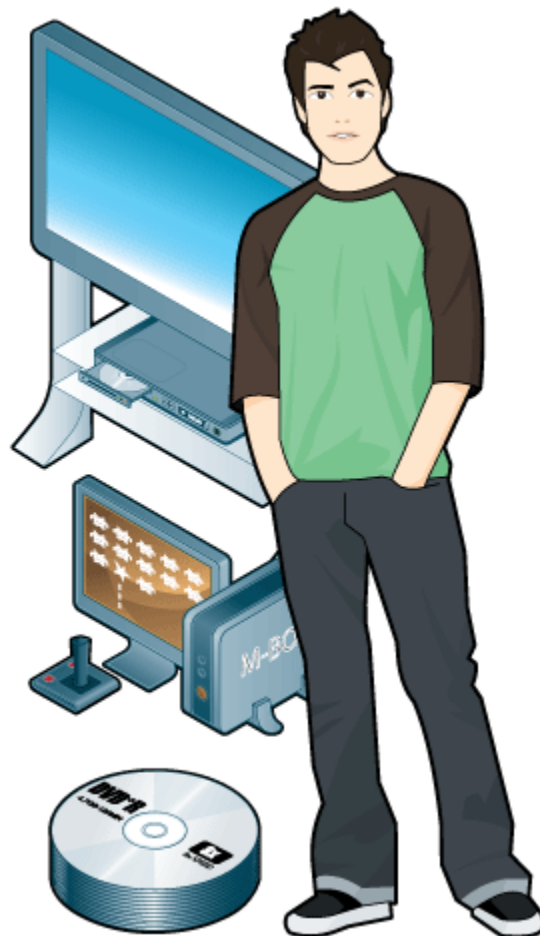


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**Desktop Publishing**

**Part of the Yodafone Project  
Based on OCR Nationals (2010)**



### Learning outcomes

By completing this unit candidates will develop the ability to appraise the features and techniques used in existing publications. They will use the knowledge and understanding gained to inform their planning and creation of a publication to meet the requirements of a client brief. Candidates will develop their skills in selecting appropriate components for a multi-page publication and will appreciate the advantages of creating page layouts for publications. They will learn to use a range of tools and techniques to assemble a publication using desktop publishing software. They will apply their acquired skills and creativity to import, integrate and manipulate a range of different files. Using their knowledge, understanding and skills they will check and prepare a publication for printing, evaluating its suitability for purpose and audience.

Candidates must design and create a solution using desktop publishing software. The use of other types of software is not appropriate for this unit. The use of wizards or predefined design sets or templates is not permitted in this unit.

Candidates will be able to:

- plan a document to meet a given brief
- create and apply style sheets
- use graphics tools to create basic shapes
- develop images for inclusion in a completed document
- prepare publication for final print.

### Scenario

- Yodafone International is a mobile phone company based in the Dagobah system. In their main office there are a number of employees who help with the day-to-day running. Yodafone have planned to launch 12 new mobile phone shops around England. They have asked for a number of advertising materials to be create which include a TV advert, a radio advert and a booklet/magazine. Leia who is in charge of marketing needs you to help research, design and create a booklet.

### Brief

- After discussing the magazine requirements with Leia you have found out:
  - The magazine will be given away free in-store to home users (non-business) to promote the latest: Phones, accessories, Pay-as-you-go tariffs, Contract tariffs and offers.
  - On the back page of the magazine there must be a money off coupon that can be cut out and taken into store.
  - The magazine needs to be 4 sides of A4 and needs to include the Yodafone logo and a suitable colour scheme.
  - The booklet will need to be eye catching and suitable for the target audience (home users).
  - The magazine needs to be created using desktop publishing software
  - You will need to conduct some research to see what latest mobiles are around and what your latest Tariff's should be. Make sure you collect and save any pictures, descriptions and specifications whilst doing your research.

### Topics

- AO1 - Plan a document to meet a given design brief.
- AO2 - Create text styles.
- AO3 - Select and use tools in desktop publishing software.
- AO4 - Use drawing tools included with desktop publishing software to create basic shapes for inclusion in your completed publication.
- AO5 - Review and evaluate the publication and prepare it for printing.

# AO1 - Plan a document to meet a given design brief.

|  | Pass                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Merit                                                                                                                                                                                                                                                                                                                                                                                                                                     | Distinction                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>Candidates will carry out limited research on a narrow range of organisations and end-users.</p> <p>Candidates provide limited evidence linking their research to the designs.</p> <p>Candidates will produce basic plans which include sketches of the design for the front and at least one inside page of their publication.</p> <p>There will be some indication that timescales for the completion of the publication have been considered.</p>                                                                                                                                                                                                                                     | <p>Candidates will carry out independent research from a range of sources which they identify.</p> <p>Candidates provide evidence linking their research to the designs.</p> <p>Candidates will produce plans which include sketches of the design for all pages of their publication.</p> <p>There will be some indication that timescales have been considered for each stage of the development and completion of the publication.</p> | <p>Candidates will carry out independent research from a wide variety of sources which they identify.</p> <p>Candidates provide clear evidence linking their research to the designs.</p> <p>Candidates will produce detailed plans which include sketches of the design for all pages of their publication.</p> <p>Realistic timescales have been considered and set for each stage of the development and completion of the publication.</p> |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will specify the purpose and audience of the magazine you have been asked to design.</li> <li>You will also identify areas for research.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1d</b>.</li> <li>Save this document in your Unit 5 AO1 folder as UserReq.</li> </ul>                                                                                                                                                                                                                                                                              | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will specify the purpose and audience of the magazine you have been asked to design.</li> <li>You will also identify areas for research.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1d</b>.</li> <li>Save this document in your Unit 5 AO1 folder as UserReq.</li> </ul>                            | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will specify the purpose and audience of the magazine you have been asked to design.</li> <li>You will also identify areas for research.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1d</b>.</li> <li>Save this document in your Unit 5 AO1 folder as UserReq.</li> </ul>                                 |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will carry out limited research on a narrow range of organisations and end-users.</li> <li>Pass candidates can use centre supplied resources.</li> <li>O2: access for all</li> <li>O2: E169</li> <li>Orange: PAYG Price Guide</li> <li>CPWH: PAYM tariffs</li> <li>T-Mobile: mobile price guide</li> <li>Vodafone: sales guide</li> <li>Vodafone: tariffs</li> <li>Smartphones</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>For this task you can use the school magazines/booklets for your research or bring in your own.</li> <li>Complete <b>worksheet Appendix 1b</b>.</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will carry out independent research from a range of sources which you must identify.</li> <li>Merit candidates must supply their own independent research.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>For this task you must provide your own research materials.</li> <li>Complete <b>worksheet Appendix 1b</b>.</li> </ul>       | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will carry out independent research from a wide range of sources which you must identify.</li> <li>Distinction candidates must supply their own independent research.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>For this task you must provide your own research materials.</li> <li>Complete <b>worksheet Appendix 1b</b>.</li> </ul> |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will produce basic plans showing how your research will influence your designs.</li> <li>You will also explain your house style and which software you will use to create the publication.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1a</b>.</li> </ul>                                                                                                                                                                                                                                                                                              | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will produce basic plans showing how your research will influence your designs.</li> <li>You will also explain your house style and which software you will use to create the publication.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1a</b>.</li> </ul>                                            | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will produce basic plans showing how your research will influence your designs.</li> <li>You will also explain your house style and which software you will use to create the publication.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1a</b>.</li> </ul>                                                 |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create design sketches of your magazine.</li> </ul> <p><b>Task:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create design sketches of your magazine.</li> </ul> <p><b>Task:</b></p>                                                                                                                                                                                                                                                                                  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create design sketches of your magazine.</li> </ul> <p><b>Task:</b></p>                                                                                                                                                                                                                                                                                       |

|  |                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                    |
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|  | <ul style="list-style-type: none"> <li>Using a blank piece of A4 paper you must sketch the front cover and 2nd page of your magazine.</li> <li>Put the sketches into your Unit 5 portfolio.</li> </ul>                                                                                                                               | <ul style="list-style-type: none"> <li>Using a blank pieces of A4 paper you must sketch all pages of your magazine.</li> <li>Put the sketches into your Unit 5 portfolio.</li> </ul>                                                                                                     | <ul style="list-style-type: none"> <li>Using a blank pieces of A4 paper you must sketch all pages of your magazine in detail.</li> <li>Put the sketches into your Unit 5 portfolio.</li> </ul>                                                                                                                                     |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a timescale projecting the tasks/time required to complete the magazine.</li> <li>The timescale may not be accurate.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1c.</b></li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a timescale projecting the tasks/time required to complete the magazine.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1c.</b></li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a timescale projecting the tasks/time required to complete the magazine.</li> <li>The timescale must be realistic.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 1c.</b></li> </ul> |

## AO2 - Create text styles.

|  | Pass                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Merit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Distinction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>Candidates create at least three text styles in the DTP software. For each text style they will set font type, size, emphasis and alignment as a minimum.</p> <p>The following will be set at least once across the three text styles:</p> <ul style="list-style-type: none"> <li>• leading (line spacing)</li> <li>• kerning (character spacing)</li> <li>• paragraph spacing or indents</li> </ul> <p>Each text style will be used at least once in the publication.</p>                                                                                                                                                                                                                                                                                                                                                                  | <p>Candidates will create at least three text styles in the DTP software adhering to the identified house style.</p> <p>For each test style they will set font type, size, emphasis and alignment as a minimum.</p> <p>The following will be set at least once across the three text styles:</p> <ul style="list-style-type: none"> <li>• leading (line spacing)</li> <li>• kerning (character spacing)</li> <li>• paragraph spacing or indents</li> <li>• tabs</li> <li>• bulleted or numbered list</li> </ul> <p>Each text style will be used at least once in the publication.</p> <p>The styles will be suitable for use in the publication and will meet the requirements of the client brief.</p> <p>Most styles will be consistently applied.</p>                                                                                                                                                                | <p>Candidates will generate at least three text styles in the DTP software adhering to the identified house style.</p> <p>At least one text style will be for the body text. Leading and paragraph spacing or indents will be set appropriately for the body text.</p> <p>For each style they will set from type, size, emphasis and alignment as a minimum. The following will be set at least once:</p> <ul style="list-style-type: none"> <li>• kerning (character spacing)</li> <li>• paragraph spacing or indents</li> <li>• tabs</li> <li>• bulleted or numbered list</li> </ul> <p>Each text style will be used at least once in the publication.</p> <p>The styles will be suitable for use in the publication and will meet the requirements of the brief.</p> <p>The body text style and at least one other style will be used consistently throughout the publication.</p>                                   |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>• In this task you will design the text styles that will be used in your publication as a subtitle.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Use <b>worksheet Appendix 2a &amp; 2b</b> to help design your text styles.</li> <li>• Save your worksheet containing design evidence as StyleDesigns in your unit 5 ao2 folder.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                              | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>• In this task you will design the text styles that will be used in your publication as a subtitle.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Use <b>worksheet Appendix 2a &amp; 2b</b> to help design your text styles.</li> <li>• Save your worksheet containing design evidence as StyleDesigns in your unit 5 ao2 folder.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>• In this task you will design the text styles that will be used in your publication as a subtitle.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Use <b>worksheet Appendix 2a &amp; 2b</b> to help design your text styles.</li> <li>• Save your worksheet containing design evidence as StyleDesigns in your unit 5 ao2 folder.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>• In this task you will create a text style that will be used in your publication as a subtitle.</li> <li>• <b>Appendix 2c</b> may help.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Open a new publisher document and create a new text style called mysubtitle.</li> <li>• Set the: <ul style="list-style-type: none"> <li>○ font type</li> <li>○ font size</li> <li>○ emphasis</li> <li>○ alignment</li> <li>○ kerning</li> </ul> </li> <li>• print screen the main style screen (showing all settings) and paste into a word document</li> <li>• Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>• Save your word document containing your print screen evidence as style-evidence in your unit 5 ao2 folder.</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>• In this task you will create a text style that will be used in your publication as a subtitle.</li> <li>• The style will be suitable for use in the publication and will meet the requirements of the house style identified.</li> <li>• <b>Appendix 2c</b> may help.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Open a new publisher document and create a new text style called mysubtitle.</li> <li>• Set the: <ul style="list-style-type: none"> <li>○ font type</li> <li>○ font size</li> <li>○ emphasis</li> <li>○ alignment</li> <li>○ kerning</li> </ul> </li> <li>• print screen the main style screen (showing all settings) and paste into a word document</li> <li>• Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>• Save your word document containing your print screen</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>• In this task you will create a text style that will be used in your publication as a subtitle.</li> <li>• The style will be suitable for use in the publication and will meet the requirements of the house style identified.</li> <li>• <b>Appendix 2c</b> may help.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Open a new publisher document and create a new text style called mysubtitle.</li> <li>• Set the: <ul style="list-style-type: none"> <li>○ font type</li> <li>○ font size</li> <li>○ emphasis</li> <li>○ alignment</li> <li>○ kerning</li> </ul> </li> <li>• print screen the main style screen (showing all settings) and paste into a word document</li> <li>• Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>• Save your word document containing your print screen</li> </ul> |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | evidence as style-evidence in your unit 5 ao2 folder.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | evidence as style-evidence in your unit 5 ao2 folder.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a text style that will be used in your publication as body text.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>In your publisher document that contains your styles create a new text style called mybodytext.</li> <li>Set the: <ul style="list-style-type: none"> <li>font type</li> <li>font size</li> <li>emphasis</li> <li>alignment</li> <li>leading (line spacing)</li> <li>paragraph spacing</li> </ul> </li> <li>print screen the main style screen (showing all settings) and paste into a word document</li> <li>Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>Save your word document containing your print screen evidence as style-evidence in your unit 5 ao2 folder.</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a text style that will be used in your publication as body text.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>In your publisher document that contains your styles create a new text style called mybodytext.</li> <li>Set the: <ul style="list-style-type: none"> <li>font type</li> <li>font size</li> <li>emphasis</li> <li>alignment</li> <li>leading (line spacing)</li> <li>paragraph spacing</li> </ul> </li> <li>print screen the main style screen (showing all settings) and paste into a word document</li> <li>Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>Save your word document containing your print screen evidence as style-evidence in your unit 5 ao2 folder.</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a text style that will be used in your publication as body text.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>In your publisher document that contains your styles create a new text style called mybodytext.</li> <li>Set the: <ul style="list-style-type: none"> <li>font type</li> <li>font size</li> <li>emphasis</li> <li>alignment</li> <li>leading (line spacing)</li> <li>paragraph spacing</li> </ul> </li> <li>print screen the main style screen (showing all settings) and paste into a word document</li> <li>Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>Save your word document containing your print screen evidence as style-evidence in your unit 5 ao2 folder.</li> </ul> |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a text style that will be used in your publication as a list.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>In your document that contains your styles create a new text style called mylist.</li> <li>Set the: <ul style="list-style-type: none"> <li>font type</li> <li>font size</li> <li>emphasis</li> <li>alignment</li> <li>indents</li> <li>bullets</li> </ul> </li> <li>print screen the main style screen (showing all settings) and paste into a word document</li> <li>Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>Save your word document containing your print screen evidence as style-evidence in your unit 5 ao2 folder.</li> </ul>                                           | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a text style that will be used in your publication as a list.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>In your document that contains your styles create a new text style called mylist.</li> <li>Set the: <ul style="list-style-type: none"> <li>font type</li> <li>font size</li> <li>emphasis</li> <li>alignment</li> <li>indents</li> <li>bullets</li> </ul> </li> <li>print screen the main style screen (showing all settings) and paste into a word document</li> <li>Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>Save your word document containing your print screen evidence as style-evidence in your unit 5 ao2 folder.</li> </ul>                                           | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a text style that will be used in your publication as a list.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>In your document that contains your styles create a new text style called mylist.</li> <li>Set the: <ul style="list-style-type: none"> <li>font type</li> <li>font size</li> <li>emphasis</li> <li>alignment</li> <li>indents</li> <li>bullets</li> </ul> </li> <li>print screen the main style screen (showing all settings) and paste into a word document</li> <li>Save your publisher evidence as styles in your unit 5 ao2 folder.</li> <li>Save your word document containing your print screen evidence as style-evidence in your unit 5 ao2 folder.</li> </ul>                                           |

**AO3 - Select and use tools in desktop publishing software.**

|  | <b>Pass</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Merit</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Distinction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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|  | <p>Candidates will produce a document using a desktop publishing package</p> <p>There will be limited use of facilities, imported text and imported graphics.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Candidates will produce a detailed document which mostly meets the demands of the brief using a desktop publishing package.</p> <p>There will be good use of facilities imported text and imported graphics.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Candidates will produce a detailed document which fully meets the demands of the brief using a desktop publishing package.</p> <p>There will be good use of facilities, imported text and imported graphics and all will be used appropriately.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create your four-page publication.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Create a new publisher document and import the styles created in the previous tasks (mysubtitle, mybodytext &amp; mylist)</li> <li>Set margins, layout guides, text and graphic frames (as appropriate).</li> <li>Check the document has 4 A4 pages</li> <li>Import text and images appropriate for the brief. <ul style="list-style-type: none"> <li>Images might not be of high quality or not scaled appropriately and may be pixelated or out of proportion.</li> </ul> </li> <li>Each text style will have been used at least in the publication.</li> <li>Save your publication as Yodafone in your unit 5 ao3 folder.</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create your four-page publication.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Create a new publisher document and import the styles created in the previous tasks (mysubtitle, mybodytext &amp; mylist)</li> <li>Set margins, layout guides, text and graphic frames (as appropriate).</li> <li>Check the document has 4 A4 pages</li> <li>Import text and images appropriate for the brief. <ul style="list-style-type: none"> <li>Images will be high quality and scaled appropriately so that they are not pixelated or out of proportion.</li> </ul> </li> <li>Each text style will have been used at least in the publication.</li> <li>Most styles will be consistently applied.</li> <li>Save your publication as Yodafone in your unit 5 ao3 folder.</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create your four-page publication.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Create a new publisher document and import the styles created in the previous tasks (mysubtitle, mybodytext &amp; mylist)</li> <li>Set margins, layout guides, text and graphic frames (as appropriate).</li> <li>Check the document has 4 A4 pages</li> <li>Import text and images appropriate for the brief. <ul style="list-style-type: none"> <li>Images will be high quality and scaled appropriately so that they are not pixelated or out of proportion.</li> </ul> </li> <li>The publication will be of near professional quality.</li> <li>Each text style will have been used at least in the publication.</li> <li>The body text style and at least one other style will be used consistently throughout the publication.</li> <li>Save your publication as Yodafone in your unit 5 ao3 folder.</li> </ul> |

**AO4 - Use drawing tools included with desktop publishing software to create basic shapes for inclusion in your completed publication.**

|  | <b>Pass</b>                                                                                                                                                                                                                                                                                 | <b>Merit</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Distinction</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>Candidates will use at least three different drawing tools and at least two other features in the desktop publishing software to enhance the publication.</p> <p>They will combine at least four objects to create a more complex whole and use grouping and layering at least once.</p> | <p>Candidates will use at least three different drawing tools to create effective shapes that enhance the publication.</p> <p>They will change the default formatting (eg border style, fill effect) at least once.</p> <p>They will use at least two other features to enhance the publication.</p> <p>They will combine at least six objects to create a complex whole which will be effective. They will use grouping and layering effectively at least once.</p> | <p>Candidates will use at least five different drawing tools to create shapes that enhance the publication.</p> <p>They will change the default formatting (eg border style, fill effect) at least twice.</p> <p>They will use at least two other features effectively to enhance the publication.</p> <p>They will combine at least six objects to create a complex whole which will be effective. They will use grouping and layering effectively at least once. The tools and features used will suit the needs of the brief and the intended audience.</p> |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a complex object using at least three different drawing tools to draw at</li> </ul>                                                                                                                 | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a complex object using at least three different drawing tools to draw at</li> </ul>                                                                                                                                                                                                                                                                                          | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will create a complex object using at least five different drawing tools to</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                             |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>least four objects to form a layered, grouped object.</p> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Use the drawing tools including auto-shapes to create a complex object which looks like a discount coupon.</li> <li>• Make sure: <ul style="list-style-type: none"> <li>○ you have used at least three different drawing tools</li> <li>○ you have at least four shapes drawn</li> <li>○ your object is layered</li> <li>○ your object is grouped</li> </ul> </li> </ul> | <p>least six objects to form a layered, grouped object.</p> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Use the drawing tools including auto-shapes to create a complex object which looks like a discount coupon.</li> <li>• Make sure: <ul style="list-style-type: none"> <li>○ you have used at least three different drawing tools</li> <li>○ you have at least six shapes drawn</li> <li>○ you have changed the default formatting (border style, fill effect etc) at least once.</li> <li>○ your object is layered</li> <li>○ your object is grouped</li> </ul> </li> </ul> | <p>draw at least six objects to form a layered, grouped object.</p> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Use the drawing tools including auto-shapes to create a complex object which looks like a discount coupon.</li> <li>• Make sure: <ul style="list-style-type: none"> <li>○ you have used at least five different drawing tools</li> <li>○ you have at least six shapes drawn</li> <li>○ you have changed the default formatting (border style, fill effect etc) at least twice.</li> <li>○ your object is layered</li> </ul> </li> </ul> |
|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>• In this task you will use at least two other features to enhance the publication.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Set the background colour of text boxes</li> <li>• Set page or frame borders</li> <li>• Insert page numbers</li> </ul>                                                                                                                                                                                                                                                      | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>• In this task you will use at least two other features effectively to enhance the publication.</li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>• Set the background colour of text boxes</li> <li>• Set page or frame borders</li> <li>• Insert page numbers</li> </ul>                                                                                                                                                                                                                |

# **AO5 - Review and evaluate the publication and prepare it for printing.**

|  | Pass                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Merit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Distinction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>Candidates will use at least one automatic checking facility or one visual checking facility to proof their publication. They will check that the content is fit for purpose.</p> <p>If problems are identified, some corrections will be made.</p> <p>One publication will be printed as a proof copy.</p> <p>They will explain how the content in their finished publication meets the client brief.</p>                                                                                                                                                                                                                                                                   | <p>Candidates will use at least one automatic checking facility and at least one visual checking facility to proof their publication. They will check that the content is fit for purpose and intended audience.</p> <p>If problems are identified, corrections will be made.</p> <p>One copy of the publication will be printed a final proof copy.</p> <p>The final publication will be mostly error free and will meet most of the requirements of the brief.</p> <p>They will explain how the content in their finished publication meets the client brief and is suitable for the target audience.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>Candidates will use a range of automatic and visual checking facilities to proof their publication. They will check that the content is fit for purpose and intended audience.</p> <p>If problems are identified, all corrections will be made.</p> <p>One copy of the publication will be printed as a final proof copy.</p> <p>The final publication will be virtually error free and will meet the requirements of the brief.</p> <p>They will explain, using example from their publication, how the content in their finished publication meets the client brief and is suitable for the target audience.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|  | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will check your document is fit for purpose using at least one automatic checking facility such as: <ul style="list-style-type: none"> <li>spelling,</li> <li>grammar check</li> <li>design</li> </ul> </li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Check your publication to ensure the content is fit for purpose using an automatic check and make any improvements if necessary.</li> <li>Print-screen the automatic-check once it has completed and paste the evidence into a new word document and save into your unit 5 ao5 folder as ProofingEvidence.</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will check your document is fit for purpose and intended audience.</li> <li>Use at least one automatic checking facility such as: <ul style="list-style-type: none"> <li>spelling,</li> <li>grammar check,</li> <li>design</li> </ul> </li> <li>Use at least one visual checking from the following: <ul style="list-style-type: none"> <li>proof reading,</li> <li>print preview,</li> <li>missing/overflowing text</li> <li>inconsistent formatting</li> <li>widows, orphans, subheading split from related text</li> <li>inappropriate use of blank space</li> <li>distorted graphics</li> <li>inappropriate touching/overlapping of items</li> <li>hyphenation control</li> <li>column balancing</li> </ul> </li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Check your publication to ensure the content is fit for purpose and intended audience using an automatic and visual check and make any improvements if necessary.</li> <li>Print-screen the automatic-check once it has completed.</li> <li>You will need to provide before and after print screens to evidence your visual checks.</li> <li>Paste any evidence into a new word document and save into your unit 5 ao5 folder as ProofingEvidence.</li> </ul> | <p><b>Info:</b></p> <ul style="list-style-type: none"> <li>In this task you will check your document is fit for purpose and intended audience.</li> <li>Use a range of automatic checking facility such as: <ul style="list-style-type: none"> <li>spelling,</li> <li>grammar check,</li> <li>design</li> </ul> </li> <li>Use a range of visual checking from the following: <ul style="list-style-type: none"> <li>proof reading,</li> <li>print preview,</li> <li>missing/overflowing text</li> <li>inconsistent formatting</li> <li>widows, orphans, subheading split from related text</li> <li>inappropriate use of blank space</li> <li>distorted graphics</li> <li>inappropriate touching/overlapping of items</li> <li>hyphenation control</li> <li>column balancing</li> </ul> </li> </ul> <p><b>Task:</b></p> <ul style="list-style-type: none"> <li>Check your publication to ensure the content is fit for purpose and intended audience using a range of automatic and visual checks and make any improvements if necessary.</li> <li>Print-screen the automatic-check once it has completed.</li> <li>You will need to provide before and after print screens to evidence your visual checks.</li> <li>Paste any evidence into a new word document and save into your unit 5 ao5 folder as ProofingEvidence.</li> </ul> |

|  |                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                    |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>Info:</b> <ul style="list-style-type: none"> <li>In this task you will print a proof copy of your publication</li> </ul> <b>Task:</b> <ul style="list-style-type: none"> <li>Print your publication.</li> </ul>                                                  | <b>Info:</b> <ul style="list-style-type: none"> <li>In this task you will print a proof copy of your publication</li> </ul> <b>Task:</b> <ul style="list-style-type: none"> <li>Print your publication.</li> </ul>                                                 | <b>Info:</b> <ul style="list-style-type: none"> <li>In this task you will print a proof copy of your publication</li> </ul> <b>Task:</b> <ul style="list-style-type: none"> <li>Print your publication.</li> </ul>                                                 |
|  | <b>Info:</b> <ul style="list-style-type: none"> <li>In this task you will explain how the content in your final publication meets the client brief</li> </ul> <b>Task:</b> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 5c</b>.</li> </ul> | <b>Info:</b> <ul style="list-style-type: none"> <li>In this task you will explain how the content in your final publication meets the client brief</li> </ul> <b>Task:</b> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 5c</b></li> </ul> | <b>Info:</b> <ul style="list-style-type: none"> <li>In this task you will explain how the content in your final publication meets the client brief</li> </ul> <b>Task:</b> <ul style="list-style-type: none"> <li>Complete <b>worksheet Appendix 5c</b></li> </ul> |

## Appendix 1a - Planning

**Q1: What will be your House style & why?**

**Q2: Did a piece of research influence your house style? If so which bit of research and why?**

**Q3: What software will you use to create the booklet/magazine & why?**

**Q4: What ideas from you research will you use in your planning & why?**

[illegible]

## Appendix 1b - Research

|                                                                                                                                                  |  |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
| Name of publication:<br>e.g. Vodafone weekly / cosmopolitan                                                                                      |  |  |  |
| Type of publication:<br>e.g. newsletter / leaflet / catalogue /<br>magazine / brochure / programme                                               |  |  |  |
| Source:<br>e.g. Shops / online                                                                                                                   |  |  |  |
| Availability:<br>e.g. hard copy / digital                                                                                                        |  |  |  |
| Target audience:<br>consider gender / age / location<br>/nationality / interests                                                                 |  |  |  |
| Justification:<br>give reasons why you believe it is aimed<br>at this target audience                                                            |  |  |  |
| Use of colour:<br>general colour schemes / fills /                                                                                               |  |  |  |
| Use of font<br>font type (serif/sans serif) / size / bold /<br>italics / headings alignment                                                      |  |  |  |
| Graphics<br>logos / photographs / Icons / positions                                                                                              |  |  |  |
| Columns<br>number of columns / alignment                                                                                                         |  |  |  |
| Other features<br>page numbers / backgrounds etc.                                                                                                |  |  |  |
| Good features<br>How has the document been developed<br>to appeal to the target audience?<br>Consider attention / interest / desire /<br>action. |  |  |  |
| Improvements<br>How would you improve the document<br>to make it more suitable for the target<br>audience?                                       |  |  |  |
| What features would you consider using<br>in your publication? Why?                                                                              |  |  |  |

### Appendix 1c – Timescale - Gantt Chart Plan

To use the template, change the **W/B** to the first date of each week e.g. **3/02** for the **3<sup>rd</sup> of February**. Then merge colour and label the cells as appropriate. Add/remove rows as required.

[illegible]

## Appendix 1d – User Requirements

### *End user research*

**Q1: What does Leia from Yodafone need you for? (*Purpose*)**

**Q2: Leia has given you some specific requirements for the product what are they?**

**Q3: Who has she asked you to produce it for? (*Audience*)**

### *Independent research*

**Q4: Which organisations will you get research from? And why?**

**Q5: What will you research? And why?**

Appendix 2a - Styles

|                        |                                       | Style 1<br>MySubTitle | Style 2<br>MyBodyText | Style 3<br>MyList |
|------------------------|---------------------------------------|-----------------------|-----------------------|-------------------|
| Font                   | Name                                  |                       |                       |                   |
|                        | Colour                                |                       |                       |                   |
|                        | Size                                  |                       |                       |                   |
|                        | Emphasis<br>(Effects)                 |                       |                       |                   |
| Character spacing      | Kerning                               |                       |                       |                   |
| Paragraph              | Alignment                             |                       |                       |                   |
|                        | Tabs                                  |                       |                       |                   |
|                        | Leading<br>(Line Spacing)             |                       |                       |                   |
|                        | Paragraph spacing<br>(Before & After) |                       |                       |                   |
| Bullets &<br>numbering | Bullet character                      |                       |                       |                   |
|                        | Indentation                           |                       |                       |                   |

## Appendix 2b – Styles2

### ***Task 2 Instructions***

- Using your chosen plan that you created in Task 1, create at least **three** styles for use in your booklet. Consider the following for each style:
  - Font (face, size, emphasis, alignment, leading)
  - Paragraph spacing
  - Indents or tabs
  - Bullets (Distinction level only).
- In the styles that you create you must demonstrate that you have changed at least one aspect from each of first three bulleted items listed above at least once. You may need to create more than three styles to demonstrate this.
- To achieve Merit level, you must set the full range from each of first three bulleted items listed above. Your styles will be mostly fit for purpose.
- To achieve Distinction level you must set the full range all of the bulleted items listed above. Your styles will be fit for purpose.

***Place print screens in the following categories to show evidence you have 3 different formatting styles***

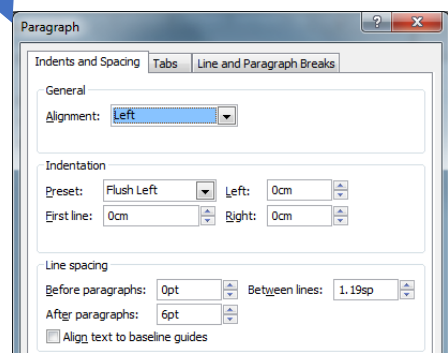
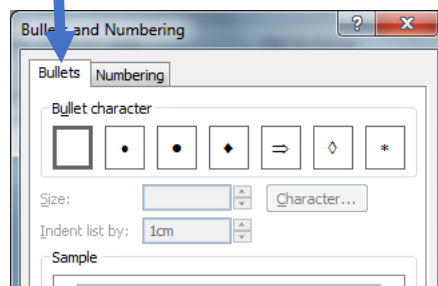
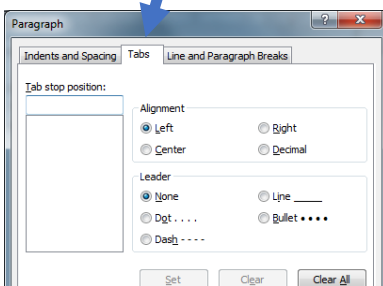
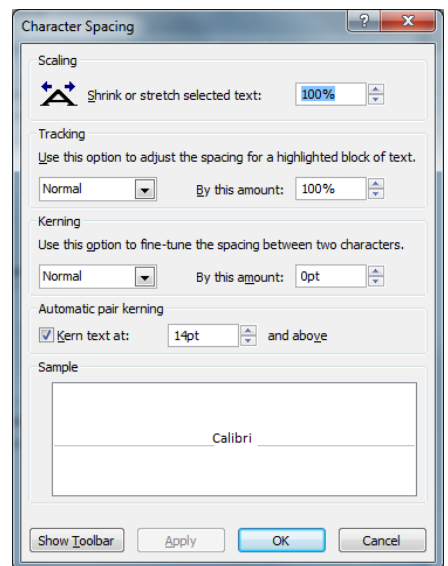
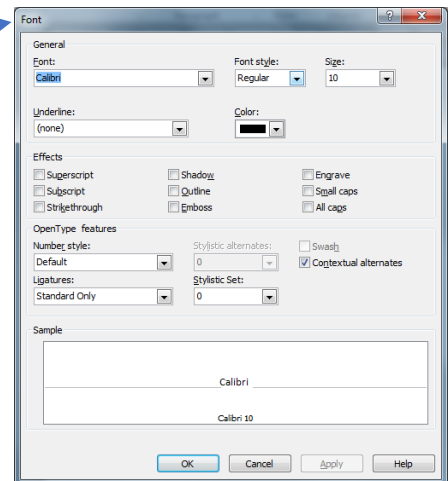
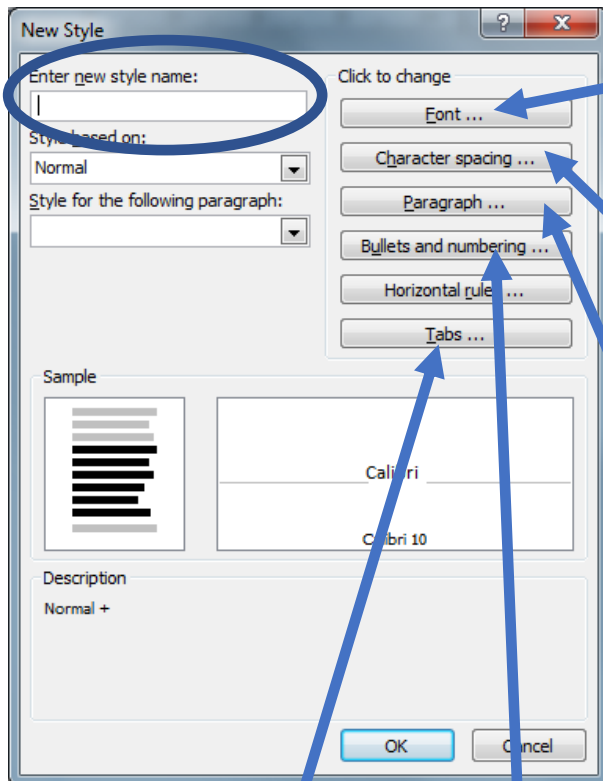
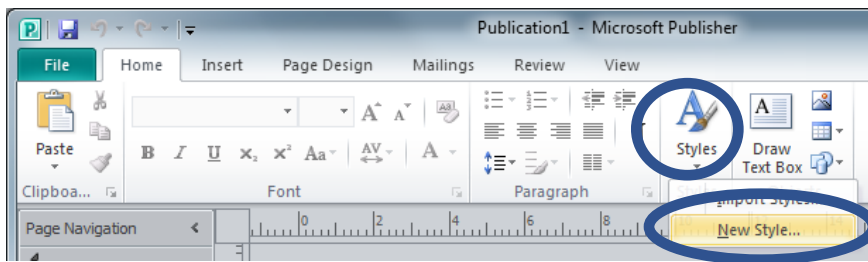
***Font***

***Paragraph spacing***

***Indents or tabs***

***Bullets***

## Appendix 2c – Styles Instructions



1. Click styles
2. Click new style
3. Type name of new style
  - a. **MySubTitle** (do tasks 4 & 5)
  - b. **MyBodyText** (do tasks 4 & 6)
  - c. **MyList** (do tasks 4 & 7)
4. Select **Font** (Style 1,2,3)
  - a. Name (e.g. Calibri)
  - b. Size (e.g. 32)
  - c. Colour (e.g. red)
  - d. Emphasis (e.g. bold, underline etc.)
5. Select **Character Spacing** (Style 1)
  - a. Adjust kerning (e.g. 2pt)
6. Select **Paragraph** (Style 2)
  - a. Set alignment (e.g. left, centre, right)
  - b. Set leading (line spacing between lines)
  - c. Set paragraph spacing (before and after paragraph)
7. Select **Bullets and Numbering** (style 3)
  - a. Set bullet character
  - b. Set bullet size
  - c. Set bullet indentation
8. Select **Tabs** (style 3)
  - a. Set stop positions (e.g. 0.25, 0.5, 0.75)
  - b. Set alignment
  - c. Set leader

### **Appendix 3a – Layout guides**

#### Layout Guides Print-screen Evidence

Create the layout for the pages of your booklet by:

- setting the margins
- positioning the layout guides
- creating text and graphic frames

## Appendix 4a

### ***Task Instructions***

- Use the drawing tools of your software to create a logo & add interest to your publication e.g.:
  - A range of 2D shapes
  - Tools to cut, copy and paste, copy and crop
  - Monochrome and colour fill and shading
  - Lines and borders of different styles and colour
  - Layer items, eg text layered over a drawn shape or graphic
  - A range of text styles and effects including reverse and artistic effects
  - Grouping.
- To achieve Pass level you must create some shapes and use layering.
- To achieve Merit level you must use most of the facilities listed above, including grouping, to produce a more complex shape. The drawings produced will be accurate.
- To achieve Distinction level you must use all the facilities listed above. The drawings produced will be accurate and fit for purpose.

**Create a logo for Yodafone and a mobile phone using auto-shapes:**

## **Covering Letters**

Covering letters are used when you want to communicate with someone in a professional manner. In our case we need to create a covering letter which will be sent to a professional printing company. A cover letter should be written to confirm all details which have been set with a printing company, the elements include;

- Your name and contact details
- The name/type of the publication
- The paper requirement e.g. size, colour, weight and whether or not it is to be glossy
- Any folding, stapling, stitching that is needed
- The type of printing required i.e. Digital or Offset Lithography
- The type of colour printing required e.g. black only, spot printing (specify additional colours), CMYK process printing
- The date by which you require the final printed copies
- How you want the final copies to be delivered to you or whether you will arrange to have them collected

**Appendix 5b**

<your name>  
Heathfield Community School  
Taunton  
Somerset  
TA2 8PD

06/06/2023

Dear Sir/Madam

I would like...

- <how many would you like?>
- <will it need to be in colour?>
- <what size paper will it need to be?>
- <where would you like it delivered>

Yours Faithfully

<your name>

**Appendix 5c - Evaluation**

**Explain how the content in your publication meets the client brief.**

**Explain how the content in your publication is suitable for the audience (Higher levels only)**

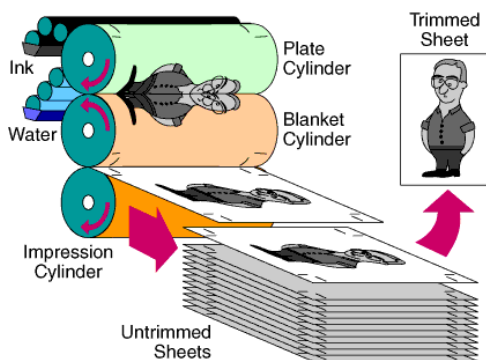
*To achieve Distinction level you must use examples from your publication to support your explanations.*

**This document has been created to explain the 2 main processes involved in commercial printing.**

**Digital Printing:** The first type of printing is a very fast technique using a laser printer. This type of printing is best suited to small print runs of around 500 sheets of paper or less. The reason for the limit comes down to two things, first it is quicker than personal printing but it is still slower than traditional printing methods, secondly it is more expensive for large quantities.



**Offset Lithography:** This prints using plates each inked in a single colour, with multiple plates used to create the range of colours required. It is called “Offset” because the paper never touches the plates themselves: the ink is transferred from the plates to a rubber “blanket”, from where it is transferred to the paper. Creating these plates is expensive so this is not a realistic option for short print runs. Before computers were used to create and set the plates the setup costs were even greater, meaning that print runs of less than several thousand were not cost-effective.



### Covering Letters

Covering letters are used when you want to communicate with someone in a professional manner. In our case we need to create a covering letter which will be sent to a professional printing company. A cover letter should be written to confirm all details which have been set with a printing company, the elements include;

- Your name and contact details
- The name/type of the publication
- The paper requirement e.g. size, colour, weight and whether or not it is to be glossy
- Any folding, stapling, stitching that is needed
- The type of printing required i.e. Digital or Offset Lithography
- The type of colour printing required e.g. black only, spot printing (specify additional colours), CMYK process printing
- The date by which you require the final printed copies
- How you want the final copies to be delivered to you or whether you will arrange to have them collected.

***Task 5 Instructions***

Describe the remaining stages of producing multiple copies of the document using commercial printing processes.

***Conclusion:***