

Meaningful Learning Experiences

Strategic Commitment	✓	Part of the Gatsby Benchmarks National Pilot
Curriculum Provision	✓	Engaging students and supporting teaching staff
Employer Partnerships	✓	Engaging a school supplier as a creative partner
Reflective Young People	✓	Development of 'individual personal skills and abilities'
Informed Career Choices	✓	Inspiring students about possibilities in web development

Local web developer provides expert input for HTML coding task for students ... and teaching staff

A brief from the Director of ICT at Castle View Enterprise Academy in Sunderland stated that year 8 pupils studying HTML programming ask, 'How this is useful?' and 'What jobs use it?' She also pointed out that the topic was not a strength of the teaching team, which would welcome support.

Way Fresh is an established local web design specialist that created the school's own website and content management system. Company director and coding expert Simon Hawkins created an informal, short masterclass video in line with curriculum content. This was shown in the classroom, alongside Powerpoint slides about the company and normal teacher input on the topic.

The initial expert input was supplemented by a further short video clip with some 'top tips' for the students as they created their own one-page websites. The project formed part of the end-of-year assessment of ICT studies for the 160 year 8 students.

At the end of the project, Simon made a classroom visit to see work by the students and provide feedback. The Q&A session covered qualifications necessary to enter the web development industry and day-to-day practicalities of running a small software company.

Students were surprised to hear Simon talk about the flexibility of his working life that enables him to take time off 'for a bike ride' and then work through the evening. They also discovered that Wayfresh operates as a virtual business, with the team of specialists mostly working from home.

Benefits for the Students

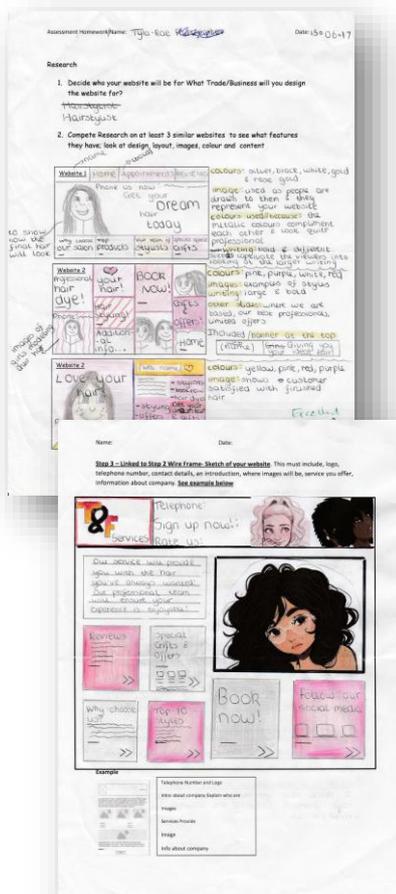
- *'It makes me feel proud that an actual website developer thinks my work is good'*
- *'My website is more professional because he's got the experience'*
- *'Miss Heaney gives us help ... Simon gives us an extra boost and confidence ...'*
- *'I've developed patience because things don't always work and you've got to retry'*
- *'... this is what we have to do in school anyway, but he made it like it's actually real life'*
- *'It's different hearing from a different person. You always hear from a teacher ...'*

Benefits for the School

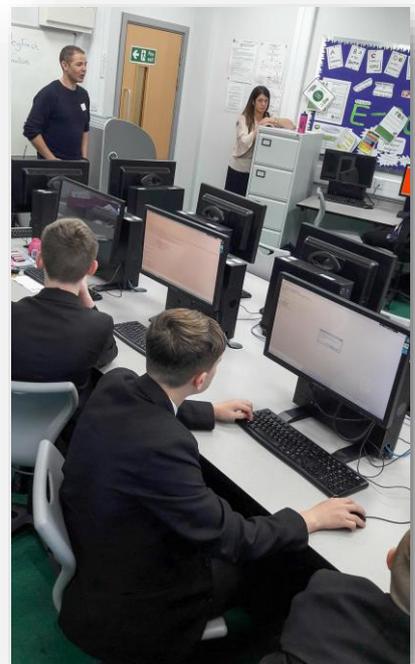
- 'Simon was always there if I needed support ... he helped me to teach the kids'
- 'From the children's point of view, they thought they were doing this for someone who did this for a living. They took notice of that'
- 'They thoroughly enjoyed it. Some of them have been coming back after school'
- 'They liked the feedback from him more than from me because he's the specialist'
- '... students who asked most questions are very interested in Computer Science as a career'

Benefits for the Employer

- 'You could see how much they'd looked at the clips we'd done. They'd taken it all on board ... you can see the different ways they've interpreted the information'
- '... a lot of it is coding lines of text. So, it was great to see them using their ability to do that'
- 'It's good to impart my enthusiasm about the profession to others and encourage some of them to get into the same industry'
- 'I was expecting deadly silence ... but they were very open about what they've been doing'



Basic	Intermediate	Advanced
<input type="checkbox"/> I have edited basic HTML to change the content of a web page	<input type="checkbox"/> I have written basic HTML to create a web page of my own	<input type="checkbox"/> I have added DIV tags in order to separate areas of a web page
<input type="checkbox"/> I can change basic CSS to alter the appearance of a web page	<input checked="" type="checkbox"/> I have used basic CSS to control the appearance of my own web page	<input type="checkbox"/> I have used CSS to control the appearance of DIV sections of HTML
<input type="checkbox"/> I have specified a width for my web page and images	<input type="checkbox"/> I have changed the width setting to percentages in order to make the page responsive	



The HTML coding project was delivered as part of the end-of-year assessment in ICT studies for year 8 students. Simon from a local web development business provided informal video clips about techniques before coming into school to see student work and provide expert feedback.