevant industry experience will be considered through Recognition of Prior Learning (RPL)

QUALIFICATION SPECIFICATION		SECTION B
<p>GRADUATE PROFILE (LEARNING OUTCOMES)</p> <p>Upon completion of this qualification, the learner will be able to:</p>	<p>ASSESSMENT CRITERIA</p> <p>Learner should be able to:</p>	
<p>1. Demonstrate how to design a website.</p>	<p>1.1 Discuss the history of multimedia design 1.2 Discuss the basics of website design 1.3 Use different software to design a website 1.4 Demonstrate the importance of website design stages</p>	
<p>2. Create a HTML web page</p>	<p>2.1 Apply the Fundamentals of HTML (Hypertext Markup Language) 2.2 Classify HTML tags in a web page 2.3 Apply HTML Concepts such as HTML Editors, Elements, Attributes, Headings.etc 2.4 Build appropriate links to make a reference to different web resources</p>	
<p>3 Generate webpage layouts (Cascading Style Sheets)</p>	<p>3.1 Create Cascading Style Sheets (CSS) 3.2 Relate the basics of CSS concepts 3.3 Plan page Layouts and Site Designs. 3.4 Use different styles of CSS in a web page</p>	
<p>4. Create interactive web pages</p>	<p>4.1 Discuss the role of JavaScript 4.2 Relate how JavaScript works with HTML and CSS 4.3 Develop the website with basic JavaScript concepts. 4.4 Integrate debugging tools to solve JavaScript errors.</p>	
<p>5. Integrate multimedia content to a web page</p>	<p>5.1 Create a webpage with multimedia elements. 5.2 Create text formatting tags to make it bold, italics, font size and font color 5.3 Set up design multimedia components 5.4 Establish testing the website with different platforms such as web browsers/operating systems like Android and Windows.</p>	

Mapping the exit level outcomes of the qualification to NCQF's Knowledge, skills, and competency

Exit Level Outcomes	Knowledge	Skills	Competency
ELO1	X		X
ELO2		X	X
ELO3	X	X	X
ELO4	X	X	
EL05	X	X	

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	N/A		
CORE COMPONENT Subjects / Units / Modules /Courses	Introduction to HTML	4	10
	JavaScript	5	20
	Cascading Style Sheets	4	20
	Introduction to multimedia design	4	10
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	N/A		
Rules of combinations, Credit distribution (where applicable):			
<ul style="list-style-type: none"> • Certificate IV in Web Design qualification will have 60 credits and will take 6 months to complete, under the normal full-time mode of study. • The credit combination for this qualification is: 60 credits from core modules. 			

Credit distribution		
Level and Credits	Compulsory	Elective
Level 4 Credits	40	N/A
Level 5 Credits	20	N/A
Minimum credits total:	60	

ASSESSMENT AND MODERATION ARRANGEMENTS

This qualification is assessed and moderated as follows:

Formative assessment

Learners are continuously assessed via practical groups and class assignments, presentations, informal class tests, and formal modular tests in practical mode.

Summative assessment

Summative assessment, focusing on the achievement of the exit-level outcomes, will be done by means of a practical examination (of at least 2 hours) at the end of every module (per module)

Learners are continuously assessed through:

- Practical tests
- Class assignments
- Informal class tests

Pass requirements:

A learner passes a module if he/she obtains a final mark of 50% or more in the module. Learners will qualify if he/she obtains a final mark from the following components, 40% is from Continuous Assessment and 60 % from End Assessment. The final mark for the qualification is calculated by averaging the marks obtained in the various modules.

Moderation:

Moderation of assessments focuses on:

- a) Ensuring the assessment is aligned to the module objectives and the learning outcomes.
- b) Ensuring assessment is consistent on all levels within the institution and does not show any bias or academic disregard and that it is immune to all forms of prejudice.
- c) Ensuring the level of assessment appropriately matches to students' level of study. This ensures that the assessments remain viable, relevant and provide an accurate judgement of a student's achievements and level of knowledge.
- d) Maintaining consistency in the marking process.

Both internal and external moderation will be done in-line with the Moderation policy of the Education and Training Provider.

RECOGNITION OF PRIOR LEARNING (if applicable)

- Recognition of Prior Learning will apply for this qualification in accordance with relevant national and ETP formulated RPL Policies and procedures.
- Candidates may apply for recognition of prior learning whether such learning has been gained through formal study, through workplace learning, or through any other formal or informal means.
- Any candidate applying for recognition of prior learning (RPL), or Credit Accumulation and Transfer (CAT) will be expected to provide evidence of such learning that must be relevant, sufficient, valid, verifiable, and authentic.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathway:

Vertical:

Completion of a Certificate IV in Web Design meets the requirement for admission to a Certificate V in the same or a cognate field like:

- Certificate V in Advertising
- Certificate V in Multimedia Design
- Certificate V in Fine Art

- Certificate V in Packaging Design and Technology

Horizontal:

A Certificate IV in Web Design candidate could do the following qualifications:

- Certificate IV in Advertising
- Certificate IV Multimedia Design
- Certificate IV in Fine Art
- Certificate IV in Packaging Design and Technology

Employment Pathway: The graduates of this certificate will be competent enough to find employment in both public and private sector as:

- Graphics and Multimedia Designers,
- Web and Multimedia Developers
- Interactive Digital Media Specialist
- Visual Design Consultant

QUALIFICATION AWARD AND CERTIFICATION

The learner will be awarded 'Certificate IV in Web Design', after attaining 60 credit values as specified in the rules of combination and credit distribution.

REGIONAL AND INTERNATIONAL COMPARABILITY

The qualification was benchmarked with regional and international universities.

Regional: Prestige academy (South Africa): Higher Certificate in Graphic Web design

International: Delaware County Community College (United States): Interactive Media Certificate
Harper College (United States): Web design and Interactive multimedia design certificate

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Parameter	This qualification	Delaware County Community College	Harper college	Prestige Academy	
Duration	6 Months	12 months	12 months	12 months	
Delivery Mode	Full Time On - Campus	Full Time	Online	Full Time	
Total Credits	60	18 Credits	27 credits	125 credits	
Qualification Name	Certificate IV in Web Design	Interactive Media Certificate	Web design and Interactive multimedia design certificate	Higher Certificate in Graphic Web design	
Modules/ Courses	4 Modules	6 Modules	9 Modules	6 Modules	
Target Population	Completed at least Form 3 & Above	No pre-request module is required however a strong computer science foundation is relevant. Basic knowledge of programming and basic computer science theory is mandatory.	Completion of High school	Completion of High school	
Assessments Strategies	Continuous Practical Assessments	Quizzes and exercises	Homework, quizzes, Mid-term final and projects	Quizzes and exercises	
Exit Level Outcomes	<ul style="list-style-type: none"> • Demonstrate how to design a website. • Create a HTML / XML web page • Generate webpage layouts (Cascading Style Sheets) • Demonstrate interactive web pages • Integrate 	<ul style="list-style-type: none"> • Utilize essential steps of the multimedia design and development process. • Determine the appropriate hardware, software, and equipment specifications/networked environment for multimedia programs or websites. 	<ul style="list-style-type: none"> • Utilize high-end technology to produce professional graphics as well as digital SLR photography cameras to produce dramatic brochures, billboards, etc. • Create, design, and produce audio and video projects with the use of digital editing systems and state of the 	<ul style="list-style-type: none"> • Develop Basic Skills of Computer • Develop the skills necessary to effectively use the basic tools of design, illustration, and production • Demonstrate creative problem-solving skills through projects that require realistic solutions • Acquire a working knowledge of graphic and web design, layout, illustration, typography, and 	

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	<p>multimedia content to a web page</p>	<ul style="list-style-type: none"> • Use industry standard applications to create one or more media elements for multimedia programs or websites. • Create multimedia programs or websites that illustrate appropriate use of text, color, sound, video, and/or interactivity. 	<p>art software programs.</p> <ul style="list-style-type: none"> • Plan, design, and create a marketing campaign for a company including all areas of multimedia. (Billboard, brochures, flyers, logo, web site, radio, television, etc) • Utilize mathematical skills and language arts on a daily basis when creating all projects relating to multimedia. • Demonstrate a thorough understanding of Web Site design fundamentals. • Utilize in-depth research and technical writing skills to gain the necessary knowledge of a product or service. • By utilizing all of the necessary competencies, we plan to raise the bar on a daily basis. 	<p>computer graphics</p> <ul style="list-style-type: none"> • Understand the graphic design process • Visualize ideas graphically • Have overview of terminology of computer graphics • Introduction to vector and Raster Graphics • Integrate/Manipulate vector and raster graphics • Prepare students for the employment demand of working with deadlines, clients, art directors, and budgets.
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Content across these three compared institutions concentrate on the fundamental concepts of multimedia. Practical and exercise are also common in the compared qualification in terms of assessments. The proposed qualification has continuous practical assessments.

The qualification offered by Delaware County Community College consist of modules such as Introduction to Computer Science, Game Art and Animation, Multimedia Graphics & Design, Web Page Design and Development, Audio and Video for Multimedia and UX Design.

The qualification offered by Harper college consist of modules such as WordPress and Mobile Technologies, Internet Fundamentals, Web Foundations, Web Graphics and Prototyping, Web Multimedia, Web Authoring Tools, Web Scripting Foundations, Web Accessibility and Interactive Scripting.

The qualifications offered by Prestige Academy consist of modules as XHTML & CSS, Webdesign, Applied design, Interactive creation, Introduction to Entrepreneurship and Experiential Learning.

REVIEW PERIOD

5 Years