

Unit 5: Desktop Publishing

Candidate Name: Candidate JPR

Assessment Objective	Pass	Merit	Distinction
Guidance for AO1	<p>For Assessment Objective 1, candidates must produce planning which includes evidence that the candidate has evaluated elements included in a range of documents considered and has made decisions about the design of their own document based on this research. This may be evidenced by witness statements for pass candidates. For the higher grades candidates must evidence their research by stating their sources.</p> <p>To show that candidates have made decisions, there must be at least two sketches which show competing solutions to the brief. The candidate should not produce draft designs for each page, but should consider house style and layout, producing no more than two A4 pages to illustrate each alternative. For example, candidates may provide evidence of the design of the front and one inside page for each alternative. The candidate must then evidence that they have made a decision about the most appropriate design to complete, along with the most appropriate software to use in order to do so. This must be further supported with a time-scale for completion of the project.</p>		
AO1 Plan a document to meet a given design brief for a document of at least eight A4 pages or equivalent	<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:</p> <ul style="list-style-type: none"> • a few sketches, • identification of software to be used, • choice of final design • and some indication that time has been considered. 	<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 to meet the requirements of the brief which include:</p> <ul style="list-style-type: none"> • sketches, • identification of software to be used, • choice of final design • and the timescale but this may not be realistic. 	<p>Candidates will carry out independent research from a wide range of sources which they identify.</p> <p>Candidates provide clear evidence linking their research to the designs.</p> <p>Candidates will produce comprehensive design plans to meet fully the requirements of the brief which include:</p> <ul style="list-style-type: none"> • sketches, • identification of software to be used, • choice of final design • and the timescale.
AO1 NOTES PASS	<p>The candidate has carried out limited research by looking at a number of magazine front covers, from which he has gathered some design ideas, although there is only a very limited attempt to link these ideas to his own designs; twice on the page designs there is the annotation 'researched Pg 1.', but it is not at all clear what this means. There is nothing to clarify whether the magazines have been provided by the Centre or identified independently by the candidate, although the wording 'I chose...' suggests the latter.</p> <p>A time plan has been produced and the software to be used has been identified. The candidate has briefly considered two alternative house styles and chosen between them. There is one set of hand-drawn plans for each page to go with design 1. Although this is not necessary the candidate would not be penalised for doing more than is required as the plans do show something about house style and layout. There are two pages showing design ideas for design 2. Although these give little detail there is just enough for it to be seen that there were two design ideas and that the candidate has chosen between them.</p> <p>A PASS can be awarded for this Assessment Objective. To achieve Merit there would need to be much clearer evidence linking research to designs. More detailed consideration of text styles would lead more naturally onto AO2.</p>		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO2	For Assessment Objective 2 the creation and use of different styles within the document must show that candidates have created sets of rules to govern how text is displayed within the document. Candidates may choose to format text and paragraphs using options governing a range of different style decisions as listed within the assessment objective.		
AO2 Create styles	<p>Candidates create three styles.</p> <p>Each style will include at least one aspect from each of the following:</p> <ul style="list-style-type: none"> font (face, size, emphasis, alignment or leading) paragraph spacing indents or tabs <p>The styles may not be fit for purpose.</p>	<p>Candidates create three styles.</p> <p>Each style will include the full range of each of the following:</p> <ul style="list-style-type: none"> font (face, size, emphasis, alignment or leading) paragraph spacing indents or tabs <p>The styles will mostly be fit for purpose.</p>	<p>Candidates create three styles.</p> <p>Each style will include the full range of each of the following:</p> <ul style="list-style-type: none"> font (face, size, emphasis, alignment or leading) paragraph spacing indents or tabs bullets <p>The styles will be fit for purpose.</p>
AO2 NOTES PASS	<p>The candidate has created a heading style, setting font (face, emphasis and colour), paragraph spacing and bullets. A body text style has been created that sets font (face and colour), character spacing, paragraph spacing and bullets. A third style has been set, with a different font face and colour, paragraph spacing, line spacing and indents. It is regrettable that the candidate's screenshots are so small, making reading of the details very difficult. Had 'alt-Prt Scr' been used to capture the screen shots they would have been much more appropriate.</p> <p>The use of bullets is not suitable for a heading and the font styles do not match the house style designed in AO1. Additionally the purpose of the third style is unclear and there is no evidence that the candidate has actually used any of the styles in the final publication.</p> <p>The purpose of work in this AO is to create styles that are needed to maintain the house style designed in AO1. Whilst all aspects should be considered for each style, there is no need to set, eg bullets, where these would not be appropriate, although there should be at least one example of each aspect being changed from the default, when all styles are considered. It is expected that the three styles will be used in the creation of the final publication.</p> <p>Although it is disappointing to see that the candidate appears to have carried out work for this AO in isolation to the rest of the portfolio, which is against the spirit of the unit, he has met the requirements for a PASS to be awarded. There is no evidence of setting font size and the styles are not fit for purpose, so a higher grade cannot be considered.</p>		
Guidance for AO3	<p>For Assessment Objective 3, candidates need to create an overall document layout. Once completed, this layout must then be populated using a range of techniques. These techniques include importing text and graphics as well as entering text directly into the document.</p> <p>Techniques listed in the Knowledge, Understanding and Skills are: setting margins, columns and gutter; positioning layout guides; creating and positioning text and graphic frames; importing text and graphics; and entering text directly into the document</p>		
AO3 Select and use tools in desktop publishing	<p>Candidates will produce a simple 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 but some may not be used appropriately.</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>
AO3 NOTES PASS	<p>The candidate has had several attempts at producing a front page and there is a first and final version of the completed 8-page magazine. Text and graphics have been imported and it is clear that at least titles have been entered by the candidate.</p> <p>The range of facilities used has not been evidenced. It would be expected that candidates would annotate their work and/or provide screenshots showing the tools used, eg creating a master page, using layout guides, position of frames, flowing text between frames, use of styles etc. In this case there is evidence only of a limited use of DTP facilities and a PASS is the highest grade that can be considered.</p>		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO4	<p>Assessment Objective 4 requires that the document should then be further augmented by the use of drawing tools included within the DTP software. Pass candidates will create basic shapes such as squares, triangles and circles which are then used where appropriate within the document. For higher levels, candidates will combine objects to create more complex shapes. The term 'layering' means to alter the order of overlapping objects, whilst 'grouping' implies combining one or more objects together.</p> <p>Tools/techniques listed in the Knowledge, Understanding and Skills are: using a range of 2D shapes; use tools to cut and paste, copy and crop; use monochrome and colour fill and shading; use lines of different styles and colour; layering items to create a clear graphic; use a range of text styles and effects, including reverse and artistic text; and grouping</p>		
AO4 Use drawing tools included with DTP software to create basic shapes for inclusion in your completed publication	<p>Basic use of a limited range of facilities to produce shapes which are not always accurate.</p> <p>Some limited evidence of layering.</p>	<p>The majority of listed facilities, which will include layering and grouping, will have been used to produce accurate drawings.</p> <p>Candidates will have combined different shapes to create a more complex whole.</p>	<p>The full range of listed facilities will have been consistently used to create complex shapes which clearly suit the needs of the brief and the intended audience.</p> <p>Lines and borders will have been included in the completed document.</p>
AO4 NOTES PASS	<p>Again, the candidate has not provided clear evidence for the graphics tools used. However, filled rectangles have been used for page titles, some of which use reverse text. Word Art (artistic text) appears to have been used on the front cover. The final version of the front cover provides limited evidence of layering, especially when compared to the first version, which does not have the barcode.</p> <p>A Pass can be awarded for this Assessment Objective.</p>		
Guidance for AO5	<p>For Assessment Objective 5, candidates are required to review the accuracy of their work and make changes as necessary. They must then print out one proof copy as well as a covering letter to the client. Candidates must also produce a report outlining the stages between producing a proof copy and the final printing of the publication by a commercial printer. Candidates will not be assessed on the quality or content of the covering letter.</p>		
AO5 Prepare publication for print	<p>The final proof will contain several errors.</p> <p>One document will be printed as a proof copy.</p> <p>There will be a covering letter.</p> <p>The overall quality of the document is unlikely to be to business standard.</p> <p>A brief outline is provided of the final stages of producing multiple copies using commercial printing processes.</p>	<p>The final proof will contain some errors.</p> <p>One document will be printed as a proof copy.</p> <p>There will be a covering letter.</p> <p>The overall quality of the document will be good.</p> <p>An outline is provided of all the final stages of producing multiple copies using commercial printing processes.</p>	<p>The final proof will be mostly free from errors.</p> <p>One document will be printed as a proof copy.</p> <p>There will be a covering letter.</p> <p>The overall quality of the document will be near to business standard.</p> <p>A detailed outline is provided of all the final stages of producing multiple copies using commercial printing processes.</p>
AO5 NOTES PASS	<p>Although there is evidence of correcting errors the final proof contains several errors, including 'Cetic FC' in the heading on page 2, poor cropping of graphics on pages 3 and 5 and stretched photographs on page 4 and elsewhere. The overall quality of the magazine is not of business standard.</p> <p>A covering letter has been produced.</p> <p>A list of different printing processes is given, followed by more detail on the process of offset lithography, although, much of this appears to have been copied from sources with no clear understanding. The candidate shows some confusion by stating that the magazine produced will use both offset lithography and gravure. Although there is a lot of detail about the actual offset lithography process and mention of cutting and binding there is nothing about what will be needed to get the magazine from the school network into its finished state. Candidates should consider the format they need to save their files in and other choices they would need to make, eg paper quality and colour.</p> <p>Whilst the detail of the final processes would be sufficient to meet Merit requirements, the candidate has not related this to their publication. The overall best fit for the work for this Assessment Objective is a PASS.</p>		

Overall Grade

AO1	AO2	AO3	AO4	AO5
Pass	Pass	Pass	Pass	Pass

With all Assessment Objectives graded at Pass, the overall grade for this unit is clearly a **PASS**. A number of things would have improved the quality of this work:

- Clearer links between research and design in AO1, with more consideration of details of house style.
- Creating styles in AO2 that matched the requirements from the designs in AO1 and using these in the publication.
- Creating clearer evidence of using a range of tools and facilities available in the DTP package, both for assembling pages and for creating and manipulating graphics. These might have included Master pages with guidelines set, linked text frames, a wider range of shapes, layering, grouping. Use of features such as spellcheck and layout check would have not only added to the range of facilities used but also improved the quality of the final publication.
- A more critical approach to the quality of the final publication, perhaps comparing it to the professional magazines researched in AO1 and/or the use of peer review.
- A consideration of the format that the final draft would be required in by the printers.

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