

INTERNATIONAL GCSE DIGITAL AND INFORMATION TECHNOLOGY 9213

Non-Exam Assessment (NEA)
For submission in May/June 20XX

Specimen NEA Scenarios

What's assessed?

You must submit:

- 1) the completed digital product(s)
- 2) a record of the development process, including planning, design, development and testing where appropriate
- 3) evidence of the tools and technologies used (for example, AI-assisted tools where appropriate)
- 4) an evaluation of the final outcome and reflection on the development process.

Release date

The NEA scenarios for May/June series will be released by OxfordAQA on 1 December in the year prior to the submission of the NEA.

The NEA scenarios for November series will be released by OxfordAQA on 1 June in the year of submission of the NEA.

The scenarios will be changed every series.

Time

There is no limit to the amount of time that you can spend on your NEA. Work on the NEA project does not need to take place under examination conditions and may be completed during supervised classroom sessions and other appropriate supervised activities.

NEA scenarios

Scenarios are given in the following areas; you are to respond to **ONE** scenario:

- Information and data solutions
- Communication and campaigns
- Web and interactive content
- Creative media production
- Business and enterprise solutions
- Community and social impact solutions
- Tourism and visitor experience solutions

Information and data solutions

Brief
A local environmental group wants to understand how weather patterns in their area have changed over the past year. They have been collecting weekly rainfall and temperature readings but have no way of organising or making sense of the data. They have asked you to design and develop a solution that collects, manages and presents this data in a way that is meaningful and useful to the group.
Tasks
Task 1: Analysis and planning - Analyse the brief and the needs of the client. Identify what data needs to be collected and recorded, how it should be organised, and what the group needs to understand from it. Research relevant products, audiences, tools, techniques or approaches that could inform the development of the solution and use this research to inform design and development decisions. - Define success criteria for the solution and plan your development timeline, including how the data will be structured, managed and presented. - Document and explain key design decisions with reference to the needs of the client and how the outputs will be used.
Task 2. Design - Produce design materials appropriate to your chosen solution. For example, a data structure diagram showing how the data will be organised, an annotated plan for data entry, or mock-ups of charts and summary outputs. - Design should consider how data will be structured, processed and presented so that it can be understood clearly and used to identify patterns or trends. - Document and explain key design decisions with reference to data structure, processing methods and how outputs will be used by the client.
Task 3: Development - Build the solution using appropriate digital tools and systems. The solution should include a clear method for entering and managing data, a structured dataset, and the use of formulas or functions to process and analyse the data. The solution should also include at least one method for analysing trends or patterns and present findings through a visualisation such as a chart or summary dashboard that communicates meaningful insights to the group. - Document the development process, including the tools, techniques and technologies used, decisions made with justification, and your role in any collaboration. Document how testing, feedback or reflection informed changes and refinements made during development.
Task 4: Evaluation and reflection Evaluate how effectively your solution meets the brief and the requirements of the client and intended users, including how effectively the data has been analysed and presented to support decision-making.

Communication and campaigns

Brief
A school wants to improve students' understanding of digital safety and wellbeing. Staff are concerned that many students are unaware of risks such as sharing personal information, online scams, and the spread of misleading or unreliable information online. They are particularly concerned that students may not always question the accuracy, reliability or bias of the information they encounter. They have asked you to design and develop a digital communication campaign that raises awareness of digital safety issues and encourages students to adopt safer and more responsible online behaviours.
Tasks
Task 1: Analysis and planning - Analyse the brief and the needs of the client. Identify the purpose of the campaign, the target audience, and the key messages that need to be communicated to help students recognise misleading or unreliable information, assess the accuracy and reliability of online content, and make informed decisions about what they read, share or trust. Research relevant products, audiences, tools, techniques or approaches that could inform the development of the solution and use this research to inform design and development decisions. - Define success criteria for the campaign and plan your workplan, including what content will be created, how it will be structured, and how the campaign will reach and engage the target audience. - Produce planning materials appropriate to your chosen campaign. For example, a content plan, outline of messages, or a structured plan showing how the campaign will be organised. - Document and explain key design decisions with reference to the target audience, the purpose of the campaign and how the content will be used.
Task 2: Design - Produce design materials appropriate to your chosen campaign. For example, annotated layouts, post templates, storyboards or mock-ups showing how content will be presented across digital platforms. - Design should consider audience, purpose and how messages will be communicated clearly and effectively, including accessibility considerations. - Document and explain key design decisions with reference to message, format, platform features and the needs of the target audience.
Task 3: Development - Develop the campaign using appropriate digital tools and systems. The campaign should include a range of digital content suitable for use on one or more platforms, such as posts, short videos, infographics or other digital assets that communicate the campaign's messages clearly. - The campaign should demonstrate how digital content can be used to raise awareness and encourage safer and more responsible online behaviour, including helping students to question and evaluate the information they encounter. The campaign should include a small number of developed assets in sufficient detail and quality, rather than a large number of incomplete items. The campaign should communicate at least one aspect of evaluating online information, such as recognising bias, checking sources or identifying misleading content. - Document the development process, including the tools, techniques and technologies used, decisions made with justification, and your role in any collaboration. Document how testing, feedback or reflection informed changes and refinements made during development.

Task 4: Evaluation and reflection

- Evaluate how effectively your campaign meets the brief and the requirements of the client and target audience, including strengths, limitations and possible improvements, and how effectively the campaign communicates its message and encourages safer online behaviour and helps users to recognise, question and evaluate information.

Please note:

- The focus of the campaign should be on helping users to recognise and evaluate online information, including identifying misleading or unreliable content and assessing sources. Topics should be presented in an age-appropriate way.

Web and interactive content

Brief
A local history society wants to share the history of their town with a wider audience. They currently have a collection of articles, photographs and stories contributed by members but no way of publishing them online. They have asked you to design and develop a website that shares this content with residents and local schools in an engaging and accessible way.
Tasks
Task 1: Analysis and planning - Analyse the brief and the needs of the target audience. Identify what content and functionality the site needs, who the key audiences are, and how the site should be structured. Research relevant products, audiences, tools, techniques or approaches that could inform the development of the solution and use this research to inform design and development decisions. - Define success criteria for the site and plan your development workplan, including a site map and any assets you will need to source or create. - Document and explain key design decisions with reference to the target audience and the purpose of the site.
Task 2: Design - Produce design materials appropriate to your chosen solution. For example, wireframes or annotated mock-ups for key pages showing layout, navigation and content. - Design should consider audience, purpose and how content will be communicated clearly and effectively, including accessibility considerations. - Document and explain key design decisions with reference to structure, layout, navigation and the needs of the target audience.
Task 3: Development - Build the website using appropriate digital tools and systems. The site should include multiple linked pages, a mix of text, images and at least one other media type, and be designed to work across different devices and screen sizes. The site should include clear navigation and a logical structure that allows users to move between pages and find information easily. The site should include a clear structure for organising content into sections or categories. - Document the development process, including the tools, techniques and technologies used, decisions made with justification, and your role in any collaboration. Document how testing, feedback or reflection informed changes and refinements made during development.
Task 4: Evaluation and reflection Evaluate how effectively your site meets the brief and the requirements of the client and target audience, including strengths, limitations and possible improvements, and how effectively users can navigate the site and access information.

Creative media production

Brief
A podcast company is starting a new series aimed at young people aged 11–16. This series will explore unusual and surprising facts about nature. They want each episode to be accompanied by a set of digital assets, including a title sequence, episode artwork and an edited audio or video sample that can be published alongside the episode on their website and streaming platforms. They have asked you to produce the digital media assets for the first episode of the series.
Tasks
Task 1: Analysis and planning - Analyse the brief and the needs of the target audience. Decide which episode topic you will produce assets for and plan what media assets are needed (e.g. title sequence, cover artwork, edited audio or video clip). Research relevant products, audiences, tools, techniques or approaches that could inform the development of the solution and use this research to inform design and development decisions. - Define success criteria for each asset and plan your production workplan, including any assets you will need to source or create. - Document and explain key design decisions with reference to the target audience and how the content will be used.
Task 2: Design - Produce pre-production materials appropriate to your chosen formats. For example, a storyboard for a title sequence, a visualisation diagram plan for artwork, or a script and running order for an audio segment. - Design should consider audience, purpose and how media will be communicated clearly and effectively, including accessibility considerations. - Document and explain key design decisions with reference to media techniques, formats and the needs of the target audience.
Task 3: Development - Produce the digital media assets using appropriate tools, combining at least two forms of media. You should produce a small number of assets in sufficient detail and quality, rather than a large number of incomplete assets. Final assets should be of a quality and format suitable for publishing on a website or streaming platform. - Document the development process, including the tools, techniques and technologies used, decisions made with justification, and your role in any collaboration. Document how testing, feedback or reflection informed changes and refinements made during development.
Task 4: Evaluation and reflection Evaluate how effectively your assets meet the brief and the requirements of the client and target audience, including how effectively the assets communicate with the target audience.

Business and enterprise solutions

Brief

A small independent publisher wants to improve its online presence and promote its artists and events using digital platforms. The publisher has an ethical focus and runs campaigns to support its work but currently has limited reach and engagement. They have asked you to design and develop a digital solution that helps them communicate with their audience, promote their artists and events, and improve their online visibility. Their artists are from marginalised and under-represented communities.

Tasks

Task 1: Analysis and planning

- Analyse the brief and the needs of the client. Identify the purpose of the solution, the target audience, and how digital platforms could be used to promote the publisher's work and engage with users. Research relevant products, audiences, tools, techniques or approaches that could inform the development of the solution and use this research to inform design and development decisions.
- Define success criteria for the solution and plan your development workplan, including what content will be created, how it will be structured, and how the solution will support the publisher's goals.
- Produce planning materials appropriate to your chosen solution. For example, a content plan, outline of posts or assets, or a structured plan showing how the solution will be organised.
- Document and explain key design decisions with reference to the client, the target audience and how the solution will be used.

Task 2: Design

- Produce design materials appropriate to your chosen solution. For example, annotated layouts, post templates, or mock-ups showing how content will be presented across digital platforms.
- Design should consider audience, purpose and how content will be communicated clearly and effectively, including accessibility considerations.
- Document and explain key design decisions with reference to content, format, platform features and the needs of the target audience.

Task 3: Development

- Develop the solution using appropriate digital tools and systems. The solution should include a range of digital content suitable for use on one or more platforms, such as posts, promotional materials, or other digital assets that support communication and engagement with the audience.
- The solution should demonstrate how the publisher can promote its artists and events and communicate its purpose effectively, including how accessibility has been considered in the design of the solution. The solution should include a small number of developed assets in sufficient detail and quality, rather than a large number of incomplete items.
- Document the development process, including the tools, techniques and technologies used, decisions made with justification, and your role in any collaboration. Document how testing, feedback or reflection informed changes and refinements made during development.

Task 4: Evaluation and reflection

- Evaluate how effectively your solution meets the brief and the requirements of the client and target audience, including strengths, limitations and possible improvements, and how effectively the solution supports communication, engagement and promotion, and how effectively accessibility has been considered for a range of users.

Community and social impact solutions

Brief
A local community organisation wants to improve how people access information about services in their area. They are concerned that information about local services such as healthcare, transport, education or community support is often difficult to find or not easy to understand. This can make it harder for people to access the help and opportunities available to them. They have asked you to design and develop a digital solution that helps users find, understand and access relevant local services more easily.
Tasks
Task 1: Analysis and planning • Analyse the brief and the needs of the client. Identify the purpose of the solution, the target users, and the types of services that need to be included. Consider the needs of users who may be unfamiliar with the services or who may have different accessibility needs. Research relevant products, audiences, tools, techniques or approaches that could inform the development of the solution and use this research to inform design and development decisions. • Define success criteria for the solution and plan your development workplan, including what content will be included, how it will be organised, and how the solution will support users in accessing services. • Produce planning materials appropriate to your chosen solution. For example, a content structure, categorisation of services, or a plan showing how users will navigate and access information. • Document and explain key design decisions with reference to the needs of the users, the purpose of the solution and how it will be used.
Task 2: Design • Produce design materials appropriate to your chosen solution. For example, annotated layouts, wireframes or mock-ups showing how information will be presented and how users will interact with the solution. • Design should consider users, purpose and how information will be communicated clearly and effectively, including accessibility considerations. • Document and explain key design decisions with reference to structure, layout, accessibility and the needs of the target users.
Task 3: Development • Develop the solution using appropriate digital tools and systems. The solution should include a structured and organised set of information about local services, designed so that users can find and understand relevant information easily. • The solution should demonstrate how digital content can be used to support users in accessing services, including how accessibility has been considered in the design of the solution. The solution should include a small number of developed components in sufficient detail and quality, rather than a large number of incomplete items. • Document the development process, including the tools, techniques and technologies used, decisions made with justification, and your role in any collaboration. Document how testing, feedback or reflection informed changes and refinements made during development.

Task 4: Evaluation and reflection

- Evaluate how effectively your solution meets the brief and the requirements of the client and target users, including strengths, limitations and possible improvements, and how effectively the solution supports users in finding, understanding and accessing local services.

Tourism and visitor experience solutions

Brief

A regional tourism organisation wants to improve how visitors discover and access information about attractions, accommodation, transport and activities in the local area. They are concerned that visitors often struggle to find reliable and up-to-date information, particularly when planning trips or exploring unfamiliar locations. They have asked you to design and develop a digital solution that helps visitors find, understand and access tourism-related information more easily and encourages engagement with the area.

Tasks

Task 1: Analysis and planning

- Analyse the brief and the needs of the client. Identify the purpose of the solution, the target users, and the types of tourism information and services that need to be included. Consider the needs of different visitors, including international visitors, families, or users with different accessibility needs. Research relevant products, audiences, tools, techniques or approaches that could inform the development of the solution and use this research to inform design and development decisions.
- Define success criteria for the solution and plan your development workplan, including what content will be included, how it will be organised, and how the solution will support visitors in accessing tourism information and services.
- Produce planning materials appropriate to your chosen solution. For example, a content structure, categorisation of attractions and services, or a plan showing how users will navigate and access information.
- Document and explain key design decisions with reference to the needs of the users, the purpose of the solution and how it will be used.

Task 2: Design

- Produce design materials appropriate to your chosen solution. For example, annotated layouts, wireframes or mock-ups showing how information will be presented and how users will interact with the solution.
- Design should consider users, purpose and how information will be communicated clearly and effectively, including accessibility considerations.
- Document and explain key design decisions with reference to structure, layout, navigation, accessibility and the needs of the target users.

Task 3: Development

- Develop the solution using appropriate digital tools and systems. The solution should include a structured and organised set of tourism-related information designed so that users can find and understand relevant information easily.
- The solution should demonstrate how digital content can be used to support visitors in planning activities, accessing services or exploring locations, including how accessibility has been considered in the design of the solution. The solution should include a small number of developed components in sufficient detail and quality, rather than a large number of incomplete items.
- The solution may include features such as interactive maps, itineraries, booking or enquiry systems, multimedia content, translated information, promotional materials or visitor feedback features where appropriate.
- Document the development process, including the tools, techniques and technologies used, decisions made with justification, and your role in any collaboration. Document how testing, feedback or reflection informed changes and refinements made during development.

Task 4: Evaluation and reflection

- Evaluate how effectively your solution meets the brief and the requirements of the client and target users, including strengths, limitations and possible improvements, and how effectively the solution supports visitors in finding, understanding and accessing tourism-related information and services.