

Please read the instructions before completing this form

Examination Session	
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Year	
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Unit Code	G051	Unit Title	Publishing
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Centre Number		Centre Name	
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Candidate Number		Candidate Name	
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Evidence: Notes taken during an initial, and any subsequent, meeting with a client, negotiating and amending a brief for the production of a publishable version of a document; evidence of the drafting and production of a publishable version of the candidate's final document to meet the brief and, in doing so, showing that they can create and capture images, as well as import material from other packages, utilise object libraries such as clip art, and select and further develop images to meet the style and content of the final copy as negotiated with the client; a publishable version of a document, of at least ten A4 pages or the equivalent, that combines different types of information presented to the client for approval together with a letter which correctly describes the final production stage and external factors which may affect completion of the final published document; d: an evaluation of both the layout and content of the candidate's final copy and their performance.

If work is a re-sit, please tick		Session and Year of previous submission	January/June	2	0		Please tick to indicate this work has been standardised internally	
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A.1 Criteria (0 - 1 - 2 marks)	Comment	Page
<ul style="list-style-type: none"> <li>The candidate produces notes taken during the negotiation of a brief and subsequent meetings with the client that evidence discussion of the ICT tools available and possible solutions to the brief together with some discussion of alternative solutions;</li> <li>the candidate considers deadlines;</li> </ul>		
A.2 Criteria (3 - 4 marks)		
<ul style="list-style-type: none"> <li>The candidate produces notes taken during the negotiation of a brief and subsequent meetings with the client that evidence a full discussion of the ICT tools available and possible solutions to the brief, together with a full discussion of alternative solutions; the candidate includes evidence of amending their ideas as a result of discussion with the client;</li> <li>the candidate agrees interim and final deadlines;</li> </ul>		
A.3 Criteria (5 marks)		
<ul style="list-style-type: none"> <li>The candidate produces notes taken during the negotiation of a brief and subsequent meetings with the client that evidence a full discussion of the ICT tools available and a wide range of possible solutions to the brief, together with the implications of each of these solutions and a full discussion of alternative solutions; the candidate includes evidence of amending their ideas as a result of discussion with the client and gains approval from the client for the chosen solution;</li> <li>the candidate agrees interim and final deadlines, renegotiating these to take account of external factors</li> </ul>		Mark (Max 5)
B(i).1 Criteria (0 - 1 - 2 marks)	Comment	Page
<ul style="list-style-type: none"> <li>The candidate produces different types of information to be used in the final copy some of which need to show evidence of information having been manipulated to explore different styles of presentation;</li> </ul>		
B(i).2 Criteria (3 - 4 marks)		
<ul style="list-style-type: none"> <li>The candidate produces and edits different types of information for inclusion in the final copy, some of which need to show evidence of the use of a range of editing and manipulation tools available within an appropriate applications package to explore different styles of presentation;</li> </ul>		
B(i).3 Criteria (5 - 6 marks)		
<ul style="list-style-type: none"> <li>The candidate produces, and edits a variety of types of information for inclusion in the final copy, showing clear evidence of the use of a comprehensive range of editing and manipulation tools available within the appropriate applications packages in order to explore different means of presenting the same information.</li> </ul>		Mark (Max 6)

<b>B(ii).1 Criteria (0 - 1 - 2 marks)</b>	<b>Comment</b>	<b>Page</b>
<ul style="list-style-type: none"> <li>The candidate follows the design stage processes, including some of: sketching different initial document designs, evidence of at least one of the following; house style, creating master page layouts, presenting page proofs, producing artwork sketches, setting text orientation and creating style sheets;</li> </ul>		
<b>B(ii).2 Criteria (3 - 4 marks)</b>		
<ul style="list-style-type: none"> <li>The candidate follows all but two of the design stage processes, including most of: sketching different initial document designs, following house style, creating master page layouts, presenting page proofs, producing artwork sketches, setting text orientation and creating style sheets;</li> </ul>		
<b>B(ii).3 Criteria (5 - 6 marks)</b>		
<ul style="list-style-type: none"> <li>The candidate follows all design stage processes, including sketching different initial document designs, following house style, creating master page layouts, presenting page proofs, producing artwork sketches, setting text orientation and creating style sheets.</li> </ul>		<b>Mark (Max 6)</b>
<b>B(iii).1 Criteria (0 - 1 - 2 marks)</b>	<b>Comment</b>	<b>Page</b>
<ul style="list-style-type: none"> <li>The candidate provides a brief description of the design stage processes they have followed;</li> </ul>		
<b>B(iii).2 Criteria (3 - 4 marks)</b>		
<ul style="list-style-type: none"> <li>The candidate demonstrates understanding by describing the design stage processes they have followed with some explanation of how they contribute to the quality of the final document;</li> </ul>		
<b>B(iii).3 Criteria (5 - 6 marks)</b>		
<ul style="list-style-type: none"> <li>The candidate demonstrates understanding by describing all of the design stage processes and fully explains how they contribute to the quality of the final document.</li> </ul>		<b>Mark (Max 6)</b>
<b>C(i).1 Criteria (0 - 1 - 2 - 3 marks)</b>	<b>Comment</b>	<b>Page</b>
<ul style="list-style-type: none"> <li>The candidate produces a publishable version of the agreed design that combines different types of information;</li> <li>there is some evidence of the use of editing and formatting techniques to produce a publication that is appropriate for the audience and contains few, if any, errors;</li> </ul>		
<b>C(i).2 Criteria (4 - 5 - 6 marks)</b>		
<ul style="list-style-type: none"> <li>The candidate produces a publishable version of the agreed design that combines different types of information to suit the purpose and audience of the publication;</li> <li>there is clear evidence of using a range of editing and formatting techniques, including editing of imported text to produce a publication that is of high quality and error free;</li> </ul>		
<b>C(i).3 Criteria (7 - 8 - 9 marks)</b>		
<ul style="list-style-type: none"> <li>The candidate will produce a publishable version of the agreed design that combines different types of information to suit the purpose and audience of the publication and improve its impact;</li> <li>there is clear evidence of the effective use of a wide range of advanced editing and formatting techniques, including editing imported text to produce a publication of professional quality;</li> </ul>		<b>Mark (Max 9)</b>
<b>C(ii).1 Criteria (0 - 1 marks)</b>	<b>Comment</b>	<b>Page</b>
<ul style="list-style-type: none"> <li>The candidate produces a final letter that presents the publishable version to the client for their approval along with an outline of the final production stages required before publication;</li> </ul>		
<b>C(ii).2 Criteria (2 marks)</b>		
<ul style="list-style-type: none"> <li>The candidate produces a final letter that presents the publishable version to the client for their approval, together with a description of the final production stages required before publication;</li> </ul>		
<b>C(ii).3 Criteria (3 marks)</b>		
<ul style="list-style-type: none"> <li>The candidate produces a final letter that presents the publishable version to the client for their approval, together with a full explanation of the final production stages required before publication; the letter also explains how the final product can be altered at a later stage;</li> </ul>		<b>Mark (Max 3)</b>

D(i).1 Criteria (0 - 1 - 2 - 3 marks)	Comment	Page	
<ul style="list-style-type: none"> <li>The candidate comments on the effectiveness of the layout and content of the publishable version of their design in relation to the client brief, with some overall indication of how the work may be improved;</li> <li>the report may contain errors in spelling, punctuation and grammar;</li> </ul>			
<p><b>D(i).2 Criteria (4 - 5 - 6 marks)</b></p> <ul style="list-style-type: none"> <li>The candidate provides an analysis of the layout and content of the publishable version of their design in relation to the client brief, identifying the strengths and weaknesses in order to refine the solution, taking account of the client's feedback;</li> <li>the report contains few spelling, punctuation and grammar errors;</li> </ul>			
<p><b>D(i).3 Criteria (7 - 8 marks)</b></p> <ul style="list-style-type: none"> <li>The candidate provides a full critical analysis of the layout and content of the publishable version of their design, clearly identifying how well it meets the initial brief and any subsequent refinements, taking account of user feedback and suggesting further improvements that could be made;</li> <li>the report is consistently well-structured and there are few, if any, spelling, punctuation and grammar errors;</li> </ul>			<b>Mark (Max 8)</b>
D(ii).1 Criteria (0 - 1 - 2 marks)	Comment	Page	
<ul style="list-style-type: none"> <li>The candidate comments on their actions and role in negotiating the brief and designing and producing the publication;</li> <li>the candidate identifies areas for improvement, with some suggestions as to how they may be more efficient in the future;</li> </ul>			
<p><b>D(ii).2 Criteria (3 - 4 - 5 marks)</b></p> <ul style="list-style-type: none"> <li>The candidate includes an analysis on their own performance in negotiating the brief and designing and producing the publication by identifying strengths and weaknesses, with some suggestions for improvement to the overall process;</li> </ul>			
<p><b>D(ii).3 Criteria (6 - 7 marks)</b></p> <ul style="list-style-type: none"> <li>The candidate includes an analysis on their own performance, including a discussion of how they produced the publication from the negotiation of the brief through to the submission of the publication for approval, by identifying strengths and weaknesses and using this analysis to show how they will address these issues to be more effective in the future.</li> </ul>			<b>Mark (Max 7)</b>
<p>Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (<a href="http://www.ocr.org.uk">www.ocr.org.uk</a>).</p>		<b>MARK TOTAL</b>	

### Guidance on Completion of this Form

- One form should be used for each candidate.
- Please ensure that the appropriate boxes at the top of the form are completed.
- Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- Enter the mark awarded for each strand of the marking criteria in the appropriate box and also enter the final mark in the total column.
- Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

**Extra Comment** (please indicate to which Criteria comments refer)