

Using ICT to Present Information

Assignment 2: Create different types of documents for different audiences

Deadline: Week of 27/11/07

Student Name: _____

Date handed in: _____

Grading Criteria

It is possible to achieve the following grading criteria from this assignment.

BTEC Grading Criteria	Tick	Date	Key Skills
P3. Create documents making use of basic tools and techniques, one from each document type, that meet the needs of a defined audience			<i>C2.1a</i>
P5. Use appropriate file names and folder structures to save documents			<i>C2.1a</i>
P6. Review and check documents			
M1. Create different types of documents to convey the same information to different types of audiences			
M3. Use advanced formatting tools and techniques to enhance the presentation of information			

Assignment Feedback (with smart targets)

Student Feedback

Internal Verifier Comments:	
Signed: _____	Date: _____

Assignment Brief



Using ICT to Present Information

Assignment 2: Create different types of documents for different audiences



Scenario!

Congratulations! You have recently gained employment in the marketing department of a start-up Internet Solutions Company called 'PearNet' that specialises in website hosting, registration and development.

One of your first jobs is to draw attention to your company amongst the local business community. Since the business is new, all documentation has to be created from scratch – everything from business cards to customer invoices.

The head of marketing, Ahmed Rashid, has started this process by emailing you a series of sketches, which detail the proposed layouts for the following document types:

- Memo
- Newsletter
- Business letter
- Agenda/minutes
- Presentation slide
- Company logo
- Invoices

Ahmed's *sketches* are attached to this assignment and should be used for initial guidance in order to complete the set tasks listed below.

Tasks

1. Create electronic versions of the documents listed above using appropriate software and techniques that meet the needs of an identified audience. For each document, clearly state the identified audience and save each document in an appropriate file format. **[P3]**

Where appropriate you should use formatting tools and advanced techniques to enhance the presentation of the documents. Each formatting tool and advanced technique used should be clearly identified and linked with the targeted document enhancement. **[M3]**

Using ICT to Present Information

2. Ensure that **each document** is appropriately *named* and *stored* in the correct folders. Ahmed has *suggested* the following folder names:

- short formal
- extended formal
- graphical
- promotional
- presentation
- informal documents.

He is relying on your ICT experience to place the completed documents in the *correct* folder. All of the folders listed above should be *inside* a parent folder called 'marketing'. [P5]

3. Ensure that you *review* and *check* documents before submission. It is likely that Ahmed will want to see that the correct quality checks have taken place.

Use your knowledge of review processes to *create a simple checklist* for **each** document produced. [P6]

4. Ahmed has decided that whilst the letter format would be an ideal way to address individual business needs, he would like similar information to be placed in an A5 *advertising leaflet* which can be pushed through letter boxes (for each household) and an A4 *advert* which can be placed in a local newspaper.

Select and revise the letter content as necessary to create a suitable advertising leaflet and advert. Please remember to adjust the content and style for the change of audience. [M1]

Note: *These documents should also be stored in the correct folder so that your assessor/tutor may access them as necessary.*

Company logo (suggestion)

Ahmed's scans

