

**COMHAIRLE NÁISIÚNTA NA
GCÁILÍOCHTAÍ GAIRMOIDEACHAIS**

**NATIONAL COUNCIL FOR
VOCATIONAL AWARDS**



Draft Module Descriptor

Desktop Publishing

Level 2 E20003

Autumn 1998

1	Title	Desktop Publishing
2	Code	E20003
3	Level	2
4	Value	1
5	Purpose	<p>This module is intended to enable the learner to produce various printed documents containing text and graphic images (in monochrome) from design briefing to printing, using a desktop publishing system. It incorporates analysis, process, craft, technology and design elements, thus ensuring a comprehensive treatment of the subject.</p> <p>This module is one of the mandatory modules on the National Vocational Certificate Media Production Level 2 award.</p>
6	Preferred Entry Level	Leaving Certificate, National Vocational Certificate Level 1 or equivalent.
7	Special Requirements	None.
8	General Aims	<p><i>This module aims to enable the learner to:</i></p> <p>8.1 appreciate the impact of the print medium in our lives</p> <p>8.2 develop creativity and visual awareness</p> <p>8.3 analyse critically the layout of printed publications from the points of view of design, style and harmony</p> <p>8.4 develop a knowledge of the complete desktop publishing process incorporating briefing, concept, design and production</p> <p>8.5 acquire basic technological skills and key crafts to process text and graphic images on an electronic page and reproduce them as a printed page</p>

- 8.6** recognise appropriate hardware/software configurations, and the potential and limitations of the desktop publishing technology to which the learner has access
- 8.7** develop an awareness of security, legal and cost considerations.

9 Units

Unit 1	Design and Process
Unit 2	Technology
Unit 3	Craft -Preliminary Text/Graphics
Unit 4	Craft - Electronic Page Set-up
Unit 5	Craft - Text/Graphic Integration
Unit 6	Analysis

10 Specific Learning Outcomes

Unit 1 Design and Process

The learner should be able to:

- 10.1.1** define a brief for a publication in communication with a client/tutor
- 10.1.2** present a number of design solutions for a given brief
- 10.1.3** sketch thumbnails and rough visuals, using greeking (as appropriate), for document design and page layouts
- 10.1.4** identify the human and technical resources required to produce the publication
- 10.1.5** draw up a production plan and schedule/timetable representing all the stages of the publication process
- 10.1.6** identify some of the legal implications involved in the publishing process e.g. copyright, licensing etc.
- 10.1.7** identify the cost factors associated with a publication
- 10.1.8** produce printouts which adhere to the brief.

Unit 2 Technology

The learner should be able to:

- 10.2.1** identify the essential hardware elements of a DTP system

10.2.2	distinguish between the functions of system and applications software as applies to DTP
10.2.3	distinguish between auxiliary storage units in terms of function, capacity, speed, price and suitability
10.2.4	outline the significance of resolution in printing, VDU and scanning
10.2.5	distinguish between different types of printers such as; ink-jet printers and laser printers in terms of price, print quality, print medium and speed
10.2.6	distinguish VDUs in terms of resolution, price, quality and size
10.2.7	identify paper sizes with a reference to the ISO A-series i.e. A0, A1, A2, A3, A4 etc.
10.2.8	perform routine disk and file management operations including appropriate data security measures
10.2.9	perform routine hardware maintenance such as toner/ink and paper replenishment
10.2.10	identify environments which could be harmful to hardware units and storage media
10.2.11	<p>access and operate certain peripherals e.g.</p> <ul style="list-style-type: none"> • printers – to set such parameters as choice of printer, print resolution, no. of copies, scaling etc • scanners - to scan graphics in line-art (1 bit), grey scale and in conjunction with OCR software
10.2.12	describe a typical DTP system specification such as; operating system, RAM capacity, disk formats and capacities, CPU speed, VDU type, printer type and resolution, scanner type and maximum possible resolution.
Unit 3	<p>Craft - Preliminary Text/Graphics</p> <p><i>The learner should be able to:</i></p>
10.3.1	access a word processor and perform text entry, editing, spell-checking and saving routines etc.
10.3.2	identify how incompatibility problems might arise between DTP and WP files
10.3.3	distinguish between line-art (1 bit), grey scale and continuous tone (photographic) images

- 10.3.4** distinguish between bit-map and vector images
- 10.3.5** draw, with the aid of vector-drawing software and bit-map software, simple graphic shapes such as lines, rectangles, ovals and polygons etc., with variations in line-styles and fills
- 10.3.6** perform (within system limitations) basic editing of, and transformations on, drawn and painted graphic images e.g. to delete, copy, pixel-edit, rescale, reflect (vertically, horizontally), rotate etc.
- 10.3.7** save graphics in a format compatible with DTP software.
- Unit 4** **Craft - Electronic Page Set-up**
- The learner should be able to:*
- 10.4.1** create a new document specifying page size, page orientation, margins, columns and gutters
- 10.4.2** plan/design for folded documents
- 10.4.3** import text and graphic files, placing them accurately on the page with the help of grids and rulers
- 10.4.4** save documents in appropriate formats
- 10.4.5** employ basic typographic tools to specify features such as:
- fonts, sizes, styles and horizontal scaling
 - spacing between characters (kerning, tracking) and between lines (leading)
- 10.4.6** identify and set margins, indents, tabs, rules (lines), headers, footers, automatic page-numbering, and text alignment
- 10.4.7** create master pages and text styles to maintain consistency in a single document, a folded document and in a range of related documents
- 10.4.8** interpret standard typographic terminology.
- Unit 5** **Craft - Text/Graphic Integration**
- The learner should be able to:*
- 10.5.1** add lines (rules), frames (boxes) to the electronic page, adjusting position, line-thickness, shade and box in-fills
- 10.5.2** create eye-catching titles and headlines

- 10.5.3** utilise appropriate graphic control features to import, delete, re-scale, alter the shading and crop graphic images
- 10.5.4** control the white space around graphics (run-around/wrap)
- 10.5.5** place text inside frames and control the white space between frame and text (inset)
- 10.5.6** use grids, rulers, guides and other system features for precision placement of text and graphics
- 10.5.7** employ a number of text enhancing features, such as inverse print, banner print, raised caps, drop caps, text rotation, special characters.

Unit 6 Analysis

The learner should be able to:

- 10.6.1** analyse page layout on a variety of print media for balanced layout, style, ease of reading, effectiveness in attracting attention and aesthetics
- 10.6.2** outline a range of potentially useful ideas which could be used or should be avoided in specific publications, advertisements etc
- 10.6.3** compare the relative costs of different printing options.

11 Assessment

Summary	Portfolio of Coursework	60%
	Project	40%

11.1 Technique Portfolio of Coursework

Mode Centre-based with external moderation by NCVA

Weighting 100%

Components **Four** assignments

11.1.1 Reproduce a form

The candidate is required to reproduce an A4 size, landscape or portrait form provided by the tutor. This may be an application form, order form, results form, crossword etc., with lines, boxes (hollow and shaded) and text. All document-layout design work must be original i.e. the use of software applications incorporating pre-defined document-layouts is NOT acceptable.

Candidates must submit a copy of the original form, the appropriate disk files and hard copy (laser printout). Preliminary planning time is allowed. Implementation on the computer **1 hour**. Printing time is additional.

11.1.2

Design a house style, including logo, for an organisation

The house style will consist of FOUR elements:

- a business letterhead for A4 stationery
- a compliment slip, not bigger than one third A4, with crop marks indicated
- a business card, with crop marks indicated
- a Christmas card consisting of two folds e.g. an A4 page folded to produce four A6 size panels. When folded, each panel of the 4-panel folded card must contain appropriate text/graphic elements and must be presented in the same printout.

All document-layout design work must be original i.e. the use of software applications incorporating pre-defined document-layouts is NOT acceptable.

Each element must include a logo which candidates should design. The logo should consist of a bitmap image inside an elliptical/oval frame. The bitmap image may be a composition of one or more scanned images or clip art. The elliptical frame must be a vector-based graphic.

Evidence of pixel editing of the bitmap image must be provided through printouts of the logo showing initial image(s), interim and final images. These should clearly identify where the pixel editing occurs.

Completion of the logo design should be shown on a single page printout, showing the final logo with a duplicate which is rescaled upwards by at least 200%. This will provide evidence that vector-based graphics were used for the frame of the logo.

Candidates must submit a copy of the assignment brief, sketches to indicate the progression of ideas, appropriate disk files and (hard copy) laser printouts for the logo and each of the four elements.

Preliminary planning time is allowed. Implementation on the computer **3 hours**. Printing time is additional.

11.1.3

Design a brochure

The brochure will relate to the promotion of a product or service and will consist of an A4 landscape page with 2 parallel folds to produce 6 panels (1/3 of A4).

All panels must have printable elements such as text, borders graphic elements etc. as appropriate. The brochure is to be presented as a single two-sided page.

Candidates must submit a copy of the assignment brief, sketches, appropriate disk files and (hard copy) laser printouts of the brochure.

Preliminary planning time is allowed. Implementation on the computer **3 hours**. Printing time is additional.

11.1.4

Document analysis

An analysis of ONE page from a publication e.g. newspaper, magazine, newsletter, poster etc. The analysis should be carried out under the following headings:

- technical: paper size, margins, column widths, gutters, rules, text alignment, font classification, relative font sizes and styles for title, subheads, body text, captions etc.
- visual impact: identification, with reasons, of FOUR good features in the design, e.g. from the point of view of readability, effectiveness of communication, typography, artistic impression etc.
- design improvement: identification and suggestions for an alternative treatment of one aspect of the page design.

Candidates must submit a copy or photocopy of the publication page and a printout of the analysis.

11.2 **Technique**

Project

Project: Production of a Multipage Booklet

Candidates must plan and produce a multipage booklet (not requiring original research for the content), in consultation with a client (who may be the tutor). The booklet will consist of at least 4 pages of A4 size, or 8 pages if smaller than A4. The minimum acceptable page size is A5. The booklet may be a newsletter, annual report, catalogue etc.

The final document should be presented in booklet form, folded or bound/stapled as appropriate.

The booklet should include the following elements:

- at least one scanned graphic with appropriate runaround/wrap
- rules and boxes with appropriate text offset and/or text inset
- either header or footer or both
- text, which is not necessarily original, entered using a word processor, spell-checked, saved to disk in ASCII/Text-only format
- an electronic master page (into which the ASCII/Text-only file is to be imported) and defined text style (sheet)s for various paragraphs of text
- automatic page numbering
- two bordered text frames which may contain advertisements, table of contents, list of contributors etc. Each bordered text frame should be at least a quarter-page in the case of an A4 publication, and at least a half-page if smaller than A4
- document title / mast head / name plate
- table of contents

Candidates should maintain a record of all activities associated with the project. This **supporting documentation** should include the following items:

- agreed project brief and project description
- production plan including an action schedule
- project diary containing day-to-day progress and including alterations (if any) to production plan
- reports of interviews with client/tutor and decisions arrived at
- thumbnails and rough visuals/sketches using greying as necessary for the proposed design/layout of the pages
- defined text style (sheet)s for various sections of text
- cost analysis for the production of 100, 1,000 and 5,000 copies of the booklet by photocopying, laser printing and using commercial printing
- system report containing the specification of the hardware used and a list of the software packages used for the various stages of the booklet production
- end-of-project report

Candidates must submit a copy of the assignment brief, sketches, diary, supporting documentation, appropriate disk files and hard copy (laser printouts), of the booklet, as specified.

12 Performance Criteria

12.1 Portfolio of Coursework

The Performance Criteria are detailed in Individual Candidate Marking Sheet 1.

12.2 Project

The Performance Criteria are detailed in Individual Candidate Marking Sheet 2.

13 Grading

Pass	50 - 64%
Merit	65 - 79%
Distinction	80 - 100%

Individual Candidate Marking Sheet 1		Desktop Publishing E20003 Portfolio of Coursework Weighting 60%
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Candidate Name: _____ **NCVA Examination No:** _____

School/Centre: _____ **Roll No:** _____ **Date:** _____

Performance Criteria	Maximum Mark	Candidate Mark
Assignment 1: Form		
• sizing (length/thickness), placement, spacing of lines	10	
• sizing (length/width/thickness), placement, spacing, shading of boxes	10	
• row and column labels, placement and type specification (font, size, style, alignment)	15	
• ability to deal with complexity of form, quantities of elements, irregularity of sizing, placement, shading, spacing etc.	15	
Sub-total	50	
Assignment 2: House Style Design		
• preliminary planning, logo design, pixel editing of bitmap image, vector-based frame, rescaling of logo	50	
• sketching detail, placement and specification of text and graphics	20	
• relationship between printouts and sketches, adherence to specification	20	
• design style, use of white space, framing and typefaces, consistency, appropriateness of graphics, visual impact	20	
• crop marks for compliment slip and business card	10	
Sub-total	120	
Assignment 3: Brochure Design		
• preliminary planning and design, panels, borders, graphics	20	
• sketching detail, specification and placement of graphic and text elements	20	
• relationship between printouts and sketches, adherence to specification	20	
• design style, use of white space, framing and typefaces, consistency, appropriateness of graphics, visual impact	20	
Sub-total	80	
Assignment 4: Document Analysis		
• technical analysis	24	
• visual impact – 4 features with reasons	12	
• design improvement – identification and suggestion	14	
Sub-total	50	
Total	300	
WEIGHTED TOTAL = TOTAL X 0.2	60	

Tutor's Signature: _____ **Date:** _____

External Examiner's Signature: _____ **Date:** _____

Individual Candidate Marking Sheet 2		Desktop Publishing E20003 Project Weighting 40%
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Candidate Name: _____ **NCVA Examination No:** _____

School/Centre: _____ **Roll No:** _____ **Date:** _____

Performance Criteria	Maximum Mark	Candidate Mark
Booklet Content		
• at least one scanned graphic with appropriate runaround/wrap	5	
• rules, boxes, text offsets and/or text insets	5	
• either header or footer or both	5	
• text entered, spell-checked, saved as ASCII/text-only file	5	
• implementation of electronic master page, defined character style (sheet)s, automatic page numbering	10	
• two bordered text frames	20	
• appropriate document title/masthead/name plate/table of contents	10	
Sub-total	60	
Supporting Documentation		
• project brief and description	5	
• production plan and action schedule	12	
• project diary containing day-to-day progress and alterations (if any) to production plan	12	
• report of interview with client/tutor and decisions made	10	
• sketches of thumbnails, rough visuals using greeking as necessary for proposed design/layout of pages	10	
• defined text style (sheet)s	8	
• cost analysis	10	
• hardware/software report	8	
• end-of-project report	5	
Sub-total	80	
Design Style readability, effectiveness of communication, typography, balance, consistency, text/graphic integration, visual impact	50	
Printouts actual document, thumbnails and master page(s)	10	
Total	200	
WEIGHTED TOTAL = TOTAL X 0.2	40	

Tutor's Signature: _____ **Date:** _____

External Examiner's Signature: _____ **Date:** _____

Module Code: E2000311