L2 Unit 5: Desktop publishing (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 pre-defined 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.

It is anticipated that a candidate will require 40 guided learning hours to complete this unit.

Assessment objectives	Knowledge, understanding and skills
1 Research existing documents and plan a document to meet a given design brief	Plan to include: - research eg: a range of documents, a range of organisations, a range of different end users - a sketched response to the brief - election of most appropriate software - time-scales
2 Create text styles	Create at least **three** separate text styles which will be used within the document. Features included in the text styles to include: - font face - font size - emphasis - alignment - kerning/character spacing - leading (line spacing) continued on next page

Assessment objectives	Knowledge, understanding and skills
	• paragraph spacing • indents • tabs • bulleted lists • numbered lists Use these styles within the document to achieve the required outcome.
3 Select and use tools in desktop publishing	Create document layouts by eg: • setting margins, columns and gutter • positioning layout guides • creating and positioning text and graphic frames Assemble documents by: • importing text and graphics • entering text directly into the document • applying text styles created in AO2
4 Use drawing tools included with DTP software to create basic shapes for inclusion in your completed publication	Drawing tools eg: • 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 • grouping
5 Review and evaluate the publication and prepare it for printing	Automatic checking eg: • spell check • grammar check • design check Visual checking eg: • proofreading • missing/overflowing text • inconsistent formatting • widows, orphans, subheadings split from related text • inappropriate use of blank space • distorted graphics • inappropriate touching/overlapping items • hyphenation control • column balancing • use of print preview

Assessment objectives	Knowledge, understanding and skills

	Content checking:
	 • Meets the client brief:
	      o Appropriate content
	      o Suitable for intended audience
	
	 Correct errors
	 Print publication

Assessment

This unit is centre assessed and externally moderated.

In order to achieve this unit, candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

Guidance on assessment and evidence requirements

Candidates should be provided with suitable software that will allow them to meet the full range of requirements in the Assessment Criteria. **For this unit candidates are being assessed on their desktop publishing skills and are required to use DTP software. The use of word processing software for creating the publications is not acceptable.** Examples of suitable software include: Microsoft Publisher, Adobe InDesign, Adobe PageMaker, Quark Xpress, Serif PagePlus.

Candidates will be expected to plan, draft, develop and then produce, as a minimum, a four-page A4 publication or equivalent. The number of pages is given here as an indication of the amount of content required. A four-page A4 publication here means a publication where the pages, as seen by the reader are fundamentally of A4 size. Where the candidate wishes to produce a publication of A5, for example, the overall publication should be a minimum of eight pages in order to require a similar amount of work on the part of the candidate. Candidates must consider how the publication will be printed – taking account of the number of pages.

Candidates are not required to source all their own text or graphics, although they may choose to do so. Tutors may provide the text and graphics for candidates to use. The text may consist of one story (text file) or may be several stories (text files), however, at least one story must be sufficiently long to ensure that candidates have the opportunity to flow the text from one column to another and/or from one page to another in the final publication. The text must be saved in a format suitable for importing into the DTP software. It is not sufficient for candidates to key in or copy and paste all of the text directly into the publication.

For AO1, candidates must be provided with a clear client brief that will allow them to create an original publication. This must provide the opportunity for all the grade requirements to be met in full. Centres may provide pass level candidates with suitable publications to review alternatively candidates could collect their own. Merit/Distinction candidates must identify their own resources to research. Centres must make sure that the moderator can clearly see which resources have been provided by the centre and which have been found by candidates themselves. For all candidates, at least three different publications for different end-users should be reviewed. At least one of these (two for Distinction) must be a similar type of publication that the candidates will be creating so that they can use the knowledge gained from their reviews to inform their own designs. The actual publications reviewed may be included where appropriate, alternatively candidates must identify the type of publication, name, source and whether it is a hard copy or electronic. The candidates' reviews will then be used to inform the planning and creation of their own publications.

Candidates may be given some structure eg a review form with some prompts to help them explore specific aspects of each publication. However, any forms provided must not be too directed for example, open questions should be used, which encourage descriptive and evaluative answers. Candidates should also be encouraged to discuss specific aspects/features of each publication related to its particular purpose. These aspects are unlikely to be prompted by a prescriptive writing frame.

Candidates should sketch designs of their planned publication. These sketches may include margins; layout grid/guides; gutter space; position of text and images; text flow between frames/pages; house style eg colour scheme; text styles; headers and footers; logo etc. For Distinction, it should be possible for the planned design to be implemented by a third party who is familiar with the use of desktop publishing software. This must be further supported with some indication of time-scale for completion of the project. For higher grades, timescales for each stage of development and completion of the project should be provided.

For Assessment Objective 2 the creation and use of different text styles within the publication must show that candidates have created sets of rules to govern how text is displayed within the publication. It is expected that the range of aspects listed in the KUS will be fully evidenced across all styles, as appropriate. For example, all styles will evidence font face, size, emphasis (which may be normal) and alignment; body text might additionally show line spacing (leading) and indents; subheadings may show paragraph spacing and emphasis; a list style is likely to show indents and bullets. It might be necessary for candidates to create more than the minimum of three styles in order to evidence the range of aspects to be changed. Each created style must be used in the publication. It is important that candidates understand the advantage of using styles in a publication instead of other techniques eg formatting each block of text using toolbar icons or menu options.

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. For Pass, candidates will create a basic layout for the publication, populating it with text and graphics which may have been provided by the centre. They will apply the text styles developed in AO2 - some of these text styles will be applied appropriately. For higher grades the layout of the publication will be of near professional quality, and the application of text styles will be appropriate in most (Merit) or all (Distinction) cases. For higher grades, any scaled graphics will be in proportion, and of good quality. For example, graphics used should not be enlarged to such an extent that they become pixellated.

For Assessment Objective 4, candidates must use drawing tools and other desktop publishing features with the desktop publishing software to augment the publication. Drawing tools should not be used simply to fulfil the assessment criteria, features used must enhance a publication eg page or frame borders, auto-shapes with appropriate fills/textures or shaded text boxes. Candidates will also need to combine objects to create a more complex whole eg create a map or a form using solid and dotted lines, boxes, a border, text and a logo or image. Alternatively a section of the

publication could include a tear off section or form using dotted/dashed lines. Candidates must ensure that the order (eg bring to front, send to back) of individual items is set correctly so that items will display correctly. It is likely that some screenshot evidence will be needed to show some of facilities used, eg layering and grouping. Alternatively 'before' and 'after' printouts/electronic files of the final publication could be used.

For Assessment Objective 5, candidates are required to review the accuracy of their work and make changes as necessary. Candidates should carry out automatic and visual checks of their publication as listed in the KUS. They must then print out one final proof copy of the publication. They will evaluate how the content of their finished publication meets the client brief – and for higher levels will explain how it is suitable for the target audience. For Distinction they will illustrate their explanations with examples from their finished publication. For example, they might explain how the use of bright primary colours and simple language is suitable for a target audience of primary school children – illustrated by screenshots of parts of their publication as examples or by annotations on a printout.

Assignments may be provided by the centre or produced by the candidate. These assignments must relate to one business context and provide the opportunity for all the assessment objectives to be met in full.

Mapping to national occupational standards

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

Occupational standards	Unit number	Title
IT Users (e-skills UK)	ART2	Artwork and imaging software Level 2
Digital Print Production	O56NDPP711A	Design and produce creative digital colour artwork for print
IT Users 2009 (e-skills UK)	DTP:B	Desktop publishing software
IT Users 2009 (e-skills UK)	DIS:B	Design and imaging software
IT Users 2009 (e-skills UK)	DPS: B	Drawing and planning software
IT Users 2009 (e-skills UK)	IPU: B	Improving productivity using IT
IT Users (e-skills UK)	WP2	Word processing software Level 2
IT Users 2009 (e-skills UK)	WP:B	Word processing software
IT Users 2009 (e-skills UK)	ISF:FS:B	IT software fundamentals
Desktop Publishing (proskills)	DESK.312IT	Design and product documents using graphics (ITNTO)

Signposting to functional skills

✓   The unit contains opportunities for developing Functional Skills.

Functional Skills Standards			
English		**Mathematics**	**ICT**
Speaking and Listening		Representing	Use ICT systems ✓
Reading ✓		Analysing	Find and select information ✓
Writing ✓		Interpreting	Develop, present and communicate information ✓

Resources

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and candidates should be encouraged to gather information from a variety of sources.

Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books

Kelsall, Manson, Patel & Cushing	*OCR Level 2 Nationals in ICT: Units 3 & 5* Payne-Gallway ISBN: 9781905292158
Kelsall, Manson, Patel & Cushing	*ICT for OCR National Level 2 Units 5 and 3 Online Teacher's Resource* Payne-Gallway ISBN: 9781905292202
Bowman & Jones	*OCR National Level 2 in ICT Student Book with Dynamic Learning CD-ROM* Hodder Arnold. ISBN: 9780340942017, ISBN-10: 0340942010
North West Learning Grid	*OCR Nationals in IT (ICT)* North West Learning Grid
Thomas Telford Online	*OCR Nationals in ICT* Thomas Telford Online
Simon Mitchell	*Mastering Desktop Publishing* Macmillan ISBN: 0333713664 ISBN13: 9780333713662
Penny Hill & Ruksana Patel	*Unit 4 e-Publication Design, Learning to Pass CLAIT Plus* Heinemann ISBN: 9780435463458

Websites

http://internetbrothers.com/desktoppub.htm
Practical advice for desktop publishing projects

http://desktoppub.about.com/
A guide to desktop publishing

http://desktoppublishing.com/
A comprehensive desktop publishing resource

http://www.dtp-aus.com/
Provides a compilation of tutorial and lesson pages relating to DTP, Prepass and HTML etc

Grading

Assessment Objective	Pass	Merit	Distinction
AO1 Plan a document to meet a given design brief	Candidates will carry out limited research on a narrow range of organisations and end-users. Candidates provide limited evidence linking their research to the designs. Candidates will produce basic plans which include sketches of the design for the front and at least one inside page of their publication. There will be some indication that timescales for the completion of the publication have been considered.	Candidates will carry out independent research from a range of sources which they identify. Candidates provide evidence linking their research to the designs. Candidates will produce plans which include sketches of the design for all pages of their publication. There will be some indication that timescales have been considered for each stage of the development and completion of the publication.	Candidates will carry out independent research from a wide range of sources which they identify. Candidates provide clear evidence linking their research to the designs. Candidates will produce detailed plans which include sketches of the design for all pages of their publication. Realistic timescales have been considered and set for each stage of the development and completion of the publication.
AO2 Create text styles	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. The following will be set at least once across the three text styles: • leading • kerning • paragraph spacing or indents Each text style will be used at least once in the publication.	Candidates will create at least three text styles in the DTP software adhering to the identified house style. For each text style they will set font type, size, emphasis and alignment as a minimum. The following will be set at least once across the three text styles: • leading • kerning • paragraph spacing or indents • tabs • bulleted or numbered list Each text style will be used at least once in the publication. Continued on next page	Candidates will generate at least three text styles in the DTP software adhering to the identified house style. At least one text style will for the body text. Leading, and paragraph spacing or indents will be set appropriately for the body text. For each style they will set font type, size, emphasis and alignment as a minimum. The following will be set at least once: • kerning • paragraph spacing or indents • tabs • bulleted or numbered list Continued on next page

Assessment Objective	Pass	Merit	Distinction
		The styles will be suitable for use in the publication and will meet the requirements of the client brief. Most styles will be consistently applied.	Each text style will be used at least once in the publication. The styles will be suitable for use in the publication and will meet the requirements of the brief. The body text style and at least one other style will be used consistently throughout the publication.
AO3 Select and use tools in desktop publishing software	Candidates will produce a document using a desktop publishing package. There will be limited use of facilities, imported text and imported graphics.	Candidates will produce a detailed document which mostly meets the demands of the brief using a desktop publishing package. There will be good use of facilities, imported text and imported graphics.	Candidates will produce a detailed document which fully meets the demands of the brief using a desktop publishing package. There will be good use of facilities, imported text and imported graphics and all will be used appropriately.
AO4 Use drawing tools included with desktop publishing software to create basic shapes for inclusion in your completed publication	Candidates will use at least three different drawing tools and at least two other features in the desktop publishing software to enhance the publication. They will combine at least four objects to create a more complex whole and use grouping and layering at least once.	Candidates will use at least three different drawing tools to create effective shapes that enhance the publication. They will change the default formatting (eg border style, fill effect) at least once. They will use at least two other features to enhance the publication. 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.	Candidates will use at least five different drawing tools to create shapes that enhance the publication. They will change the default formatting (eg border style, fill effect) at least twice. They will use at least two other features effectively to enhance the publication. 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.

Assessment Objective	Pass	Merit	Distinction
AO5 Review and evaluate the publication and prepare it for printing	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. If problems are identified, some corrections will be made. One publication will be printed as a proof copy. They will explain how the content in their finished publication meets the client brief.	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. If problems are identified, corrections will be made. One copy of the publication will be printed as a final proof copy. The final publication will be mostly error free and will meet most of the requirements of the brief. They will explain how the content in their finished publication meets the client brief and is suitable for the target audience.	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. If problems are identified, all corrections will be made. One copy of the publication will be printed as a final proof copy. The final publication will be virtually error free and will meet the requirements of the brief. They will explain, using examples from their publication, how the content in their finished publication meets the client brief and is suitable for the target audience.