

ICT Transition work

Year 11 into Year 12 Unit 3 – Using Social Media in Business Single IT

Scenario:

You have been approached by the chamber of commerce and asked to create a report about using social media for business purposes.

Your Task:

Research and collect information, examples and evidence covering the topics below.

You need to record your findings on a word document including images, print screens and website links showing where you got the information from. You should use the research you collect as well as explaining each section in your own words. Make sure to reference your research:

- Why is social media used in business: e.g. to promote a product, to gain more customers, to reach a wider audience
- What are the pros and cons of a business using social media
- What are the different social media platforms, do they have different purposes, which is the most popular, which has lost popularity
- Demographic information/statistics, what age range are using social media the most and what platforms they are using the most
- How can social media be used to attract a target audience
- Positive and negative effects of social media in general
- Positive and negative effects of social media on businesses
- Examples of successful and unsuccessful social media campaigns, what made them successful or unsuccessful, how did they effect the business
- What are the risks of using social media for business (copyright infringement, hacking, plagiarism and reputation)
- How do businesses connect/communicate with their customers using social media
- How can customers share the experiences that they've had with a business on social media
- How do businesses use social media to advertise their company

Helpful links

<https://mashable.com/category/social-media/?europe=true> – blog site with articles about social media

<https://www.socialmediatoday.com/> - focuses on social media marketing for business

<https://blog.hootsuite.com/social-media-for-business/> - benefits of social media in business

<https://www.lyfemarketing.com/blog/importance-social-media-business/> - blog about the importance of social media in business

<https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-using-social-media> - advantages and disadvantages of using social media

<https://www.business2community.com/social-selling/how-to-use-social-media-to-communicate-with-your-customers-0585634> - how business can communicate with their customers

<https://www.velocityconsultancy.com/advantages-of-social-media-marketing-for-you-business/> - advantages of using social media



Transition work

Year 11 into Year 12 Unit 8 – Computer Games Development Double IT

Scenario:

You have taken a job as a junior programmer with a software company that develops a variety of software including games. You have been asked to write an article for the company website to evaluate the impact that current and emerging technologies have and are likely to have on the design and development of computer games. You must also explain the current social and technology trends in computer gaming.

Your Task:

Research and collect information, examples and evidence covering the topics below.

You need to record your findings on a word document including images, print screens and website links showing where you got the information from. You should use the research you collect as well as explaining each section in your own words. Make sure to reference your research:

- What is a computer/video game
- How much time do the majority of people spend playing computer/video games
- What are the different game genres – explain the genre and give examples of games that go in that genre e.g. first person shooter – Overwatch, Call of Duty, Real time strategy – company of heroes 2, Iron harvest etc.
- The history of gaming – how has gaming developed – create a timeline from when the first games console was created to present day, what came in-between – how have gaming consoled developed over time
- What different platforms can games be played on – give pros and cons for the different consoles available
- What emerging trends are happening in the world of gaming right now
- What emerging technology is being developed in gaming right now
- What are the current gaming trends
- What are the current technological trends
- What are the different types of gamers – immersive and causal
- What are the negative impacts of gaming
- What impact does the CPU and RAM have on gaming
- Evaluate the impact of the things above on the gaming industry

Helpful links

<https://www.bbc.co.uk/news/technology> - technology section BBC news

<https://bestlifeonline.com/negative-effects-video-games/> - negative impacts of gaming

<https://www.mentalfloss.com/article/61764/11-unbelievable-advances-gaming-technology> - emerging technologies

<https://www.gamedesigning.org/gaming/trends/> - current trends in gaming

<https://blog.globalwebindex.com/chart-of-the-week/gaming-trends-2020/> - current social trends

