

Candidate A Exemplar Work

Part 1 of 3

GCE in Applied ICT

OCR Advanced Subsidiary GCE in Applied ICT: H115/H315

Unit G040: Using ICT to communicate

Applied ICT

G040

Strand A

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Introduction

For this part of my project I will be comparing 6 different documents from 3 different organisations. I will have two different documents for each organisation. I have chosen a theme for my organisations which is electricity companies. I collected three leaflets and three letters from my three different companies. I chose Atlantic Gas & Electric, British Gas and Ecotricity. These will be analysed according to a set of criteria. The criteria are: purpose, content, layout, writing style, readability (using the Flesch–Kincaid readability test) and presentational style. For the evaluation side I will look at another set of criteria. These are: good points/bad points about writing style, good/bad points about layout and presentation style, whether or not it is fit for purpose and also any improvements that may need to be commented on.

After analyzing all six documents, I will then move on to compare all of my first type of documents (leaflets) and then move on to compare all of my second type of documents (letters). After I have completed this I will then go on to an analysis of all of the company's documents. From this analysis a conclusion can be made.

Atlantic Electric and Gas Leaflet (Document One)

This business document is a leaflet from an electric company called Atlantic Electric and Gas.

Purpose

The purpose of this document is to inform customers on how to save money on their electric bills and how they can reduce the amount of energy that they use which then in turn helps them keep their carbon footprint to a minimum.

Content

This business document is very similar to other business documents that are also leaflets; it includes pictures that relate to the subject and uses a continuous house style throughout the document. It also includes a logo of the company and contact details should you wish to ring them. This document also has some extra content that is not needed but is there for the benefit of the customer. It includes links to other websites and explains to you how they will help you save money in the future. This shows that they care about their target audience. Additionally this document has small print on the back.

Layout

Using an A4 page folded into two is a good layout to have for this leaflet because it enables people to have something smaller to carry around with them compared to a flimsy A4 page without folds that is easy to tear. This document is presented in a portrait orientation for this leaflet. However, when you open it up it is presented in landscape. They use tables to layout their texts and they always use just one column to present their information. Normal paragraph sizes are used.

Writing Style

Rhetorical questions make the reader think about the question in this leaflet. "Do you want to save yourself some money?" is just one example for this. They use imperatives like "turn down your water" that command you to do it and they always speak in a formal way to the reader. "Atlantic Electric and Gas is a trading name of SSE Energy Supply Limited" is a good example of formal writing. The sentences are reasonably long so this shows that it would be more aimed towards adults rather than children, anyway children could not be paying for the electricity or gas themselves.

Technical words are used in order to make the sentences more complex for the anyone with a reading age of 13-15. "Cavity wall insulation" is not known by some people and this would be a good example of using technical words. However, even though they have used technical words and formal sentences, there is an informal side to this leaflet as you get nearer the last sections. Informal words like "We're here to help" and "Handy hints" show you that the idea of this document is to get across the message that they want to persuade you to do tasks that would save you electric but also they send across the message that they care about their customers.

Heading

“How else can we help you?”

Text about disabilities and income problems that may need additional help

Text about meter readings

Website address and phone number

Small print

Logo in green and blue

Heading

“We’re Here to Help”

Promotion about saving tips

Picture of a woman and a child at a washing line

Text about how many different ways you can save

Website address

Phone number

Logo in green and blue

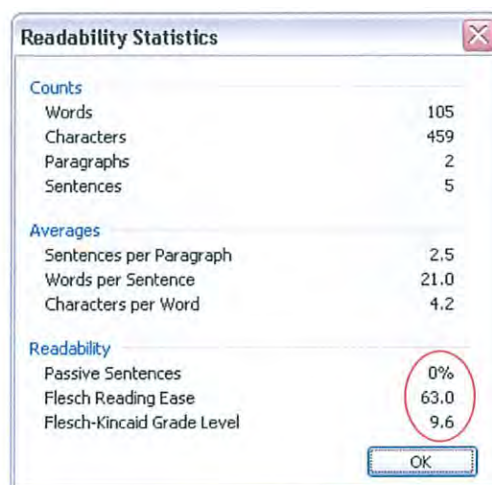
G040 Strand A	Inside Left	Atlantic Gas leaflet layout	Inside Right
Heading "Energy saving tips"		Heading "More savings"	
Text with rhetorical questions		Text about how much you could save by turning the thermostat down	
Text introducing the bullet points		Text about the website	
7 Bullet points with text about how you can save money		Website address and phone number	
		Picture of a piggy bank	
		Picture of childrens playing blocks with letters on top spelling "S A V E £"	
		Candidate number	7 Page 5

Flesch–Kincaid readability test

Quote

“Paying bills and keeping your house warm can be major concerns for people with income or health problems. If you are over 60, have a disability, or are spending 10% or more of your income on your energy bills, you may be eligible for additional help.

We may also be able to help you with loft and cavity wall insulation which locks in the warmth and keeps out the cold. Our professional team offers a special range of grants to help with the installation costs. What’s more, if you are over 70 or on disability benefits you could get the work done free of charge.”



Score	Notes
90-100	Easily understandable by an average 11 year old student.
60-70	Easily understandable by 13-15 year old students.
0-30	Best understood by university graduates.

This extract of text obtained a score of **63.0** in the Flesch-Kincaid readability test. This means that this letter is best understood by anyone with a reading age of 13-15 year old students. This would be appropriate for this leaflet because it is seen to be aimed towards both adults and children. Some 13 year old children would be able to understand this leaflet as well as their parents regardless of whether or not they left school at 16. This makes this leaflet fulfil more of its purposes because they are using the correct style of writing for the right audience. On the other hand, some people left school at a young age, making this kind of text hard to read for them.

Presentation Style

The type face for this document looks to be Arial in a font size 12 for the main paragraphs. This would be hard for some people to read and more importantly this may not comply with the laws for people who are poor of sight and would need bigger text. They use a bold style for the headings so that they stand out and enable you to skip to the area of which you want to read which in turn saves time for the reader and makes it more efficient. Bullet points are used to make short and sharp points and all of the text throughout this document is left aligned. Small margins are used to give the effect of space and so does the white space that is left. Images such as the piggy bank and front page image of a woman and her daughter are used to catch the attention of the reader so that they can then start to read the document.

Evaluation

Good points about writing style

Imperatives are a good point about this writing style. This is because it tells the reader what to do and how to do it. An example of this would be "turn down your water". Another example of this would be "cut your energy by up to 36%". There are also other good points on how they have made this writing style good. The use of informal language is good especially when they use formal language as well in the document because this gives it a good balance of persuasion and friendliness. "Handy hints" is a good example of informal language and "for a full range of hints and tips log on to our website or call us for more information" is an example of formal language.

Bad points about writing style

Even though I think that the mix of formal and informal language may be a good thing, it can also be a bad thing because you will never really know who this is aimed at if it uses two different styles of language. Additionally the quote "how else can we help you" makes it sound like a conversation making this document seem more informal than it should be. I think that the balance between informal and formal is not right and should be altered so that it has enough of both aspects.

Good points about layout and presentation style

This document has a green theme which demonstrates that they care about our planet and it also refers to the colour of money which is stereotypically green. This shows that they care about your money and this links perfectly with the purpose of this document, to help you save money. The picture on the front cover of a woman and her child with a washing line is a good presentational style because they symbolise that this document will be appealing to both the young and old generations which will in turn give them a bigger target audience. The red circle with the text "energy saving hints and tips inside" is also a brilliant use of presentational style because it catches your eye easily with the bright colour. It brings your attention to the text so that you know what the purpose of the document is without having big text on the front page telling you what this document will be about. They use different colours to separate the headings from the text that are below them. Green is used as a colour in the box around the headings on the inside pages when they use

white text. This stands out and also contrasts the white background below with green and blue text. Another good point about this document, in terms of presentational style would be that they use boxes around the important information for the customer, such as phone numbers, websites and ways to get tips and hints.

The logo ties in with the green theme showing that they care about your money. It is laid out with the text in line which makes it look professional. Also the symbol in the logo is simple and only two colours. This shows that the company is not complicated. This gives the company a clean and tidy look.

Bad points about layout and presentational style

I think that the picture on the inside right that goes over onto the inside left page is a bad layout idea. It distracts you from the text on that page which is bullet pointed and is important statistical information instead of a picture of a piggy bank and play blocks with save engraved on them. Another bad point is that the small print is not visible which means the consumer may be under the impression that it is in a very small font so that they can be caught out by the company who created the document – in this case Atlantic Electric and Gas. The bar of green colour along the bottom on the insides pages is a bad presentational style I think. The way that the bar fades from green into blue makes it look like something that has not been cut off by the people who have produced these leaflets in bulk. I think it looks too similar to the colour scales they use in the industry which for me looks unprofessional. Throughout the document they use a combination of blue or green coloured text for the paragraphs, and then when you get to the inside right page it changes to orange. This shows that they have been inconsistent when this should have been blue or green like all the other colours of text in this document.

Does it inform customers on how to save money on their bills?

This document fulfils its purpose as it provides you with information on how you can contact them to save money ("For a full range of hints and tips log on to our website or call us for more information"). It also suggest ways in which you can save ("A new 'A' rated boiler could save you up to 35% on your heating bill") which benefits the customer and also shows that they are informing the customers of ways to save money. With these examples and statements that are in this document I think that it achieves the purpose of informing you about ways to save and it also persuades you to go onto the website to do so by providing you with the website and phone numbers.

Improvements

I think that the sentence "Give us your most up to date meter readings" is too forward for the reader. It seems too colloquial for this document. I would rephrase it to "Help us generate more accurate reports by supplying us with up to date meter readings" because this does not use the words give us because it sounds demanding and an imperative that commands you it adds to the effect. By changing it the sentence would seem not so forward and more appealing for the consumers of this document. The bar along the inside pages at the bottom looks like a colour scale from a printer from the printing industry making it not look professional and therefore not making

the document as formal. As said before I think that the orange text on the inside right page of the document does not make this document consistent because there is no orange text in any other place of the document. This needs to be changed to green or blue coloured text. Additionally I think that the piggy bank picture on the inside right should be kept over to the right hand page because it comes across into the left page distracting you from the text that is important because it is short and sharp because it is bullet pointed. Having the picture coming across detracts from the bullet points making them less effective.

Atlantic Electric and Gas Letter (Document Two)

This business document is a letter from an electric company called Atlantic Electric and Gas.

Purpose

The purpose of this document is to reply to a customer's comment about anything. This particular letter discusses the energy prices that have been complained about. It is also designed to persuade the customer to stay with this company instead of leaving for the competition.

Content

This business document is very similar to other business documents that are also letters. This means that the document looks more professional and will follow the conventions of a normal letter. It includes a house style, a logo of the company and contact details if you wish to ring them about something. It also is an A4 page without folds which is usual for this type of document and has few headings and not many subheadings. This type of document usually has a signature and some text telling you who signed it and also the date when sent. This document also has some extra content that is not needed but is there for the benefit of the customer. It includes hard facts and statistics, comparisons to other companies and a reference number for the letter that has been sent to the customer.

Layout

Using an A4 page with no folds is a layout to have for this letter because it is the standard layout of a letter. It is in a portrait orientation which is normal for this type of document and uses tables to align the text which is justified. They use short paragraphs that range from two lines up to 5 line paragraphs. All of the text in this document is in one column for ease of readability.

Writing Style

Long sentences are used in this document which shows you that this document is aimed at adults and not children. This letter uses formal writing throughout the document like "pricing policy". They also use technical words which again would not be suitable for children. Examples of this would be "pledged", "wholesale" and "revised". The aim of this letter is to impress the reader into thinking that they are genuine, and do not really want to change their electricity prices. This is shown by "I'm sorry" which sounds apologetic. This makes the document seem personal and gives the impression that they care about their customers deeply. They refer to current affairs which show that they are up to date with the economy and news in general.

Logo in blue and green
with text

Date

Reference code

Barcode

Dear – normal salutation

RE:

3 lines of text about Atlantic being the cheapest provider

Paragraph (5 lines) about the increase in prices of gas and oil

2 lines about Atlantic being the cheapest provider

Bold text “We’re here to help”

4 lines about how they can help

2 lines about vulnerable customers

4 lines including contact details in bold

Apologetic sentence about the prices

Yours sincerely

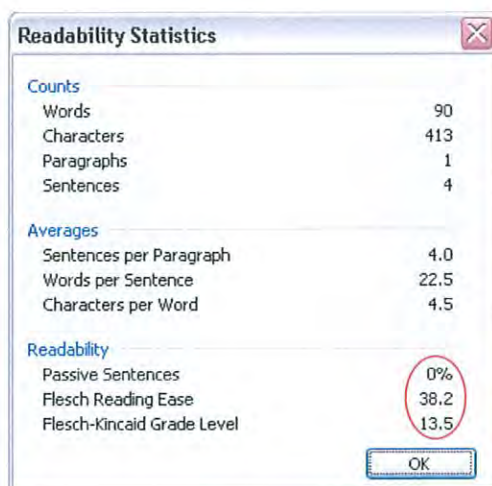
Signature

Name

Flesch–Kincaid readability test

Quote

“You may be aware of the recent media coverage highlighting the global increase in gas and oil prices, and the effect this is having on wholesale prices for the UK energy industry. UK wholesale prices have risen by 190% for electricity and 230% for gas between February 2007 and July 2008. I regret that this rise in wholesale prices means we are unable to maintain our current price levels. From 25th August 2008 we will have to raise gas prices by 29.2% and our electricity prices by 19.2% on average.”



Here is the table of what the results of the Flesch-Kincaid readability mean:

Score	Notes
90-100	Easily understandable by an average 11 year old student.
60-70	Easily understandable by 13-15 year old students.
0-30	Best understood by university graduates.

This extract of text obtained a score of **38.2** in the Flesch-Kincaid readability test. This means that this letter is best understood by university graduates. This would ~~be~~ not be seen as completely suitable because the people who pay for their electric would be adults. Some adults may have left school at 16 which means that they would come under the 60-70 category, but some people would have gone on to university. This means that this document is not entirely fit for purpose because it is aimed at people who have stayed on in education to go to university, when some adults may not have gone and may have left school at a young age.

Presentation Style

The type face for this document looks to be Arial in a font size 10 for the main paragraphs. This would be hard for some people to read and more importantly this may not comply with the laws for people who are poor of sight and would need bigger text. All of the text throughout this document is left justified to make it more presentable. They use a bold style for the headings so that they stand out and enable you to skip to the area of which you want to read which in turn saves time for the reader and makes it more efficient. Larger sized margins are used to give the effect of space and so does the large amount white space that is left. The Atlantic Electric and Gas logo catches your eye and therefore is a good presentational style. It also helps you identify easily who this letter is from.

Evaluation

Good points about writing style

The way that they talk to the customer in an impersonal way "Dear" shows that they care about the customer and like to address them properly, making it a good point of the writing style. Also they state clearly what the letter is about just from the second line by putting "RE" which means that they are replying to a letter already sent to them before. They are apologetic to the read when they say "I'm sorry" making it seem like they had no other choice and if they could they would have kept the prices the same. Subheadings are used to help you get to the points that you want to read first making it more effective and more efficient to read. Also bold text is used to highlight the key things that they want you to read first such as "We're here to help".

Bad points about writing style

Even though I think that the mix of formal and informal language may be a good thing, it can also be a bad thing because you will never really know who this is aimed at if it uses two different styles of language. It tends to talk to the reader a lot and would be better if it was more formal. It is like an automatic reply in the way that it written making it impersonal and making it seem like they do not care. This gives the impression that this company runs in a Paternalistic style – meaning that they do not tend to listen to their customers feedback, and often just send them an automated reply to make it seem as though they care. If they included a better balance of formal and informal language then they would win over the customer.

Good points about layout and presentation style

This document has a green theme shows that they care about our planet and it also refers to the colour of money which is stereotypically green. This shows that they care about your money and this links perfectly with the purpose of this document, to help you save money but with the current economic crisis they have had to increase their prices. The barcode near the top shows that it is official and also the reference numbers support this idea that your letter is on record and matters to them. The alignment of this document is good because the Dear and RE: are both aligned perfectly like a letter should be and also the date at the top is still in line. To add to this idea, the signature also lines up with all of the rest of the text making it a well laid out document. Phone numbers and

important information are in bold so that they are easy to see for the reader, and a easy to identify when all you want is a number to ring. The paragraphs are also not very long so that they make it look good on the eye making it more appealing as a document along with the white space that gives the appearance of space.

Bad points about layout and presentational style

I think that the logo is not aligned with the date which makes it look unprofessional. This gives a bad image and makes this letter look like something that has not been thought about properly. The barcode is also indented on the line above making it not look aligned properly which again gives the appearance of an unprofessional job.

Does it reply to a customer's complaint and persuade them to stay with the company?

This document fulfils its purpose because it provides you with information on current affairs and how this is affecting their prices on electric which in turn persuades you by the use of hard facts like "risen by 190%". It also talks in a personal and informal way ("I'm sorry") but also a formal way ("committed to a fair pricing policy") which gives the appearance that they care and also want to do the business side of it all. This persuades them to stay with the company. They suggest ways in which you can reduce your electric bill and tips to save money which again shows that they care about their customer's bills and the importance of price rises and the effects upon the amount of customers that will have electric from their company.

Improvements

I think that they should use more informal sentences at the end of the letter to show that they really care whether or you are having your electric with them. Also they should have a better bar of colour than the one already used because it looks like a colour scale from a printer from the printing industry making it not look professional and therefore not making the document as formal. Additionally the bold heading "We're here to help" distracts you from reading the paragraph of text when that is more important. This should be changed back to just normal text without the added bold style.

British Gas Leaflet (Document Three)

This business document is a leaflet from an electric company called British Gas.

Purpose

The purpose of this document is to inform customers about how they deal with your complaints and also to give you advice on how to contact them. It also includes details about independent articles, which for this leaflet is their complaints system.

Content

British Gas's Leaflet is much the same to other leaflets. It does this by including a colour scheme and a continuous house style throughout the document. It includes a logo of the company on the front page and is an A4 page folded in two to create a leaflet. They use headings and subheadings in order to help you skip to the parts that you want to read. They also provide you with a step by step guide when you have a complaint just like most leaflets include that also have complaints. However, they have given the consumer extra details. This includes the contact details of the company if you wish to ring them about anything. Additionally they have their own 'promise' and about they operate which you do not normally see in a leaflet. A very good extra in this leaflet is that they provide the ability to be in big print for people who have poor sight or are hard of hearing which complies with the new laws about this.

Layout

A good layout for this leaflet would be having an A4 page folded into two. This business document uses this layout. It is a good layout because it enables people to have something smaller to carry around with them and for transporting it compared to a flimsy A4 page without folds that is easy to tear. The orientation of this leaflet is portrait, but when opened out it changes into a landscape orientation. They use tables to layout their texts and they always use just one column to present their information. However, for phone numbers and addresses – anything do with contact details, they always use two columns for this to save space for extra text. Medium sized paragraphs are used because they give you a lot of information in each paragraph.

Writing Style

Long sentences are used in this leaflet in order to show that this leaflet is aimed at adults who want to complain and they always speak in a formal way to the reader as shown by "We're committed". In addition to the fact that children could not be paying for the electricity or gas themselves so it should be formal language and aimed at adults. Technical words are used in order to make the sentences more complex for the readers who want a challenge. "Circumstances", "Compensation" and "Head of complaints" are examples of what technical words can be found in the writing. These words are used to make the document sound official and professional. This makes the customer feel like they are being looked after well, when they read this document. This leaflet is also designed to impress the customer and make them think that their complaints leaflet is really clear at telling you all about it.

In the sentences, they use the word 'if' a lot. Just on the inside pages I have counted fourteen times the word "if" as sentence starters out of a total of twenty one sentences. That is 66% of all sentence starters! I think that they have used the word "if" too many times and therefore it makes it boring to read. On the other hand, the repetition of the word "if" shows that they do not believe that things would get that bad, and that they are much better than that. This shows that they have covered every possible thing that could happen. This makes the reader feel like the company has control over the complaints system. Headers are also used in this document to make it easier to read and to also allow the reader to jump to a part that they find relevant.

G040 Strand A		Back Page	British Gas leaflet layout	Front Page
<div>Heading "Independent advice"</div> <div>Text about if you have already followed steps 1 and 2 and need help. It includes bold phone numbers and addresses.</div> <div>Heading "Advice?"</div> <div>Text about Consumer Direct and the phone numbers and website addresses.</div> <div>Heading "If you have special requirements"</div> <div> <div>Textphone symbol</div> <div>Text about the textphone service and the phone number</div> <div>Braille symbol</div> <div>Text about the other formats available and the phone numbers for them</div> </div> <div>Small text about the time of printing</div> <div>Address of sender</div> <div>Blue logo with a flame symbol</div>		<div>Heading "We're listening"</div> <div>A sky blue background colour</div> <div>Picture of a cartoon earth with workers on the earth. It is at a call centre and they have headsets on.</div> <div>Text "How we handle your gas or electricity complaints"</div> <div>White logo with a flame symbol</div>		<div>Picture of a cartoon house</div>
			Candidate number:	Page 16

Text about their promise to give you high quality service. This is all in a blue filled round edged box

Heading "Our guaranteed standards of performance"

Text about standards

Picture of a house on a world

Heading "Appointments" and text relating to it

Heading "Meter problems" and text relating to it

Heading "Pay as you go meters" and text relating to it

Heading "Compensation payments" and text relating to it

Margin

Heading "If you have a complaint"

Text about how good they are at dealing with complaints

Text introducing the Steps

Heading "Step 1"

A white round edged box with a blue line around the edge. It contains the address, phone numbers and website address.

Heading "Step 2"

A white round edged box with a blue line around the edge. It contains the address, phone number and website address for the head of complaints.

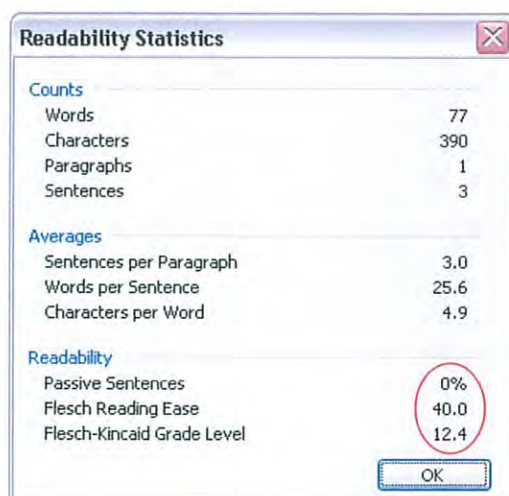
Text about how long it will take to have a resolution.

Text about visiting an office and a phone number

Flesch–Kincaid readability test

Quote

“The Ombudsman is an independent body: establish to provide a free of charge service to impartially resolve customer complaints in cases where the customer and supplier cannot agree on final resolution. The Ombudsman may require us to take one of more of the following actions; take practical action that may benefit you, offer an apology or explanation, or make a financial reward. Their final decision is binding on the Energy Supplier, and not you as the customer.”



Score	Notes
90-100	Easily understandable by an average 11 year old student.
60-70	Easily understandable by 13-15 year old students.
0-30	Best understood by university graduates.

This extract of text obtained a score of **40.0** in the Flesch-Kincaid readability test. This means that this letter is best understood by both 13-15 year old students and university graduates. This would be appropriate for this leaflet because it is aimed towards adults. This makes this leaflet fulfil its purposes because they are using the correct style of writing for the right audience.

Presentational Style

The type face for this document looks to be Arial in a font size 10 for the main paragraphs. This would be hard for some people to read. Bullet points are used to make short and sharp points. Left

alignment and small margins are used throughout the document. White space is used to give the effect of space. Headings are in bold so they stand out. This enables the reader to skip to sections that they want to read, saving time. Tables align the text and images so that it looks more professional. Also a picture is featured on every page in order to make it easier on the eye, despite the small font size used. The picture of the house on a world refers to your house meaning the world to them. They use this style of picture on every page showing that they are consistent.

Evaluation

Good points about writing style

Imperatives are a good point about this writing style. This is because it tells the reader what to do and how to do it. An example of this would be "Go to www.consumerdirect.gov.uk". There are also other good points on how they have made this writing style good. The use of formal language is good in the document because it would only be adults that would be complaining and you would not need to use much informal language. Subheadings help you skip to parts that you want to read and also the use of bold to highlight websites and telephone numbers makes it easier again to locate exactly what you want. The repetition of the word "if" is also a good writing style. This shows that do not believe that it will get that bad down the complaint system so you do not really need to think about that. This makes the reader reassured that their complaint will be dealt with efficiently.

Bad points about writing style

Even though I think that the long paragraphs are good because they are aimed at adults, I also think that some adults may not be able to read all of it. The Flesch–Kincaid readability test proved that to be able to read it you need to be a well educated 13-15 year old student or a university graduate. This shows that not all adults who left school at 16 years old would understand this leaflet. The difficulty of this leaflet needs to be dropped so that everyone is able to read it therefore reaching out to a larger target audience.

Good points about layout and presentation style

This document's front cover catches the eye immediately with the blue background. It has a cartoon of the people from British Gas smiling with headsets which give a good impression of the company. The tables used to organise the text and images make the document look professional making it look good. Also the phone numbers and important information is in bold which makes it easier for people to locate the contact details when they want to phone the company. Paragraphs range from two lines up to five lines long making it look good on the eye.

Bad points about layout and presentational style

I think that the picture on the inside left that goes over onto the inside right page is a bad layout idea. It distracts you from the text on that page and is more important than a cartoon picture of a house on the world. However this may be done purposely to show that the cartoon images spread across all of the pages which make the document consistent. Another bad point of the presentational style would be that the blue background on the front cover would take up a lot of ink when printing in large quantities.

Does it inform customers about how they deal with your complaints and give them advice on how to contact them?

The leaflet gives you a step by step guide about what to do when you want to complain. This informs you in a simple and very clear way. Also headings allow you to skip to what you want to read about, allowing the reader to be informed on exactly what they want to know, making it much more efficient. It is also in the size of A4 which is folded into four sections making it smaller and thus making it more portable and easier to read so that the customer can carry around this small leaflet about how they deal with complaints.

Improvements

The inside left picture should be changed so that it is perfectly in line with the fold line that would be there. This would no make you distracted when reader the inside right page. Also I think that they should use less white space on the front cover so that less ink is used to fill in the huge amount of blue ink that would be used. I think that on the back page they should use a line around the table that has been used to align the contact details. This would make the contact details stand out even more and help it to catch your eye if you do have poor sight.

British Gas Letter (Document Four)

This business document is a letter from an electric company called British Gas. It is an online bill because they do not send out paper bills anymore due to cutting down on paper. They are shown to care about the environment that we live in.

Purpose

The purpose of this document is to inform the customer about how much gas they have used over the last three months. It is also designed to persuade you to pay the bill for the amount of gas that you have used over the last three months.

Content

This letter uses a continuous house style throughout the document. It includes a logo of the company and is on an A4 page. They use headings/subheadings to help you find your way around the document. Additionally they use tables to display statistics so that they are clear for the reader. The tables show the gas usage of the customer. This can then be compared to your recent gas bills. They also provide a help and advice section. They give you the option of 'paperless billing' which means that it is all done via online bills – like this business document. This is not available from either Atlantic Gas or Ecotricity.

Layout

The standard layout of a normal letter would be portrait and on A4 paper. This document does the same. Tables are used to organise the text. They use more than one column to present their information and also the paragraphs are short.

Writing Style

There are several spelling mistakes in this letter. "Please provide us with a meter read" should be changed to "please provide us with a meter reading". This shows that they have not proof read the document. Also a second mistake can also be seen. "You currently play by cash/cheque" should read "You currently pay by cash/cheque". This is a very basic error and should have been spotted when being proof read. The document features short sentences with lots of technical words such as "tariff", "gas transporter" and "kilowatt". Also there is a lot of formal language used within this letter like "An estimated bill means we have based your bill on your previous usage". This makes the document look professional.

British Gas letter layout	Navigation bar with hyperlinks to different sections and a search facility	
White logo with a flame symbol		
Navigation Bar	Heading "View your gas bill – 28 March 2008"	
	Bill details with bold for the different sections Hyperlink to pay the bill	Help & Advice section
	Heading "Gas usage"	Heading "Recent Gas Bills"
	Text about the estimated gas bills and a hyperlink titled "submit"	Table of recent gas bills with the date, description and amount
	Heading "Detailed Gas Usage"	
	Table of gas usage	
	Heading "Gas Charges"	
	Text about how they calculate your bill	
	Site map	

Flesch–Kincaid readability test

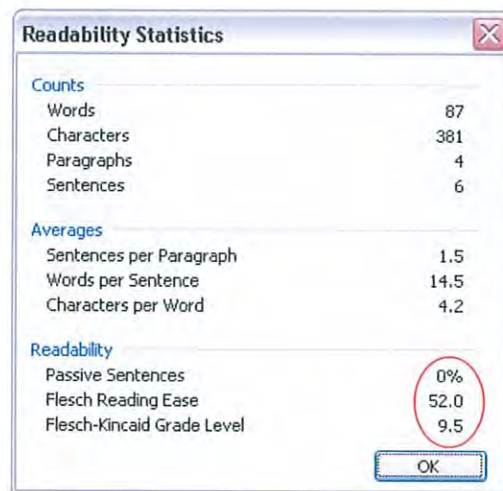
Quote

“Your estimated bill means we have based your bill on your previous usage. For a more accurate bill please provide us with a meter **read**.

From 25 Feb 2008 to 27 Mar 2008 4.266 pence per kilowatt for the first 12.256 kilowatts used a day, and 2.173 pence per kilowatt for the rest.

We calculate your bill by first working out your usage in kilowatt hours.

British Gas is your gas supplier. To find the name and address of your gas transporter, please call 08701 600 229.”



Score	Notes
90-100	Easily understandable by an average 11 year old student.
60-70	Easily understandable by 13-15 year old students.
0-30	Best understood by university graduates.

This extract of text obtained a score of **52.0** in the Flesch-Kincaid readability test. This means that this letter is best understood by people with a reading age of 13-15. This would be appropriate for this leaflet because it can be read by most adults even if they have left school at a young age. I would have thought that it should be closer to the university graduates score because of the technical words such as “Kilowatt”. This does not seem to be the case. This makes this leaflet fulfil more of its

purposes because they are using the correct style of writing for the right audience.

Presentation Style

The type face for this document looks to be Arial in a font size 9 for the main paragraphs. This would be hard for some people to read. This document is left aligned with a small margin and white space. Bold is used for headings to make them stand out and tables are used to align the text and images. Additionally the logo heads up the online bill at the top left so that the reader can identify who it is from. This helps create the house style and the branding of the company.

Evaluation

Good points about writing style

There is a good use of technical words that aim at people who have higher reading ages, although this is not true according to my Flesch–Kincaid readability test. It talks to the reader in a second person narrative by using “you”. This shows that they are being personal and making this bill tailored to you. It gives you the exact dates and calculations showing that it is all backed up with hard facts and statistics.

Bad points about writing style

There were many spelling mistakes in this document. “Play” was used instead of pay and also “read” was used instead of “reading” – this shows that they have not proof read their work. This makes it a bad writing style. The words are very technical and it would be confusing for anyone without a high reading age because it is hard to understand. However, they do provide hyperlinks next to certain words titled “what’s this?” so that people can find out what it actually means.

Good points about layout and presentation style

Professional looking documents of this type include a logo and colour scheme at the top left of the document. They have done the same. The titles for each section are in bold which catches your eye when you look at the page. This enables the reader to find what they want to read. The gas bill is in sections so that you can jump to the relevant section you would like to read. This makes it a good layout to have. The help and advice section means that even if the writing style is hard to read, you can still get help. This means that anyone is now able to read the document, making it a very good piece of presentation. Paragraphs are short, which makes it look good on the eye with the use of white space. British gas does paperless billing online so they save paper. This means that the company is shown to care about the environment we live in.

Bad points about layout and presentational style

There are two blank table spaces at the bottom of the page which are not filled in with text or images. This makes it a waste of tables and space. It also makes the document look unprofessional.

Does it to inform the customer about how much gas they have used over the last three months & persuade you to pay your bill?

It talks in a formal way to the customer which shows that they would like you to pay the bill straight away. They provide you with the tables of information which make it easy for the customer to view their old and new gas bills. They use technical words for more accuracy to inform them about how much they have used, and how much they owe them. A help and advice section is designed to help the reader understand phrases that may be too technical for them. This informs the reader of what they mean and achieves its purpose.

Improvements

Firstly, they need to proof read their own work so that there are no any spelling errors. Secondly, they need to delete the two empty boxes at the bottom – they only just take up unwanted space. Thirdly, they need to provide an explanation of the technical words. This can be by the side of each technical word or by having a key at the bottom with the meanings of all of the technical words. Lastly, they need to use more tables and make the information more understandable to read.

Ecotricity Leaflet (Document Five)

This business document is a leaflet from an electric company called Ecotricity.

Purpose

The purpose of this document is to inform customers about where Ecotricity get their electricity from and persuades you to change your electricity supplier to Ecotricity because they promote greener energy.

Content

It uses a continuous house style throughout the document. This includes logo of the company on the front page. It is on an A4 page with headings/subheading and also tables to arrange the text and images. Bullet points are also used. This document includes a list of the companies that recommend Ecotricity (charities) to show how good they are and how much they are an ethical company. It includes a picture of the founder and a quote from him as well as quotes from other people. They have a questions and answers section which seems to predict what you will say. They then go on to answer it for you, which shows how well they know their target market. The recyclable symbol adds to this effect of knowing their target market. Website details and phone numbers are also provided in this document.

Layout

This document is to be viewed as four A5 portrait pages in a leaflet. When unfolded out it creates two A4 pages in a landscape orientation. These two A4 pages have been printed on back to back to create this document. Tables are used to align the information and big font sizes make it easier for people to read the text. They use several columns to display text and images throughout the document.

Writing Style

Informal language is used in this document. "And, funnily enough" would be an example of this. They also use formal language like "Ecotricity has been harnessing the power of the wind since 1996". This shows that they use a mixture of languages in their writing. This widens the audience that can read this document. It also shows that they want to show themselves to be friendly and professional. They use very few technical words which makes it easy for anyone to read. "Conventional" is an example of this. Bold fonts are used to highlight the important information, making it easier to skip to what you want to read.

Picture of the British flag with
green replacing the red on the flag

Large bold text "For a greener Britain"

White background

A green background is used

Text about when they were founded

Bullet pointed text showing facts
about the company

Website and
Phone number

Recyclable
symbol

Logo – "Ecotricity"
in black

Address of sender

Text

Picture

A green background is used

Logo – "Ecotricity"
in black

Candidate number:

Page 27

Large sized text talking about brown electricity and statistics

A light green background is used

Extra large text "new"

Bold heading "Will it make a difference?"

Text answering the question

Bold heading "Will it cost more?"

Text answering the question

Large text about switching to Ecotricity and how easy it is to do

A light green background is used

Extra large text "energy"

Bold heading "Will the service be different?"

Text answering the question

Bold heading "Is switching difficult?"

Text answering the question

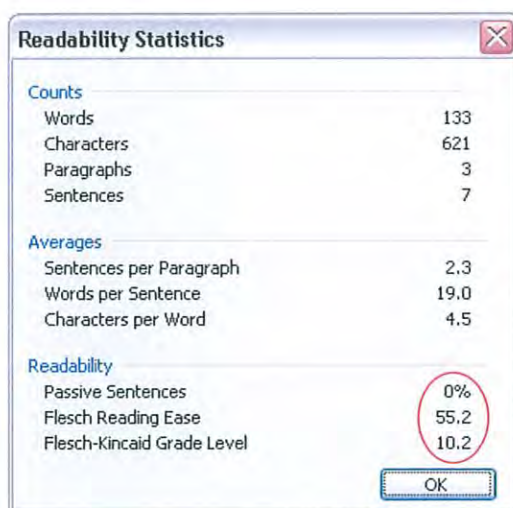
Flesch–Kincaid readability test

Quote

“Conventional or ‘brown’ electricity is the biggest single cause of climate change in the UK – responsible for over 30% of our CO2 emissions. It follows that changing the way we make our electricity is the biggest single thing any of us can do to fight climate change.

And, funnily enough, changing where your electricity comes from is probably the easiest thing you can do. It takes about five minutes to simply switch to Ecotricity. Then sit back and let us do the rest.

Ecotricity has been harnessing the power of the wind since 1996. We take the money that our customers spend on their electricity bills and use it to build windmills and we take the green electricity that our windmills make and supply it to our customers – in one big virtuous circle.”



Score	Notes
90-100	Easily understandable by an average 11 year old student.
60-70	Easily understandable by 13-15 year old students.
0-30	Best understood by university graduates.

This extract of text obtained a score of **55.2** in the Flesch-Kincaid readability test. This means that this letter is best understood by people with a reading age of 13-15. This would be appropriate for this leaflet because it is aimed towards any adult, including adults who have left school at a young age.

Presentation Style

The type face for this document is Arial in a font size 13 for the main paragraphs. This would be fine for anyone to read. Small margins are used and white space gives the effect of space. Bold styled headings are used to stand out. This saves the reader time.

Evaluation

Good points about writing style

They have a very good use of informal writing which is mixed in with formal writing to still get across the fact that they want you to be persuaded to change electricity providers. They also use questions that the customer would ask, and answer them on the leaflet. This shows that the company know their target market well.

Bad points about writing style

There is a lot of white space in this document that could be used to fit more information in. Large font sizes seem to waste the space when it could be filled with smaller text talking about much more. This text seems to be too informal and too colloquial for some people which would deter some customers from changing their electricity supplier to Ecotricity.

Good points about layout and presentation style

Pictures in this document are used well because they are relevant to the subjects talked about. The logo and colour scheme also make it look professional. The consistent use of green and white makes it also look professional. Simple words make it so simple to read for just about anyone. The British flag on the back page shows that they want Britain to change to green electricity. They use a range of facts to inform the reader about the use of wind farms and the effects of using companies that buy 'brown' electric. This is not environmentally friendly at all and this is why people would go to Ecotricity instead.

Bad points about layout and presentational style

White space is used too much and this could be replaced with some text that would be more useful for the reader.

Does it inform customers about where Ecotricity get their electricity from and persuade you to change your electricity supplier?

This leaflet informs the reader of how they plan to put up more wind turbines, and make more environmentally friendly electric, without the use of natural resources that will soon run out. This informs the reader and helps achieve the purpose of this document. They include quotes, bullet points and facts about the history of the company. This helps persuade the reader to change electricity providers.

Improvements

I think that they should add more quotes from people in the electricity trade that talk about Ecotricity. They should also give full explanations of how they get their electricity and compare it to the other electricity providers like British Gas and Atlantic Gas. This would show how good they are as an electricity company. Statistics about how much money is invested in turbines would be useful as well so that the customer knows how much profit is being put into wind turbines.

Ecotricity Letter (Document Six)

This business document is a letter from an electric company called Ecotricity.

Purpose

The purpose of this document is to inform customers about where Ecotricity get their electricity from and persuades you to change your electricity supplier to Ecotricity because they promote greener energy.

Content

A logo, house style and heading/subheadings are in this document. It is on an A4 page and tables are used throughout the document. The address is at the top left hand side. Also the account number and date can be seen on the document. Contact details can be found at the bottom of the page and "Yours sincerely" is also used.

Layout

This document is an A4 page with no folds in it. It is in a portrait orientation. Letters normally have this type of layout so that it can be folded and put into an envelope for posting.

Writing Style

Formal language is used in this document. "Subsequent payments" would not be understood by someone with a reading age of 13-15 which shows that it is aimed to an audience who have a higher reading age. Informal language is also used like "we'll be happy to review". This shows that they can use a range of different writing styles in this document.

Ecotricity letter layout

Logo – “Ecotricity”
in a black font

A thin green Line

Receivers Address

Account number in bold

Date in bold

Heading “Direct Debit Payment Review”

Dear – Normal salutation

2 lines about making sure that they charge the right amount

2 lines about the payment changes

Text about how they can change your bill
by providing them with meter readings

2 lines about how to contact them with the
phone number and email address in bold

Yours sincerely

Ecotricity Billing Team

Address, telephone number,
fax, email and website address

Green bar

Flesch–Kincaid readability test

Quote

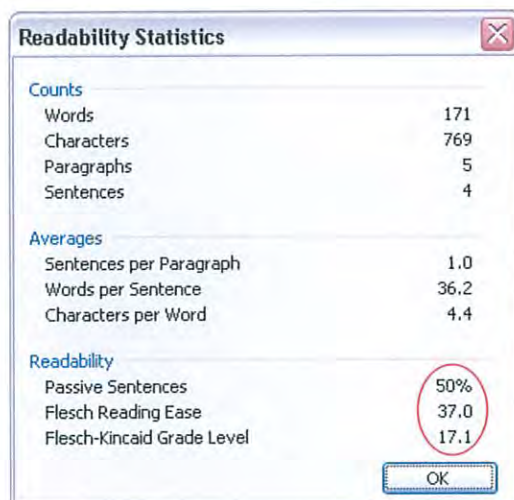
"We carry out regular Direct Debit payment reviews for our Customers to make sure that they are not paying too much or too little.

We have recently looked at what you are paying in relation to the amount of electricity you have used and we believe that your monthly payment needs to be adjusted from £22.44 to £54.00.

Your first payment at the new rate will be taken on 05.10.2009, with subsequent payments on the 05th of each month thereafter.

You can help us to keep your account as accurate as possible by providing us with regular meter readings and if you notice any credit or debit building on your monthly Direct Debit payment, please give us a call with a meter reading and we'll be happy to review and adjust your Direct Debit to an amount that is more aligned to your actual consumption.

If you have any queries regarding this, or any other issues please do not hesitate to contact us on 0845 555 7 200 or email home@ecotricity.co.uk"



Score	Notes
90-100	Easily understandable by an average 11 year old student.
60-70	Easily understandable by 13-15 year old students.
0-30	Best understood by university graduates.

This extract of text obtained a score of **37.0** in the Flesh-Kincaid readability test. This means that this letter is best understood by people with the reading age of a university graduate. This would be appropriate for this leaflet because it is aimed towards people who have a higher reading age. However, some people have not been to university and therefore it would be unsuitable for them making this document unsuitable for the target audience.

Presentation Style

The type face for this document is Arial in a font size 11 for the main paragraphs. This would be hard for some people to read making it unsuitable. Small margins and white space is used. They use a bold style for the headings that stands out.

Evaluation

Good points about writing style

The use of formal language is good in the document because it would only be adults with a high reading age that would be reading this document. It gives you the exact prices of the new bill showing that they are accurate in their letters and want to let you know exactly what your new bill is. The title also gives you an indication of what the letter is about. Additionally the account number is shown so that you know that it really is Ecotricity for security purposes. Short paragraphs are used in order to look good on the eye and give the effect of space.

Bad points about writing style

The writing seems to become too formal and therefore it makes it seem like an automated email with personal touch to it. It also makes Ecotricity seem like an autocratic company meaning that they do not take into account the customers views. This would show that they do not care about their customers and that they do not mean that much to them.

Good points about layout and presentation style

The professional look of this document is due to the logo and colour scheme going well together. This is all accompanied by the consistent use of green and white that gives the appearance of greener energy and a more environmentally friendly company. Also it uses headings to let you know what the letter will be talking about. The green bar at the bottom keeps to the consistent colour scheme of green.

Bad points about layout and presentational style

I think that this document has too much white space and that they could have fitted more information into it. This would have informed the reader more about greener electric and therefore more people would be persuaded to change to Ecotricity.

Does it inform customers about where Ecotricity get their electricity from and persuade you to change your electricity supplier to Ecotricity?

This document gives the reader the information about the changing of the price for their bill. It follows the consistent theme from Ecotricity. I think this enables the customer to find out their new bill and work out the difference. This also persuades the reader to change their electricity supplier to Ecotricity by the use of hard facts and statistics.

Improvements

To improve this document they should provide more information about the price changes and also supply the reader with a table with the before and after prices. They should also include the old electric bills and the new bills. They should include the percentage of price change and also include several reasons why they have changed the price. They should also include hard facts and statistics to support these points.

Comparison of Leaflets

Purpose

Two of the documents both are similar in the way that they inform you. The other two advise you and persuade you to do certain things. This shows that most documents inform the reader.

Content

The content that is used the most in the leaflets is a logo contact details and headings/subheadings. This is on every document. Additionally they are all A4 pages which are folded with bullet points and a colour scheme throughout the document. Some differences would be that British Gas has step by step guides and promises accompanied by the option for bigger font sizes for people with poor sight. Ecotricity offer pictures of the founder, quotes and question and answer sections to help the reader. Pictures, house style and statistics are only found from Atlantic Electric and Gas.

Layout

For the layout they all follow the standard way. This is an A4 page in a landscape orientation with tables and only one column. British Gas vary by have medium sized paragraphs and two columns for contact details. Ecotricity are unique by having several columns and long sentences that are easy to read.

Writing Style

Rhetorical questions, bullet points and imperatives are only found in the Atlantic Gas and Electric leaflet. British Gas has only one difference by aiming to impress the customer. However, Ecotricity use long simple sentences, few technical words and easy to read sentences to widen their audiences. The most used types of writing style are long sentences that are formal. These also include technical language and also some informal language with headings throughout.

Flesch–Kincaid readability test

Atlantic Gas and Electric had a score of 63.0 which means that their writing style is readable by people with a reading age of 13-15. Similarly – Ecotricity's leaflet has a 55.2 score meaning that they both have a reading age of 13-15. British Gas, on the other hand, has a score of 40.0 meaning that it can be read by people with a reading age of 13-15 and also by people with the reading age of a university graduate. This means that the British Gas leaflet may become hard to read for people who left school at 16.

Score	Notes
90-100	Easily understandable by an average 11 year old student.
60-70	Easily understandable by 13-15 year old students. (Ecotricity & Atlantic Electric & Gas)
0-30	Best understood by university graduates. (British Gas)

Presentation Style

Most documents for presentation style use Arial with bold headings, that is left aligned and have white space. They also have small margins and some have images and bullet points. Ecotricity used size 13 and tables which was not used by any of the other two companies.

Evaluation

Does it fit the purpose?

For Atlantic Electric & Gas I think that the document did fit the purpose because they give you information on everything you need to know about saving money on gas bills, even giving examples. For British Gas they suit the purpose by giving you a step by step guide which informs you, headings to skip to relevant sections and a portable leaflet format. Ecotricity also informs the reader but also persuades by quotes, bullet points and facts.

Improvements

I suggested that for Ecotricity, they should add more quotes into their leaflet and include more detailed explanations. Additionally they could explain how their competition gets their electricity in comparison with them. For British Gas it was just to simply use more tables and use less white space to fill up the document more. With Atlantic Electric & Gas I suggested to rephrase the sentences and to redesign their green fading bar which looks bad to me. Consistent font colours would also benefit the document. For this part of the comparisons I did not find any similarities.

Comparison of Letters

Purpose

Atlantic Gas's letter was to reply to a customer's complaint and Ecotricity and Atlantic Gas both informed their customer about one thing or another. British Gas on the other hand was designed to persuade you to pay the bill but also to inform you of how much your gas is costing you.

Content

All of these letters were on A4 pages and included tables to align the text or pictures. They all included headings/subheadings. Additionally, they all included colour schemes and logos. Atlantic Gas was different to the other companies by including a signature and date on their letter. British Gas included a help and advice section as well as a very environmentally friendly way of billing you. This is called paperless billing and they give you a discount on your bill, if you pay your bill online instead of having a hard copy on paper. This saves paper and therefore helps the environment and saves on landfill space. Additionally they included recent bills so that you can relate back to previous ones to see the differences.

Ecotricity used formal endings like "Yours sincerely" and included who it was from. They also included contact information which is not provided by any of the other companies. For Atlantic Gas they also gave you hard facts and statistics and comparisons to other companies. References numbers are additional to that.

Layout

All three of the documents seemed to follow a trend for the layout. All three were on A4 with a portrait orientation. They also featured short paragraphs and tables to display information which is notable in Atlantic. British Gas used two columns and Atlantic Gas used only one column which shows a difference in layouts. Ecotricity had no differences in layouts to British Gas or Atlantic Gas.

Writing Style

They all seem to use formal language and also use technical words to make the sentences more complex to read. This also helps with the writing style that they are aiming to impress because technical words will impress people. British Gas had spelling mistakes and aimed to deliver information rather than to impress. Atlantic Gas used long sentences, impersonal language whilst referring to current affairs. Atlantic Gas also tried to make a connection by talking to the reader through their letters. This makes the letter more personal. Again, Ecotricity have just kept the main points that the other two companies have done without adding any extra writing styles that would make them more unique.

Flesch–Kincaid readability test

The scores seem to vary for this readability test. Both Atlantic Gas and Electric and Ecotricity both aim their text at university graduates. Atlantic Gas had a score of 38.2 and Ecotricity had a score of 37.0. However, British Gas had a score of 52.0 which means that 13-15 year olds would be able to read the text. I think that British Gas had the best plan here because more people will be able to understand the text. However, making the text this easy may patronize some people who are university graduates.

Score	Notes
90-100	Easily understandable by an average 11 year old student.
60-70	Easily understandable by 13-15 year old students. (British Gas)
0-30	Best understood by university graduates. (Atlantic Gas & Electric and Ecotricity)

Presentational Style

All of the documents use Arial with bold headings and small margins. They also have white space to make the document appear to focus the eye. Logos are also essential. Ecotricity used own name for their logo whereas British Gas and Atlantic Gas had the company name and also a symbol. This shows that Atlantic and British Gas are trying to make their logo more visual. The font sizes varied between sizes 9-11 with Ecotricity having font size 11 which seemed big for the document. Text was bullet pointed and centre justified for the Atlantic Gas & Electric leaflet which makes it different from the other two companies. Two out of the three companies used left alignment for their documents. This indicates that they think that this is the best type of alignment for text because it is common throughout all of the documents.

Evaluation

Does it fit the purpose?

British Gas used formal language and information in tables to fit their purpose. They also used technical words and very helpful help and advice section. However, Ecotricity fitted its purpose by giving the reader by getting to the point and giving you the information you need. Ecotricity followed a consistent theme in order to do this. Atlantic Gas & Electric came across in a personal and informal way with parts of it formal. They suggested ways in which to save and tried to persuade the reader to stay with the company.

Improvements

The most significant improvement that needs attention would be to use more tables. This would look very good on the eye and will line everything up in the document perfectly. It gives the document a professional look and also you can make the tables invisible so that they do not show up at all. Ecotricity only had this improvement to do on their letter. British Gas needed to proof read their documents because they made bad spelling mistakes like "please provide us with a meter read". They also need to give more information by explaining the technical words. On the other hand, Atlantic Gas needed to rephrase some of their words by using more colloquial words and sentences to become more personal and make it more interesting for the reader.

Comparison of Business Documents between Companies

For this comparison I worked out the main points for each company and then put that information into these tables to compare all of the businesses together. This will enable me to see what is the most popular way to make a business document and therefore help me when I move on to making my own business documents.

<u>Key</u>		
Purpose	Red font colour	Common throughout all companies
	Black font colour	Common to one or two companies

Purpose

Company	Atlantic Gas & Electric	British Gas	Ecotricity
Style of writing	Informs you of current gas prices	Informs you of how they handle with your complaints & of your bill	Inform customers where they get their electricity from & the price of their new bill
	Reply to a customer's complaint	Advises you on how to get in contact with them	None used
	None used	Persuades you to pay the bill	Persuades you to change electricity companies to Ecotricity

These data shows that the most popular way purpose of the documents were to inform the reader

about something. Atlantic gas decided to talk about the current gas price, British gas talked about complains and bill and Ecotricity talked about how the get their electricity. They also talked to the customer, advised and persuaded the customer as types of purpose.

Content

Company	Atlantic Gas & Electric	British Gas	Ecotricity
House style	Green and white house style	Blue, yellow and white house style	Continuous green and white house style throughout the document
Use of logos	Logo on front and back pages Logo on top right of page	Logo on the bottom right of the front page. Logo on the top left of the paper to head it up	Logo of the company on the front and back and also on the inside of the document. Letter headed up by logo in the top right hand corner.
Use of headings	Headings/Subheadings at the top of each page	Headings/Subheadings to break up the text into sections. Also used to help you skip to relevant sections	Headings/Subheadings to help you skip to the parts that you want to read
Use of tables	Tables used to arrange text and images	Tables to arrange text	Tables to arrange the text and pictures throughout the document

The information shows that house style is used throughout all of the documents. They do however have different colour themes and are consistent throughout the document. Logos are used throughout all of the companies. For leaflets they use the logo on the front and back for all documents. For letters they position it either in the top right or top left hand corner of the page. All websites used headings/subheadings at the top of pages and also to break up the page into readable sections. This is useful because it makes the page much easier to look at and also to read.

Layout

Company	Atlantic Gas & Electric	British Gas	Ecotricity
Use of tables	Tables used to align text	Tables to align the text and to also align the contact information	Tables used to align text and images throughout the document and contact information
Type of paragraphs	Short Paragraphs which make it look good on the eye	Medium sized paragraphs	Short paragraphs
Number of columns	One column for paragraphs and two columns for contact details	One column for paragraphs and two columns for contact details.	Several columns to display lots of information One column for paragraphs and two for contact details and account number and date.
Size of document for leaflet	A4 Page folded into four A5 side (booklet) in a landscape orientation	A4 Page folded into four A5 side (booklet) in a landscape orientation	A4 page folded into four sections of A5 with another A4 page in the same layout inside it. Then it was stapes to create a document with 8 sides.
Size of document for letter	A4 page in a portrait orientation	A4 page with a portrait orientation	A4 Page with no folds

This data shows me that tables were used throughout all of the documents to align text and images. For the leaflets A4 pages were folded into a booklet of four A5 pages in a portrait orientation. For the letter they all used A4 pages with a portrait orientation in order to look professional. One or two columns were used for paragraphs depending on what is in the paragraphs.

Writing Style

Company	Atlantic Gas & Electric	British Gas	Ecotricity
Type of sentences	Long sentences for adults	Long sentences aimed for adults	Long easy sentences
Type of language	Formal language to appeal to people who can read harder texts	Formal language for a more intelligent audience	Formal language to impress the reader into paying the new bills.
Use of words	Technical words used to be accurate	Technical words to explain in detail and be accurate for meter readings	Few technical words
Aims	Aims to impress the customer	Aimed to impress customer by facts and statistics	Aimed to impress the reader.
Other uses of language	None used	None used	Informal language to become more personal to the reader.

They used long sentences for adults to understand and formal language to appeal to this audience. Technical words were included in order to further the effect so that it suits this market and they aimed to impress the company by the use of technical words and the formal language. Informal language was also used by Ecotricity in order to become more personal to the reader.

Flesch–Kincaid readability test scores

	Atlantic Gas & Electric	British Gas	Ecotricity
Flesch-Kincaid readability test score	63.0 (13-15 year old students) Leaflet	40.0 (13-15 year old students) Leaflet	55.2 (13-15 year old students) Leaflet
	38.2 (University graduates) Letter	52.0 (13-15 year old students) Letter	37.0 (University graduates) Letter

The information from all of the companies shows that for the leaflets all of the companies had text that was readable by 13-15 year old students. For the letters it is mainly readable by University a graduate which is understandable because letters are made up of a lot of text in comparison to the

average leaflet. This means that it would be harder to read.

Guidelines

	Score	Notes
Flesh-Kincaid readability group	90-100	Easily understandable by an average 11 year old student.
	60-70	Easily understandable by 13-15 year old students.
	0-30	Best understood by university graduates.

Presentational Style

Company	Atlantic Gas & Electric	British Gas	Ecotricity
Font Style	Arial font	Arial font	Arial font
Size of Font	Size 10	Size 10	Size 13
Use of Headings	Bold headings at the top of pages to attract attention	Bold headings to break up the document into sections	Bold headings to attract attention
Use of margins	Small margins to give the appearance of space	Small margins are used	Small margins to give the appearance of space
Use of white space	White space to make the document look clear	White space used to balance out the appearance of space because the tables seem to squash up the document	White space to give the appearance of space
Alignment	Justified	Left aligned	Left aligned

This information shows that Arial was the dominant font for the presentation style. They also used bold headings in order to attract attention to that important area and used small margins to create the appearance of space in the documents. White space was also used to make the documents look clearer. It was also used to balance out the appearance of space because tables seem to make the

Improvements

Company	Atlantic Gas & Electric	British Gas	Ecotricity
Use of images	Redesign the green bar at the bottom	Stop images crossing over pages to make it look more professional	No improvements needed
Use of white space	Nothing said about this.	Less white space	More white space
Use of tables	Nothing said about this.	More tables to present results	More tables to display text and images
Proof reading	Proof reading to stop spelling mistakes	Proof reading to prevent the spelling mistakes	No improvements needed
Choice of words	Use more informal sentences	Explanations of words on the page (rather than just a help and advise link)	Explanations about how they get their electricity in comparison to other companies
Use of language	More informal sentences near the end to make it more personal	No improvements needed	No improvements needed
House style	More consistency throughout the document	More consistency	No improvements needed
Extras	No improvements needed	No improvements needed	More quotes from people who are in the electricity industry More information about the company and what they plan to do.

For the improvements part of this comparison it is obvious that proof reading is needed in all documents. I have noted down some spelling mistakes on the British Gas documents and the same for Atlantic Gas & Electric. Ecotricity must proof read their work in order to have not have any spelling or grammatical errors. I said that both British gas and Ecotricity need to have more explanations about what they are talking about. This would be especially in the letters because they seem to only be readable by university graduates. Explaining what words mean would bring the level of understanding down so that everyone can read the information. Additionally more tables are needed.

candidate included examples



At Home

For Business

[Products & Services](#)

[Your Account](#)

[Help & Advice](#)

[Energy Efficiency](#)

[About Us](#)

You are here: [Home](#) > [Your Account](#) > [View Account History](#) > [Your Bill](#)

[Back to Home](#)

Your Account

- [Make a payment](#)
- [Submit meter readings](#)
- [View account history](#)
- [View messages](#)
- [Update account details](#)
- [Move Home](#)
- [View account demo](#)
- [Your consumption](#)
- [Logoff](#)

View your gas bill - 28 March 2008

Your Bill Details

[View previous bills](#)

[Go](#)

Bill date: 28 Mar 2008
Billing period: 11 Jan 2008 to 27 Mar 2008
Supplied to: <address>

**Paperless
Billing**



Help & Advice

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras euismod auctor est. Integer varius ipsum.



- [Help with your bill](#)
- [My direct debit is wrong](#)
- [How does reassessment work?](#)
- [I want to submit a meter read](#)
- [Yet another billing FAQ](#)

Your current tariff is: [CLICK ENERGY 5 \(what's this?\)](#)

This bill is for: £80 (including paperless billing discount of £5 and VAT of £5.74)

Your current balance is: £40 in CREDIT [\(what's this?\)](#)

Amount to pay now: £40

This bill needs to be paid by: 29 April 2008

You currently pay by cash / cheque

[Pay bill](#)

Your Gas Usage

Your total gas usage was: 40000 units

We **ESTIMATED** this on 27 Mar 2008 [\(what's this?\)](#)

An estimated bill means we have based your bill on your previous usage. For a more accurate bill please provide us with a meter read.

[Submit meter reading](#)

Recent Gas Bills

Date	Description	Amount
28 March 2008	Bill	£57
10 Jan 2008	Bill	£61
28 October 2007	Bill	£45
07 July 2007	Bill	£38

[View account history](#) [View recent electricity bills](#)

Detailed Gas Usage

Gas meter number: 32289000903

Previous reading	Recent reading	Units Used	Converted to kwh	Pence per kilowatt hour	Cost in £
5669 E on 11 Jan 2008	5698 R 17 Jan 2008	29	320	First 88 at 4.266p Next 232.25 at 2.173p	3.75 5.05
5669 E on 18 Jan 2008	5698 R 24 Feb 2008	167	1844	First 279 at 6.151p Next 1565 at 2.58p	3.75 5.05
Key: E = estimated reading R = meter was read					Total charges 80

Gas Charges

From 25 Feb 2008 to 27 Mar 2008 4.266 pence per kilowatt for the first 12.256 kilowatts used a day, and 2.173 pence per kilowatt for the rest

We calculate your bill by first working out your usage in kilowatt hours [\(what's this?\)](#)

British Gas is your gas supplier. To find the name and address of your gas transporter, please call 08701 600 229

Products & Services

[Gas & Electricity](#)
[Install a Boiler or Central Heating](#)
[Energy Saving Home Improvements](#)
[Maintenance & HomeCare](#)
[Central Heating Repairs](#)

Your Account

[Make a Payment](#)
[Submit Meter Readings](#)
[Move Home](#)
[View an online account demo](#)
[Log Off](#)

Help & Advice

[Energy price change information](#)
[Energy billing and payment](#)
[Move Home](#)
[Pay As You Go Energy™](#)
[Maintenance and Breakdown](#)
[Central Heating Systems](#)

Energy Efficiency

[Energy Savers Report](#)
[Energy Efficient Products](#)
[Helping You Save Energy and Money](#)
[New Technologies and Grants](#)

About Us

[Our Business](#)
[Corporate Responsibility](#)
[Careers with British Gas](#)
[Investor Relations](#)
[News & Media Centre](#)
[Awards & Achievements](#)
[Our Vision](#)
[In your Region](#)

401

Mr. .
11 The Plantation
Hardwicke
GLOUCESTER

Account Number:
Date: 08 September 2009

Direct Debit Payment Review

Dear Mr. C .

We carry out regular Direct Debit payment reviews for our Customers to make sure that they are not paying too much or too little.

We have recently looked at what you are paying in relation to the amount of electricity you have used and we believe that your monthly payment needs to be adjusted from **£22.44** to **£54.00**.

Your first payment at the new rate will be taken on **05.10.2009**, with subsequent payments on the **05th** of each month thereafter.

You can help us to keep your account as accurate as possible by providing us with regular meter readings and if you notice any credit or debit building on your account that is more than your monthly Direct Debit payment, please give us a call with a meter reading and we'll be happy to review and adjust your Direct Debit to an amount that is more aligned to your actual consumption.

If you have any queries regarding this, or any other issues please do not hesitate to contact us on **0845 555 7 200** or email home@ecotricity.co.uk

Thank you again for choosing Ecotricity.

Yours sincerely,

Ecotricity Billing Team

50

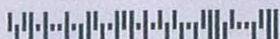


Atlantic Electric and Gas
energy made better

October 2008

51510

C17/00317710



Dear

RE:

Over the last few years Atlantic Electric and Gas have pledged to follow a responsible pricing policy, and since 2004 we have kept energy prices as low as possible for as long as possible, and during this period we have been one of the cheapest energy suppliers in the UK.*

You may be aware of the recent media coverage highlighting the global increase in gas and oil prices, and the effect this is having on wholesale prices for the UK energy industry. UK wholesale prices have risen by 190% for electricity and 230% for gas between February 2007 and July 2008.[†] I regret that this rise in wholesale prices means we are unable to maintain our current price levels. From 25 August 2008 we will have to raise gas prices by 29.2% and our electricity prices by 19.2% on average.

We are still committed to a fair pricing policy and, across 2008 as a whole, our customers will pay an average of £100 less than British Gas customers."

We're here to help

With the overall cost of living increasing, we know this is a very difficult period for everyone. That's why we are committed to helping you minimise the impact of this price increase. At Atlantic Electric and Gas, we will do all we can to help you reduce your energy consumption and in turn reduce your energy bills.

We also provide help and advice geared towards the needs of vulnerable customers and those who think they may have difficulty in paying their bills.

Please see enclosed leaflets for details of the new prices, revised payment discounts and your rights. If you require more information on how we can help you reduce your energy consumption, please visit www.atlanticenergytips.co.uk or call our dedicated helpline on **0845 078 6784**[†] between 8am and 8pm Mondays to Fridays and 8am to 2pm on Saturdays.

I'm sorry that we are no longer able to resist the pressure to put up prices, but hope to reduce the impact by making this help and support available to you.

Yours sincerely,

Ian Marchant
Chief Executive

51

Applied ICT

G040

Strand B

Letter

12C

For this unit I will create six business documents, I will:

- Analyse and create letter drafts and a final letter with a house style with logo
- Analyse and create advert drafts and final advert with a house style
- Create and analyse invoice drafts and final invoice
- Create and analyse web page drafts and a final web page
- Create a staff presentation
- Create a handbook/booklet on technologies

For this part of the six documents I will:

- **Analyse and create letter drafts and a final letter with a house style with logo**

Cloud Computing

The company I have designed is a computing company. It will be based upon the previous website designing company called "IT Bubble". My company will be located in London and will provide the following services to businesses:

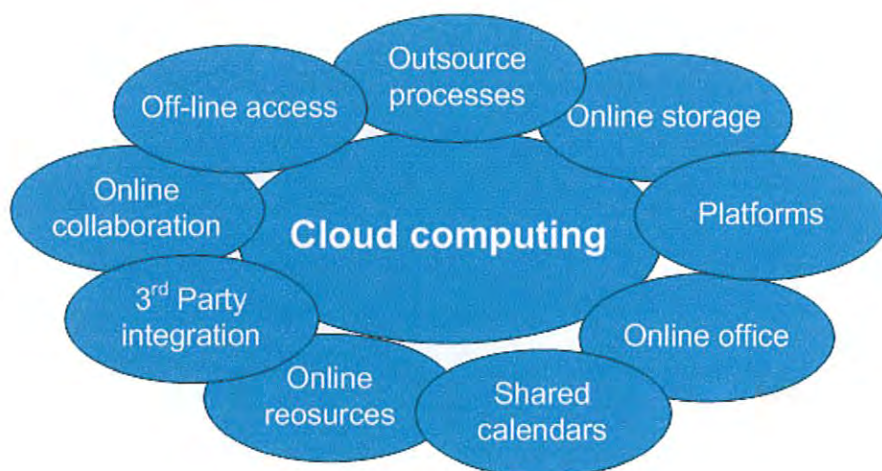
- IT Support
- Workstations
- Servers
- Web Design
- Web Hosting
- Domain Name

My company will be called "Cloud Computing" and will feature website designing etc.

Cloud computing is a buzzword that is used in the computing industry. The concept is that your information is stored somewhere other than on your computers, and then you connect to them when needed. You connect to a massive computer infrastructure (otherwise known as a cloud) from your homes or offices for your information.

The cloud symbol is often used to represent the Internet in flow charts and diagrams. This means that it would be well known within the computing industry.

This all means that the meaning of "Cloud computing" links directly to what my company will be providing. Servers provide a cloud computing style and also web hosting and using domain names comes under this.

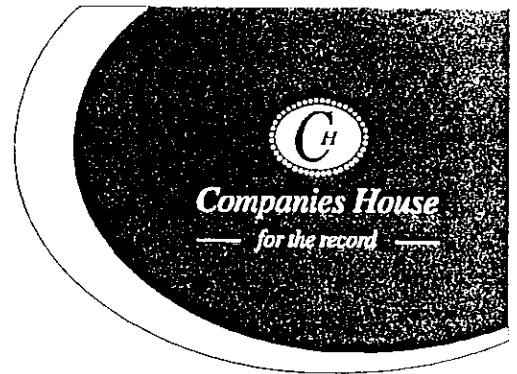


Research

Companies House Letter	
Good Points	Bad Points
<ul style="list-style-type: none"> • Logo in the top right hand corner • Reference and date in the top left hand side and in line • Sir/Madam used • Text broken up into paragraphs • Contact information highlighted • Receivers address at the top left • Senders address at the top right • Headings are used to attract attention • Pictures in the bottom right and left to show awards 	<ul style="list-style-type: none"> • The font could be clearer • Senders address font size could be increased to the size of the normal text • More contact information could be highlighted

HM Revenue & Customs Letter	
Good Points	Bad Points
<ul style="list-style-type: none"> • Tables used to align the bills • Senders address at the top right • Receivers address at the top left • Logo at the top left • Information separated by a line • Headings • Barcode along the side • Bullet points • Contact information highlighted at the bottom 	<ul style="list-style-type: none"> • The font needs to be changed • Fonts need to be more consistent – different fonts are used • Telephone number is not highlighted

The Company Secretary
[REDACTED]
[REDACTED]
[REDACTED]
GLOUCESTER, [REDACTED]



Crown Way Cardiff CF14 3UZ
Telephone 0303 123 4500
DX 33050 Cardiff
enquiries@companieshouse.gov.uk
www.companieshouse.gov.uk

5765

Our Ref [REDACTED] / SHUREP

Date 29 September 2009

NOTICE : 1ST ANNUAL RETURN is now due.

Dear Sir / Madam,

Company Name: [REDACTED]

Company No. [REDACTED]

This is a reminder that your company's first Annual Return is due for filing. An Annual Return is a snapshot of general information about a company as at a particular date known as the made up date. Your company's first Annual Return should be made up to 03/10/09 and must be delivered to Companies House no later than 31/10/09. If you file the Annual Return late, or not at all, the company and its officers can be prosecuted, or the company could be removed from the Register. If you employ an agent to file this information on your behalf, please tell them straight away.

You can file the Annual Return using our WebFiling service or a suitably enabled software package. To do this you will need the company authentication code: [REDACTED], and a Companies House generated Security Code. Please keep these codes safe. Only disclose to someone if you wish to authorise them to file information for this company on your behalf.

You can get online guidance on filing Annual Returns electronically from
www.companieshouse.gov.uk/363efiling.

To help you complete the Annual Return you can obtain a copy of the Annual Return information we currently hold for your company. To do this, log-in to WebFiling and select 'Order email of current company information' from the menu screen.

If you use WebFiling to complete your first Annual Return you may need to update the Capital and Shareholders screens with information previously supplied. On the Capital screen you would need to select 'Add/update classes or currencies' and enter issued share capital details. You may be warned that you have increased the company's issued capital. If this occurs, select 'Correcting data (no form required)' from the options list unless one of the other options applies. Similarly, on the Shareholders screen you may need to select 'Add/update other shareholders' if shareholder information is missing.

You could file an Annual Return on paper but it will cost you twice as much as filing electronically. Paper forms are available from our website (<http://www.companieshouse.gov.uk/forms/formsOnline.shtml>) and the filing fee is £30.

Filing electronically costs only £15.

Further information is available from our Contact Centre - 0303 123 4500 (08.30am-18.00pm Monday-Friday UK time)

COMPANIES HOUSE



AWARDED FOR EXCELLENCE



831470576501017000



Tax Reference [REDACTED]

214

Date 22 SEPTEMBER 2009

11 THE PLANTATION
GREEN LANE
HARDWICKE
GLOUCESTER
GL2 4SP

Issued by
Officer in Charge
Glos and N Wilts Area
GROUND FLOOR, NORFOLK HOUSE
TEMPLE STREET
BRISTOL
BS1 6HS

Telephone 0845 366 7840

For: MR [REDACTED]
Ref:

Notice of Surcharge for late payment of tax for the tax year ended 5 April 2008

I did not receive your full payment by 28 days after the due date nor by 6 months after it and the law authorises surcharges to be imposed on you. This notice tells you how much they are.

Please read the information on the front and back of this form and in the enclosed leaflet. We have sent a copy of this Notice to your tax adviser, if you have one.

These surcharges are imposed under Section 59C(2) and (3) of the Taxes Management Act 1970

Section 59C(2) unpaid tax	£3780.00 @ 5% surcharge of	£189.00
Section 59C(3) unpaid tax	£3780.00 @ 5% surcharge of	£189.00
Total surcharge		£378.00

Why have I received this Notice?

- This Notice is issued because we did not receive full payment of the tax you owe by 28 days after it was due. If you have still not paid the tax due, you must pay it now to avoid further interest, surcharge and legal action.
- If you cannot immediately pay in full, phone our payment Helpline on 0845 366 1204.
- This surcharge is due 30 days from the date of this Notice, so you must pay it by then to avoid paying interest on it. Information about how to pay is shown overleaf.

Do you need our help?

You will avoid extra costs and find your tax affairs easier to manage if you keep them up to date.

More details about interest and surcharge is available at www.hmrc.gov.uk or alternatively, please ring the HM Revenue & Customs office shown above. We can:

- help you get up to date, and
- advise you how to keep things that way.

When the above office is closed you can ring our Helpline on 0845 9000 444 for general advice. It is open 08.00 to 20.00, seven days a week except Christmas Day, Boxing Day and New Year's Day.

Please turn over for more information

What I intend on using:

- Logo at the top of the page
- Sir/Madam used
- Text broken up into paragraphs
- Contact information highlighted throughout
- Receivers address at the top left
- Senders address at the top right
- Headings used to attract attention
- Tables used to align bills if needed
- Bullet points if needed

Plan

Date	Where completed	What I did	How long it took	Comments
6/10/09	School	I started to write out my introduction and decided upon my company name. I did research by finding 2 business letters that need to be analysed. I can then work out what is needed in my documents to make it look professional like my 2 letters that I am used for research. I gave a definition of what my company is about and where the name came from and included a range of services that it will be providing. I then created a computerised sketch of what my letter should look like using simple boxes.	Introduction – 40 mins Computerised sketch – 10 mins	
10/10/09	Home	I used Fireworks to start to create my logo for my letter. I came up with my first draft of my letter using word and then added in my first draft of my logo. (This logo design was bad), I then went on to annotate my first draft and talk about the strengths and weaknesses of my draft. I also wrote up my annotations for the page after the annotations. I then completed my second draft also with a new logo and then again and annotated it. I then wrote up these annotations. I wrote up the strengths and weaknesses.	Logo for the first draft – 20 mins First draft – 20 mins Annotating first draft – 15 mins Strengths and weaknesses – 10 mins Logo for second draft - 15 mins Second Draft – 15 mins Annotating second draft – 15 mins Strengths and weaknesses – 5 mins	
11/10/09	Home	I then started work on my final. I corrected more spelling mistakes and changed around my letter layout.	Working on the final – 60 mins	

14/10/09	School	I worked more on my final and then asked my teachers for advice on my drafts and final letter. The advised me about how to improve my draft and finals. I then went on to do these changes.	Improving the final to get extra marks – 50 mins	
16/10/09	School	I took screenshots of how I designed my logo and how I combined images. This took me some time to complete as I had to recreate my logo again to do the screenshots.	Showing how I combined elements – 40 mins Recreating logo to do this – 10 mins	
21/10/09	School	This lesson I typed up how I combined elements to create my logo. I also updated my log.	Combining elements – 10 mins Updating log – 30 mins	

Combining ElementsLocating, adapting and combining information

To create this logo:



I located my picture of the cloud:

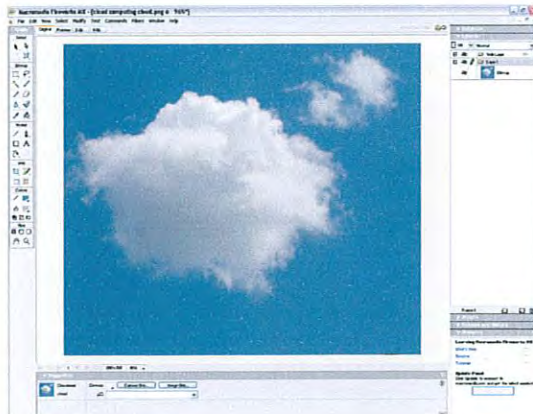


From this source:

Source for picture:

<http://www.erikhenne.com/images/Berner%20Oberland%20cloud%20lonely%20by%20itself%20puff%20ball%20cloud.jpg>

To create my logo I then went into Fireworks (image editor) and opened up the picture

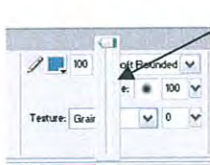




I then used the paint brush tool in order to manipulate the picture so that the cloud at the top right would not be visible to the eye. This would mean that I would have a better image and just one cloud to put my company name across.



I then used the colour selector tool to choose a colour that would blend in with the sky background. I then changed the size of the brush with the sky background colour so that I can go over a much larger space. This would make the editing out of the extra cloud much quicker.



I then used the brush tool to start to edit out my cloud. I went round the edges with a brush and then used smaller sized brushes to go up to the edges of the cloud. This then makes my picture without the extra cloud more realistic.



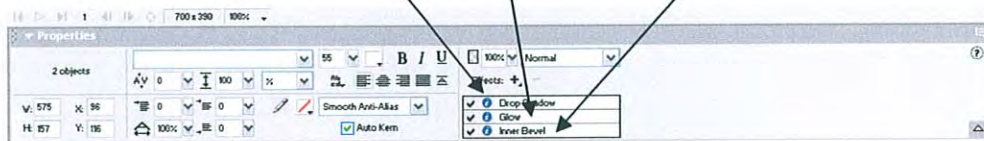
I then used the crop tool on the toolbar to resize the picture and cut out the unwanted space that is not needed.



I then added some text to my cloud. I resized the text to a good size. This would then fill up most of the cloud.



I then moved on to change the font size, colour and font. I then also used the effect tools to add drop shadow, glow and inner bevel on my logo.



This then enabled me to create my final logo:



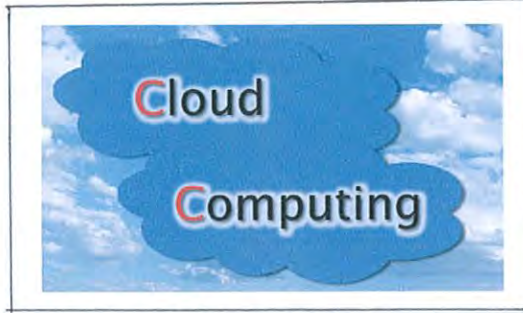
Plan

Logo
Senders Contact Information
Receivers Contact Information
Dear Sir/Madam
Subject Heading
Paragraphs of Text
Yours Sincerely / Yours Faithfully
Signature
Name

Draft 1

This logo needs to be changed to look more professional. Real clouds and a more modern font should be used.

Important contact details should be in bold to stand out more.



Tel: 01226 Fax: 01226 Email: customerservices@cloudcomputing.co.uk

Excel Clothing Ltd.
Arch Drive
Hardwicke
Gloucester

The contact details should be moved to under the picture because it looks out of place.

Cloud Computing PLC.
1 Canada Place,
Canary Wharf,
London,
E14 5AH

09/10/09

Account Number: EC061

Dear Sir/Madam

Your Website Invoice

This needs rewording to 'Outstanding website invoice'.

This needs rewording to 'your website invoice'.

It has come to our attention that your payment dated 30/09/09 is still unpaid.

Please arrange to make settlement soon

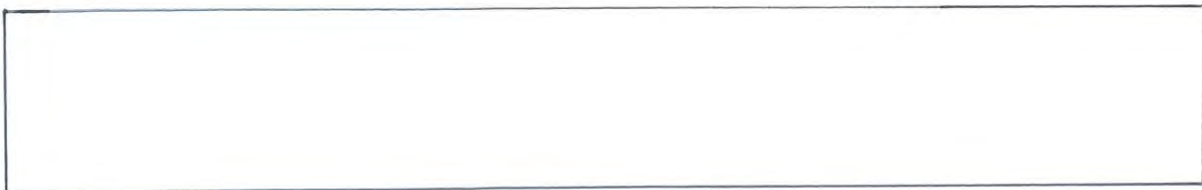
yours faithfully

This needs rewording to 'make settlement in the next 7 days'. This is because the language used was vague and you must give deadlines to customers.

(Credit Control Manager)

The 'yours' needs a capital 'Y' to make it read 'Yours faithfully'.

There should be a picture at the bottom of the page to make it look more professional.




65

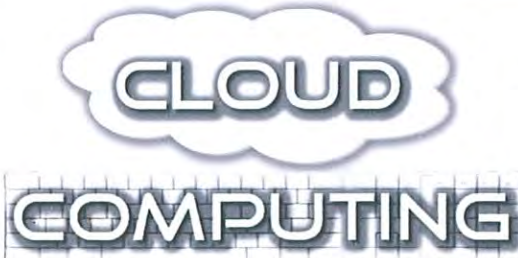
First draft strengths and weaknesses



<u>Strengths</u>	<u>Weaknesses</u>
Logo at the top of the page	This logo needs to be changed to look more professional. Real clouds and a more modern font should be used.
Date of letter shown	Important contact details should be in bold to stand out more.
Sir/ Madam used	The contact details should be moved to under the picture because it looks out of place.
Text is broken up into paragraphs	This needs rewording to 'Outstanding website invoice'
Senders address is at the top	This needs rewording to 'your website invoice'
Receivers address is near the top left	This needs rewording to 'make settlement in the next 7 days'. This is because the language used was vague and you must give deadlines to customers.
Headings are used to attract attention	The 'yours' needs a capital 'y' to make it read 'Yours faithfully'.
Yours faithfully/Yours sincerely is used	There should be a picture at the bottom of the page to make it look more professional.

First draft improvements	
Problem	Improvements needed
	This logo needs to be changed to look more professional. Real clouds and a more modern font should be used.
Tel: 01 026 Fax: 020 3080 Email: customerservices@cloudcomputing.co.uk	Important contact details should be in bold to stand out more.
Cloud Computing PLC. 1 Canada Place, Canary Wharf, London, E14 5AH	The contact details should be moved to under the picture because it looks out of place.
<u>Your Website Invoice</u>	This needs rewording to 'Outstanding website invoice'
your payment	This needs rewording to 'your website invoice'
make settlement soon	This needs rewording to 'make settlement in the next 7 days'. This is because the language used was vague and you must give deadlines to customers.
yours faithfully	The 'yours' needs a capital 'y' to make it read 'Yours faithfully'.
	There should be a picture at the bottom of the page to make it look more professional.

Draft 2



This logo needs to be on a real cloud. It also needs to stand out much more and be much bigger.

Cloud Computing PLC. 1 Canada Place, Canary Wharf, London, E14 5AH

Tel: 01

226

Fax: 01

3080

Email: customerservices@cloudcomputing.co.uk

Excel Clothing Ltd.
_____ urch Drive
Hardwicke
Gloucester

Important contact details should be in bold to stand out more.

09/10/09

Account Number: EC061

Dear Sir/Madam

Outstanding Website Invoice

A border is needed in order to make the letter look more professional.

It has come to our attention that your website invoice dated 30/09/09 is still unpaid.

Please arrange to make settlement in the next 7 days.

Yours faithfully

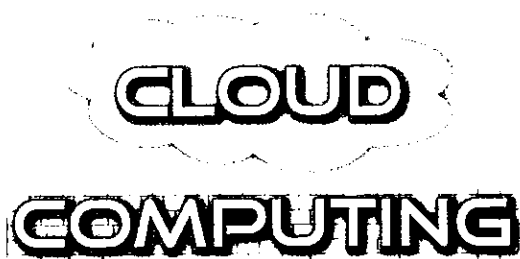
A signature is needed to make this letter look more realistic. Using a signature would make it look authentic.

(Credit Control Manager)




The picture at the bottom needs to be changed into a black and white style. This would make it look more professional and stop it distracting you from the 'Cloud Computing' Logo.



Second draft strengths and weaknesses



<u>Strengths</u>	<u>Weaknesses</u>
No spelling or grammar errors	The logo needs to be on a real cloud. It also needs to stand out more and be much bigger.
A picture of Canary Wharf at the bottom makes it look more professional	Important contact details should be in bold to stand out more.
Logo at the top of the page	The picture at the bottom needs to be changed into a black and white style. This would make it look more professional and stop it from distracting you from the 'Cloud Computing' logo.
Date of letter shown	A border is needed in order to make the letter look more professional.
Sir/ Madam used	A signature is needed to make this letter look more realistic. Using a signature would make it look authentic.
Text is broken up into paragraphs	
Senders address is at the top	
Receivers address is near the top left	
Headings are used to attract attention	
Yours faithfully/Yours sincerely is used	

Second draft improvements		
Problem	Improvements needed	Complete
	The logo needs to be on a real cloud. It also needs to stand out more and be much bigger.	I have successfully changed my logo to become on a cloud. My logo now stands out and has extra effects on the text to do this.
Tel: 0171 246 8026 Fax: 0171 246 8080 Email: customerservices@cloudcomputing.co.uk	Important contact details should be in bold to stand out more.	Contact details are now in bold.
	The picture at the bottom needs to be changed into a black and white style. This would make it look more professional and stop it from distracting you from the 'Cloud Computing' logo.	This has been changed and it now looks much better. It does not distract you from the 'Cloud Computing' logo anymore.
	A border is needed in order to make the letter look more professional.	I have used a 3D border to draw attention to the letter and to make it look more professional.
	A signature is needed to make this letter look more realistic. Using a signature would make it look authentic.	I have made a signature on paper, and then I took a photo of this and then edited it to be able to be put onto my letter. It now looks authentic and just like a real letter from a company.

Excel Clothing Ltd.
rch Drive
Hardwicke
Gloucester

30/10/09

Account Number

Dear Sir/Madam

Outstanding Website Invoice

It has come to our attention that your website invoice dated 30/09/09 is still unpaid.

Invoice Number: 20624

Invoice Date: 30/9/09

Invoice Total: £345.00

Please arrange to make settlement in the next 7 days. Be aware that if you do not pay within the next 7 days, then legal action will be taken. Additionally any more outstanding work to be completed for you will be delayed until your payment is received.

Our terms of trading clearly state that website invoices must be paid within 7 days of issue. If you wish to remind yourself of our terms & conditions, please visit our website – www.cloudcomputing.co.uk/terms

Yours faithfully




Credit Control Manager



Cloud Computing PLC. 1 Canada Place, Canary Wharf, London, E14 5AH

Tel: 0177 26 Fax: 01 8080 Email: customerservices@cloudcomputing.co.uk

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Final strengths and weaknesses	
	
Strengths	Weaknesses
No spelling or grammar errors	White space at the top right that could be used for something else
A picture of Canary Wharf at the bottom makes it look more professional	Extra bold fonts could be used
Logo at the top of the page	
Date of letter shown	
Sir/ Madam used	
Text is broken up into paragraphs	
Senders address is at the top	
Receivers address is near the top left	
Headings are used to attract attention	
Yours faithfully/Yours sincerely is used	

Final Improvements

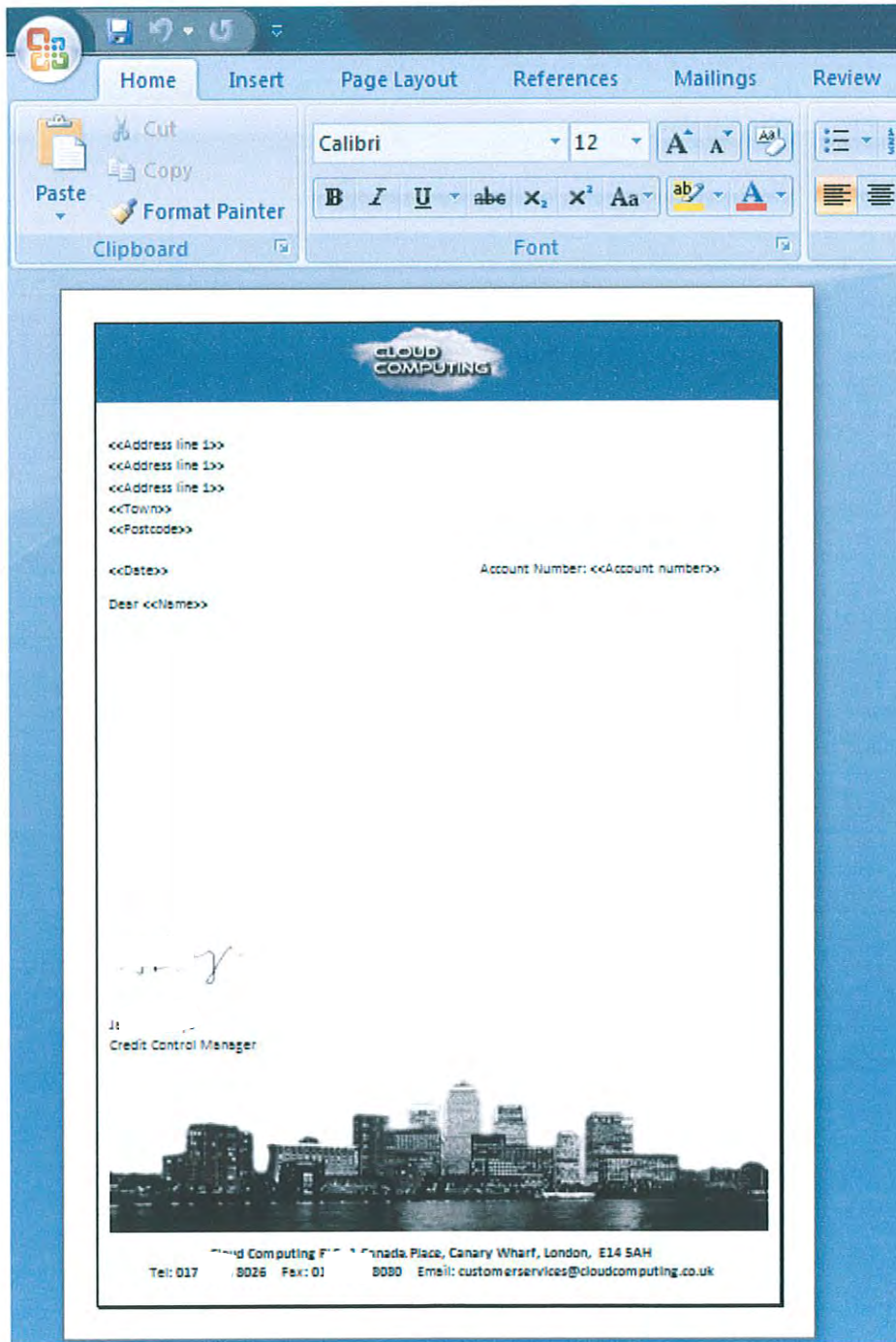
Problem	Improvements/Reason why this has not been done
White space at the top right that could be used for something else	This has been left deliberately like this to give the effect of space and clarity on the page, so changing this to extra text would ruin the effect. It also makes the letter looks more clean and simple.
Extra bold fonts could be used	I think that this would distract from the only piece of text in bold: Outstanding Website Invoice . I only put this in bold because then your eye will always be drawn to the subject of the letter rather than facts in the letter.

Automation

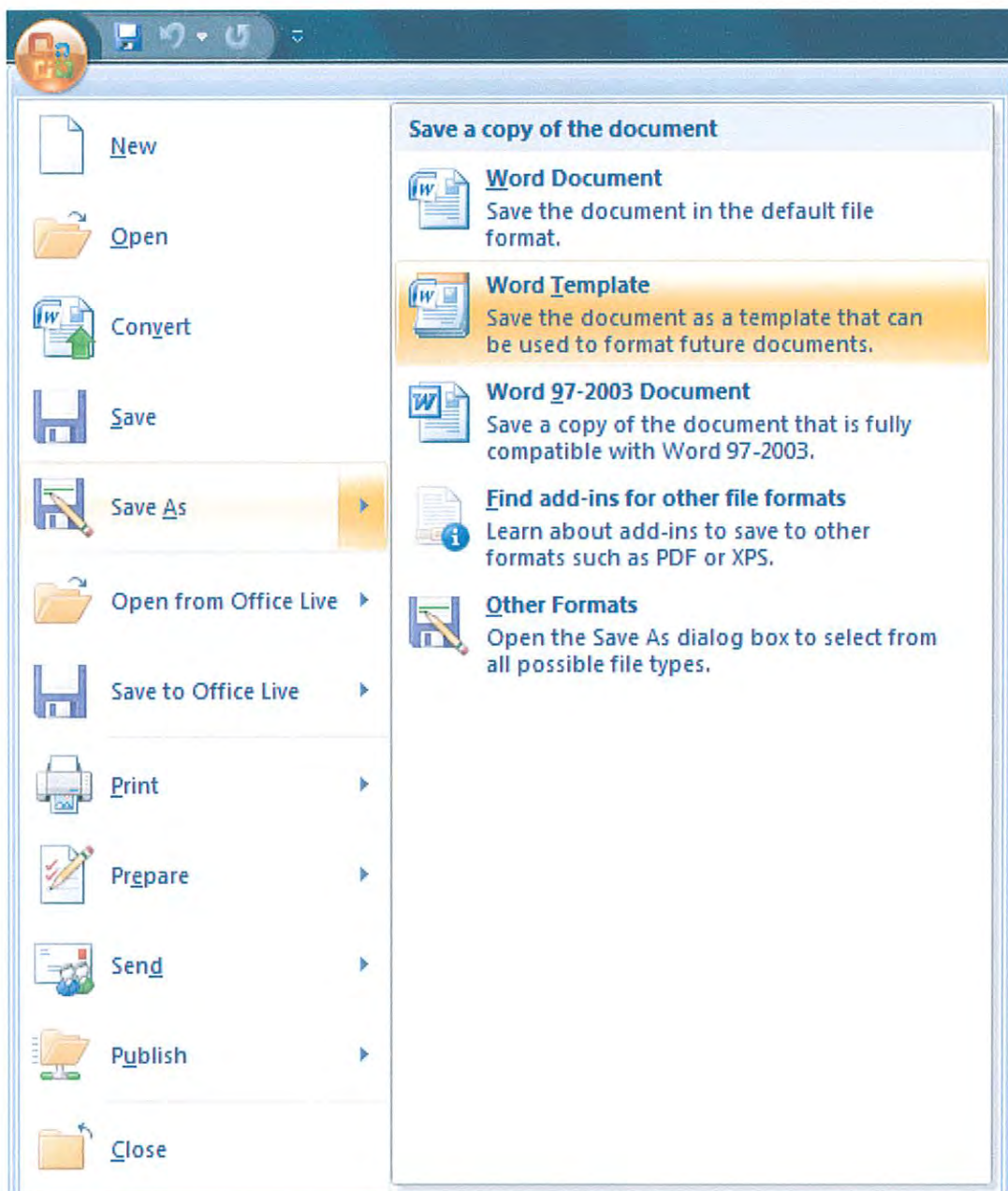
To show that I can use automation I will create a template in word for my letter.

This is a screenshot of my letter, with my automation parts included. This would be phrases like

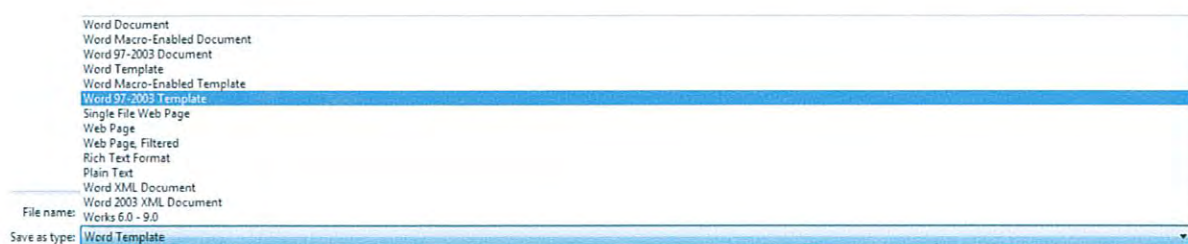
<< Address Line 1 >> or <<date>> or << name >> - which would then be inserted with information from a database when it is properly automated.



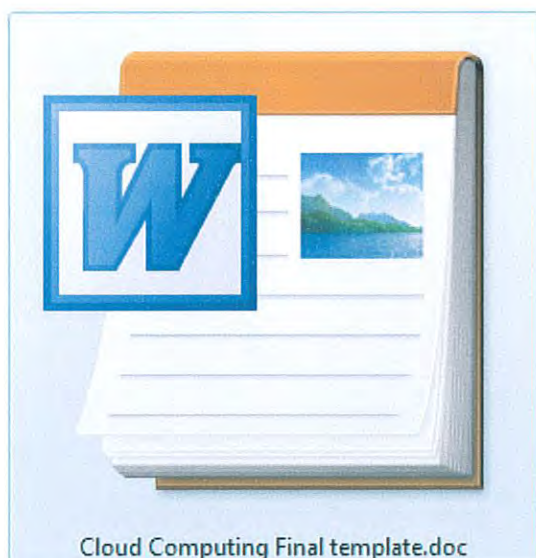
After creating my letter to be used for automation, I then went on to save it as a word template, to be used later on. This would enable me to create new identical letters that would need minimal work to still have the same professional look to it. I selected file, then save as and then word template:



This then gave me a list of all of the possible file formats that I could save my work as. I chose word template for 97-2003 versions because this is what software that we have at school.



This then gave me an icon that looks very different to the normal word file save icon. When you save a file as a template it gets an orange line across the top to define it as a template rather than a normal save.



This will then enable me to create new letters with the same format in future – thus saving me time.

<<Address line 1>>

<<Address line 1>>

<<Address line 1>>

<<Town>>

<<Postcode>>

<<Date>>

Account Number: <<Account number>>

Dear <<Name>>

[Handwritten signature]

Credit Control Manager



Cloud Computing PLC. 1 Canada Place, Canary Wharf, London, E14 5AH

Tel: 017 8026 Fax: 017 3080 Email: customerservices@cloudcomputing.co.uk

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Problems

- 1) When I first started doing this course I was noticed that the software that we were using was Microsoft Word 2003. This became an issue to me because I had Word 2007 at home and I know that if I save it as a 2007 document, you cannot open it on 2003. So to overcome this problem I then changed my settings at home to always save my files as Word 2003 files, so then there is no problems with bringing my work from home into school.
- 2) I also had a problem with fireworks. At home I have the same software, but I also have my own extra fonts installed. One of which was "Lucinda Grande". I then used the font Lucinda Grande on my logo text, and then when I got to school I found out that their computers do not support the font. This was a problem. So then I changed my whole text style in order to be able to edit my text at school to overcome this problem.
- 3) I had a problem understanding the marking criteria and understand exactly what it meant. To overcome this problem I then asked my teacher who then explained exactly what it wants you to do to get into each mark band.

Evaluation of software used

Microsoft Word

I think that Microsoft word is a great programme to use to create letters in and to also create templates from. This is because it is a well known piece of software and it has all of the relevant tools available in the top bar ready to be used. It helped me develop my letter quicker than it would have taken me in publisher or any other word processing piece of software. Because of this I think that Microsoft Word was a very good piece of software and I will be using it again in the future.



Macromedia Fireworks



I have been using Macromedia Fireworks for approximately the last two years, and I think that the program is still very good for image editing. It is very easy to use and features an easy panel of buttons on the left hand side. I used the eraser tool when producing my logo and also the brush tool. This proved useful and helped me locate, adapt and combine information much more quickly. I will continue to use this programme as it is very simple and easy to use.


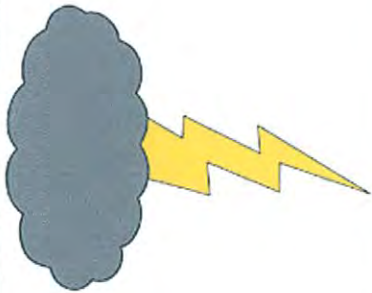

Changes that I would have done if repeated




If I had to do this letter again then I would have used better research. My two pieces of research were from the HMRC and also Companies House. These were both businesses that have high standards however; they were not relevant or similar businesses to my computing business. If I had chosen a business which does a similar service to my business, then my research would have been more effective and I would be able to create a better quality product.

Also, to produce a better quality letter I would compare my letter with a range of letters with the same purpose to check that the style of writing and text sounds professional. For my letter I would compare it to other letters regarding payments along with comparing my letter to letters from businesses in computing. By doing this, my letter will show that it is similar to other computing letters and also is similar to general payment letters. This will ensure a higher quality product.

Sources Used (Bibliography)

URL	Picture	Description	How it was used
Used in the Introduction			
http://technology.timesonline.co.uk/tol/news/tech_and_web/article3874599.ece http://searchcloudcomputing.techtarget.com/sDefinition/0,,sid201_gci1287881,00.html http://lonewolfibrarian.files.wordpress.com/2009/03/cloud.jpg	<p>These were websites</p> 	<p>The Times website article that explains what 'Cloud Computing' is.</p> <p>An explanation of 'Cloud Computing'.</p> <p>A diagram of 'Cloud Computing'.</p>	<p>These websites were used to give an accurate explanation of what the term 'Cloud Computing' means.</p> <p>This diagram was used to illustrate what 'Cloud Computing' is.</p>
http://www.itbubble.co.uk/		The website for IT Bubble.	This website was used to get information about the services IT Bubble can do.
Used in the first draft			
http://hungred.com/wp-content/uploads/2009/03/untitled37.jpg		A screenshot of making a cloud in Photoshop	I used this for when I created my logo. I used Fireworks to edit the picture down to the cloud shape. I then filled the shape with blue and applied a shadow to the shape to be used for my logo.

http://www.tnnt-lavang.org/forum/uploads/1220741018/gallery_94_18_65518.jpg		A picture of clouds and a field	I also used this to create my logo. I cropped off the fields at the bottom to leave it with just a blue sky.
Used in the second draft			
http://www.how-to-draw-cartoons-online.com/image-files/cartoon_lightning.gif		A picture of a cartoon cloud with lightening	I used Fireworks and took away the background and the lightening coming from the cloud. I then filled the shape with white and applied a shadow and glow to the shape. This was used for my logo.
http://2aday.files.wordpress.com/2007/08/apple-bt-keyboard.jpg		A picture of an Apple Mac keyboard.	This was used to create my logo. I used Fireworks to adjust the brightness and contrast so the keys show up more. I also made the keyboard more transparent so that the text 'Computing' shows through.

http://www.widescreenwallpapers.in/bulkupload/widescreen2/HD/canary%20wharf%20at%20night%20london.jpg		A picture of Canary Wharf at night.	I used this to go on the bottom of my letter. I edited out the sky using the magic wand tool and touched up the photo using an eraser. I then placed this image into my letter to make it look more professional.
Used in the final			
http://www.erikhenne.com/images/Berner%20Oberland%20cloud%20lonely%20by%20itself%20puff%20ball%20cloud.jpg		A picture of one cloud on its own.	I used this cloud for my logo. I used the brushes to touch up the photo and take out the small cloud next to the big one. Then I used the photo for my logo.
http://www.widescreenwallpapers.in/bulkupload/widescreen2/HD/canary%20wharf%20at%20night%20london.jpg		A picture of Canary Wharf at night.	I used this to go on the bottom of my letter. I edited out the sky using the magic wand tool and touched up the photo using an eraser. I then placed this image into my letter to make it look more professional. For this final I also added an alpha filter which makes the image change to black and white.

Applied ICT

G040

Strand B

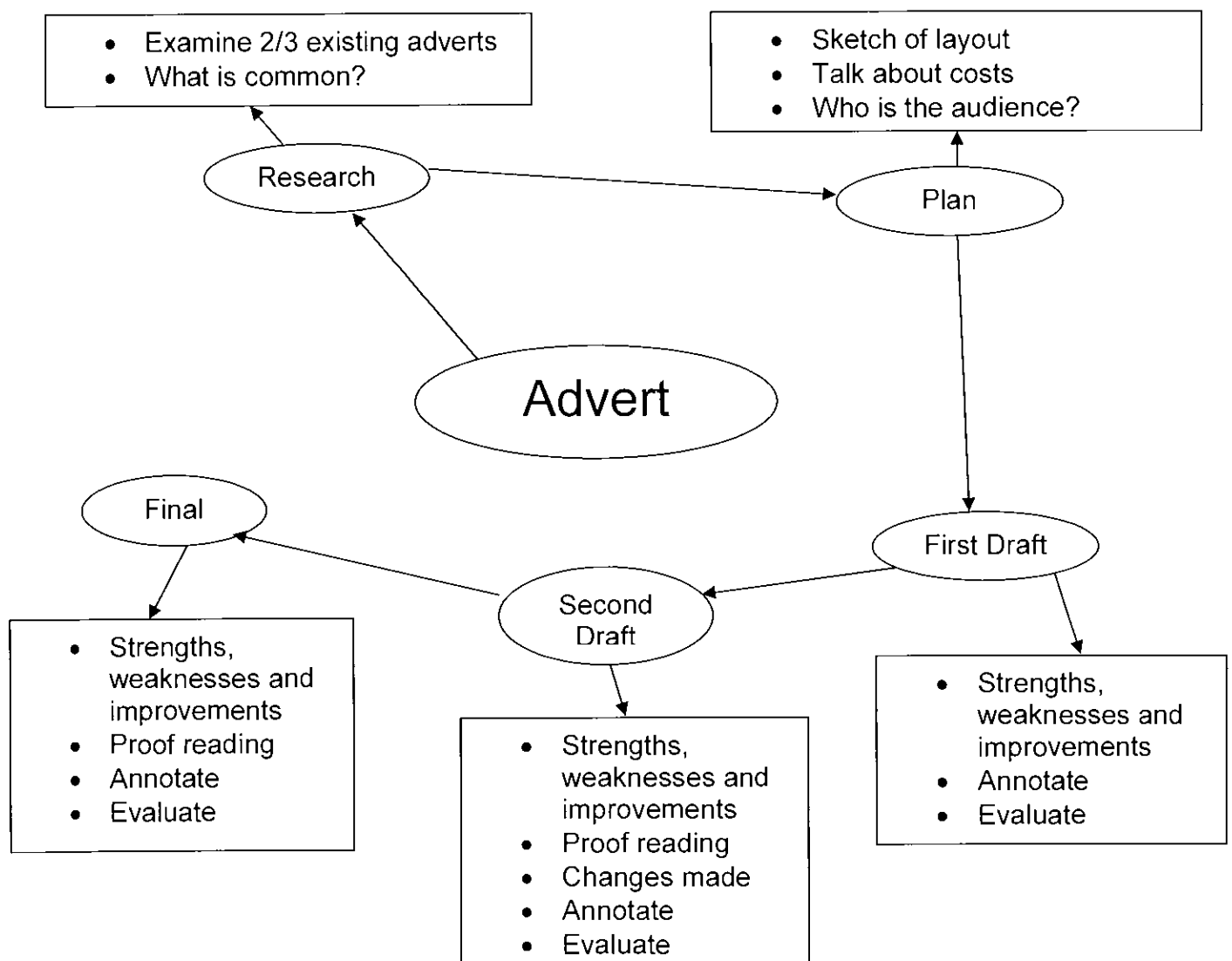
Advert

For this unit I will create six business documents, I will:

- Analyse and create letter drafts and a final letter with a house style with logo
- Analyse and create advert drafts and final advert with a house style
- Create and analyse invoice drafts and final invoice
- Create and analyse web page drafts and a final web page
- Create a staff presentation
- Create a handbook/booklet on technologies

For this part of the six documents I will:

- **Analyse and create an advert using the same house style as with my letter**



For this part of my unit I will be creating an advert. This advert will be about my company, persuading the consumer to pay for my companies services. It would appear in magazines and websites to people who are in businesses who need help with their computers.

I will then move on to:

Research existing adverts

- I will examine 2 or 3 existing adverts in detail.
- Say which elements are common between them and I will state what elements I like and which ones that I will use.

Plan out my advert

- I will sketch out the layout of my advert using boxes to show the placement of each element.
- State who my audience is
- Create a plan and update it regularly
- State any other considerations like costs

First draft

- Create my first draft
- Discuss what I did to create my first draft
- Talk about the good and bad points, and how I can improve my draft
- Annotate the printed copy
- Evaluate

Second draft

- Create my second draft
- Discuss what I improved from my first draft
- Talk about the good and bad points, and how I can improve my draft to create my final
- Annotate the printed copy
- Evaluate

Final

- Create my final draft
- Discuss what I improved from my second draft
- Talk about the good and bad points, and how I can improve my final
- Evaluate

Research

A) 1&1 advert	
Good Points	Bad Points
<ul style="list-style-type: none"> • Simple and clear style • Lots of white space • Woman used to attract attention • Bullet points • Label style for prices • Price per month • Website address • Three colour scheme • Logo • Includes pricing 	<ul style="list-style-type: none"> • Ineffective use of white space

B) Fasthosts advert	
Good Points	Bad Points
<ul style="list-style-type: none"> • Logo • Promotions • Official logos (windows) • Bullet points • Boxes to separate parts out • Packaged shown as a box • Slogan • Black silver and grey colour scheme • Website address • Phone number • Includes pricing 	<ul style="list-style-type: none"> • Dark background • Lack of white space

C) Memset advert	
Good Points	Bad Points
<ul style="list-style-type: none"> • Simple layout • Reflections on computers • Awards listed • Statistics • Bullet points • Logo • Phone number • Website address • Signature • Picture of managing director 	<ul style="list-style-type: none"> • No pricing • Too much white space

candidate included examples

I chose these three adverts because they all have a phone number and website on their advert. This means that they have no local offices to visit and therefore this is similar to the way I would set out my business.

What I intend on using:

- Simple style
- White space
- Woman to be possibly used
- Prices stated
- Website address
- Three colour scheme
- Logo
- Possible slogan
- Official logos
- Statistics

What I don't intend on using:

- Reflections on computers because I won't be featuring a large picture of a computer so this will not be needed. I will be using a picture of woman and something to do with the services that I provide.
- Signature on the advert because it will make my advert look too informal and a signature is not typical of an advert. Using a signature makes it seem more like a letter.
- Picture of managing director because this space could be used more for advertising. Also because the consumer doesn't really care whether the managing director has signed it when you are not going to go to their premises. So because of this I did not include this.

Costs of advertising

An example of the costs of advertising is that a full page colour advert in the popular mens magazine called "GQ" costs £50,000 for 12 issues. That works out to be £4,200 per issue. I would expect a magazine to put my advert in to have the same size audience as the magazine "GQ". This means that I would be looking to pay around £4,200 per issue. I would also have to remember that you would have to pay for the full page colour advert in advance and sometimes for several issues at a time.

Combining ElementsLocating, adapting and combining information

To create this image:



I located my picture of the woman:

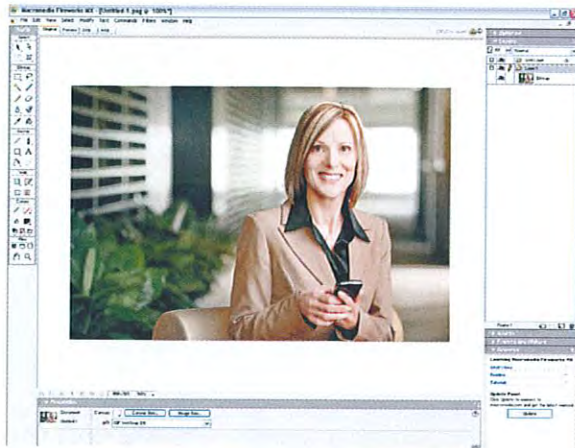


From this source:

Source for picture:

http://www.vivachoice.com/userfiles/professional_business_woman.jpg

To create my logo I then went into Fireworks (image editor) and opened up the picture



I then used the lasso tool to cut around the image. I did this by clicking on the polygon lasso tool and then creating lines that go around the picture (what I want to select).

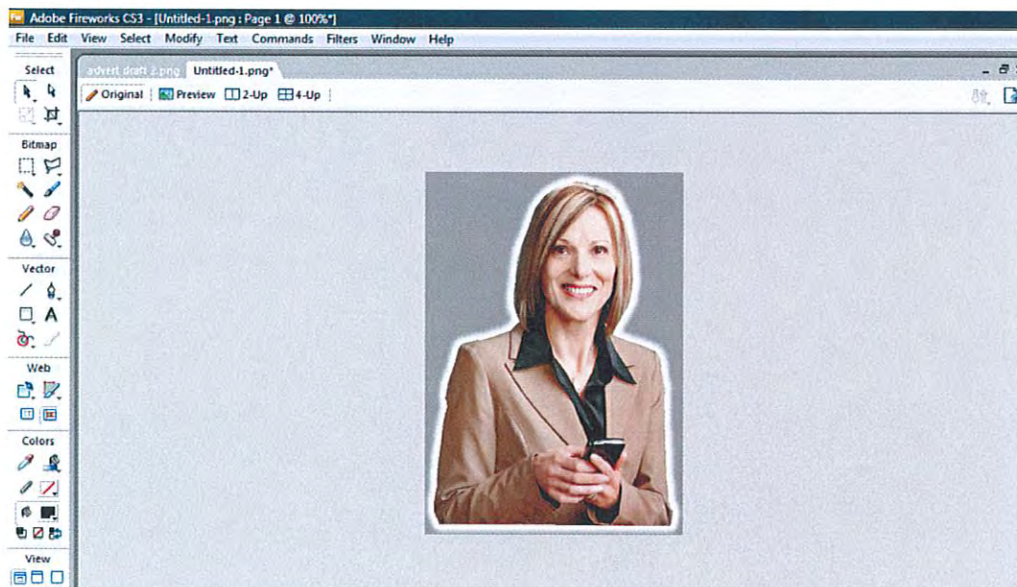
This is shown by the blue outline around the woman below:



I then went around the edges and once completed I then joined up the selection. I then went on to copy the selection.



I then added glow to my picture to make it stand out and to blend it in with the background. (Please note that I then went on to put it onto a blue background and not grey.)



This then gave me this effect when on a blue background:



This then gave me my final image with the woman, with an erased background that shows up the blue background layer behind it. It also has a glow on it that also stands out.

Plan

Logo	Awards
Text talking about what the company offers (Possible slogan)	
Main image Picture of woman and a picture to do with services With white space	Box with possible options/packages
Bar with special offers (Price)	
Bullet pointed offers	Statistics
Contact details (website and telephone number)	

Draft 1

Awards look out of place at the top right

Box for Business plus package does not stand out

Woman looks like a home user and not a business user

Spelling mistake "Unlimited Remote Assistance" repeated twice

The colour of the text for "go green" does not stand out very well

Box for special offers (3 months FREE) does not stand out

CLOUD COMPUTING

Hosting - Storage - Remote Assistance - Clouds

Business Plus Package

- Included** 24/7 Remote Assistance
- Included** 50 GB Online Storage Space
- Included** Unlimited Remote Assistance
- Included** Unlimited Remote Assistance

24/7 Remote Access Package
£ 39.99 per month

3 Months FREE - Usual Price £50 pm - FREE Broadband for a month

- Go **green**
- Upload and access 'your cloud' 24/7
- UK call centers
- Packages tailor made for your specifications
- Found a cheaper price? We will match it
- Rated Best Web Host by PC Pro 3 years running
- 97% of trial customers go on to pay for a package
- 9/10 customers would recommend us

Join the Cloud at:
www.cloudcomputing.co.uk

CLOUD COMPUTING

First draft strengths and weaknesses



<u>Strengths</u>	<u>Weaknesses</u>
Corporate image maintained	Spelling mistake "Unlimited Remote Assistance" repeated twice
Colour scheme maintained	Woman looks like a home user and not a business user
Main image of a woman to attract men	Awards look out of place at the top right
Bold text for main points	The colour of the text for "go green" does not stand out very well
Website stated to get the customers to go to the website	Box for Business plus package does not stand out
Awards shown	Box for special offers (3 months FREE) does not stand out
Consistent writing style and font	

First draft improvements

<u>Problem</u>	<u>Improvements needed</u>
Spelling mistake "Unlimited Remote Assistance" repeated twice	Correct spelling mistake
Woman looks like a home user and not a business user	Change to a woman wearing a suit
Awards look out of place at the top right	Move the adverts to the bottom of the page
The colour of the text for "go green" does not stand out very well	Change colour to a vibrant colour of green
Box for Business plus package does not stand out	Change the colour to stand out
Box for special offers (3 months FREE) does not stand out	Change the colour to stand out

Draft 2

Logo does not stand out as much

"We provide..." looks out of place

We provide:

- Hosting
- Storage
- Remote Assistance
- Clouds

Join the Cloud at:

www.cloudcomputing.co.uk

Size of text for the website is too small

CLOUD COMPUTING



Business Plus Package

- Included** 24/7 Remote Assistance
- Included** 50 GB Online Storage Space
- Included** Unlimited Bandwidth, Websites and Mail
- Included** 100% Uptime Guarantee

Business Plus Package

£ 39.99 per month

3 Months FREE - Usual Price £50 pm - FREE Broadband for a month

- Go green
- Upload and access 'your cloud' 24/7
- UK call centres
- Tailor Made Packages
- Found a cheaper price? We will match it
- Rated Best Web Host by PC Pro 3 years running
- 97% of trial customers go on to pay for a package
- 9/10 customers would recommend us

White boxes look too plain



Microsoft
CERTIFIED
Professional

Second draft strengths and weaknesses

CLOUD COMPUTING

We provide:
 - Hosting
 - Storage
 - Remote Assistance
 - Clouds

Join the Cloud at:
www.cloudecomputing.co.uk

Business Plus Package

- Included:** 24/7 Remote Assistance
- Included:** 50 GB Online Storage Space
- Included:** Unlimited Bandwidth, Websites and Mail
- Included:** 100% Uptime Guarantee

£ 39.99 per month

3 Months FREE - Usual Price £50 pm - FREE Broadband for a month

- Go green
- Upload and access 'your cloud' 24/7
- UK call centres
- Tailor Made Packages
- Found a cheaper price? We will match it
- Rated Best Web Host by PC Pro 3 years running
- 97% of trial customers go on to pay for a package
- 9/10 customers would recommend us

Logos: PC Pro, Microsoft Certified Professional

<u>Strengths</u>	<u>Weaknesses</u>
Corporate image maintained	"We provide..." looks out of place
Colour scheme maintained	White boxes look too plain
Main image of a woman to attract men	Logo does not stand out as much
Bold text for main points	Size of text for the website is too small
Website stated to get the customers to go to the website	Price with a red box does not look professional
Awards shown	Bullet points are needed instead of -'s
Consistent writing style and font	
Faded colour at the bottom looks professional	
Awards look good at the bottom on a white background	

Second draft improvements

<u>Problem</u>	<u>Improvements needed</u>
"We provide..." looks out of place	Change to bullet points under the logo
White boxes look too plain	Use more white at the top and bottom
Logo does not stand out as much	Make bigger and re-arrange the rest of the page
Size of text for the website is too small	Make text size larger and move to the top
Price with a red box does not look professional	Get rid of the red box and make the text red instead on top of the white box
Bullet points are needed instead of -'s	Add bullet points

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Join the Cloud at:

www.cloudcomputing.co.uk



CLOUD COMPUTING

- Hosting - Storage -
- Remote Assistance - Clouds-

Business Plus Package

- Included** 24/7 Remote Assistance
- Included** 50 GB Online Storage Space
- Included** Unlimited Bandwidth, Websites and Mail
- Included** 100% Uptime Guarantee

£39.99
per month

Why us?

- Go **green**
- Upload and access 'your cloud' 24/7
- UK call centre
- Tailor made packages
- Rated Best Web Host by PC Pro 3 years running
- 97% of trial customers go on to pay for a package
- 9 out of 10 customers would recommend us



Microsoft
CERTIFIED
Professional

Final strengths and weaknesses

Join the Cloud at:
www.cloudecomputing.co.uk

CLOUD COMPUTING

- Hosting - Storage -
 - Remote Assistance - Clouds -

Business Plus Package

- Included** 24/7 Remote Assistance
- Included** 50 GB Online Storage Space
- Included** Unlimited Bandwidth, Websites and Mail
- Included** 100% Uptime Guarantee

£39.99
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Why us?

- Go green
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- 97% of trial customers go on to pay for a package
- 9 out of 10 customers would recommend us

PC Pro, PC Pro, PC Pro, Microsoft CERTIFIED Professional

Strengths

Corporate image maintained

Colour scheme maintained

Main image of a woman to attract men

Bold text for main points

Website stated to get the customers to go to the website

Awards shown

Consistent writing style and font

Faded colour at the bottom and top looks professional

Awards look good at the bottom on a white background

Weaknesses

Not a very good place for the tag line of cloud computing

Final Improvements

Problem	Improvements/Reason why this has not been done
Not a very good place for the tag line of cloud computing	This is the best place to put the tag line in my opinion.

Problems

- 1) My plan – I thought that my plan layout was meant to be exactly the same as the layout of my final draft. Because of this idea I went to ask my teacher if it was fine that my plan was to look different to my final. My teacher explained that they do not need to be similar and as long as I explain how I progressed and explained the reasons for my progression.
- 2) My logo – When I got to my final advert I realised that my logo's quality was not looking very good. This was a problem because when it would print out the logo would not look very professional. This became a problem. To solve this I went back to my folder full of Firework saved files and then brought across a new, crisper picture of my logo. This then enabled me to have a more professional look to my advert.
- 3) I had a problem with my image from my first draft that would have been carried on to my second draft. This was because the woman on my first draft had a laptop on her lap and looked like a home user. This was a problem because my business is targeted at selling packages to other businesses **and not home users**. So, to solve this problem of making my advert look like it has the wrong target market, I then found a different picture which had a business woman which would give the impression that the packages are aimed at business users and not home users.
- 4) I also had a big problem with the text of my final advert. It was pixelated when I printed it off in Word. This became a problem for me because I knew that I would probably not get the marks for my advert looking professional. I solved this problem by trying to print the image in different programs. I found that when I printed out my final advert that Publisher made it print out much better. This solved my problem.

Evaluation of software usedMacromedia Fireworks

Once again, Fireworks has helped me to achieve a professional looking product. This is because I find Fireworks easy to use and with my experience of using Fireworks for 2 years I can produce documents much quicker than when I started using Fireworks. It is very easy to find your way around Fireworks and I find it much easier to use than Photoshop.

Photoshop

In Media studies I have been using Photoshop to create a magazine. This means that I have been using Photoshop more and since I have increasing found it easier to use. I have found that Photoshop in my opinion is a more powerful tool for editing images and therefore I would use Photoshop in my next document.

Microsoft Word

Microsoft Word is also very easy to use and is a very good word processor. It will continue to give me easy access to the tools that I need to use to present my text and I will keep using this product into the future because of the ease of use and the very good products that it helps you produce.

Publisher

Word may be very good as a word processor, but I have found that the way it prints images out is not as good as publisher. Publisher was designed to be used to create adverts and posters. So because of this I think that I will be using publisher if I have to create an advert again.




How I would approach this in the future?



1. I have said before that I would use better research in my letter. For my advert I have used more relevant businesses that are providing very similar services to mine. This has made my research more effective and has enabled me to make a better quality product.
2. Also if I was to do my plan again I would use a spider diagram instead. This is because it would organise my planning in a more efficient way and will look better when I finish the document.
3. I would also change my sketch to have more detail. This means that I would break down the boxes into even smaller ones, therefore it will become more accurate.
4. In the future I would ask other people their opinion on my advert to see if it is effective in doing its job – to create sales. This is a normal thing to do when running your own business as it is vital to know if your advert will work or not. Because of this I would have used market research to make my advert much more effective.

Plan

Date	Where completed	What I did	How long it took	Comments
3/10/09	School	Today I completed my plan and also looked on the internet for ideas for the unique selling point of my company to use in my advert. With this unique selling point then I will be able to use this to attract my customers.	Plan – 30 mins Ideas for unique selling point – 20 mins	
4/10/09	School	I have worked more on my plan and have started to create my plan of my advert. This includes the layout of it and what parts will be put where.	Finishing layout plan - 40 mins Updating log and adding to plan about the costs – 15 mins	
10/10/09	School	I spent more time on my advert in fireworks. I put in my logo and was looking for a picture to use for editing.	40 mins – spent on fireworks Looking for a picture to edit – 10 mins	
16/10/09	School (Library) and then at home	I completed my second draft.	40 mins - spend on changing my first draft to create my second draft	
17/10/09	School	Today I wrote about my strengths and weaknesses and improvements for my first and second draft.	50 mins – spent on typing	
17/10/09	Home	I took my work home and then completed my final and then went on to do the strengths and weaknesses for it.	40 mins – creating the final draft 40 mins – doing strengths and weaknesses and improvements etc.	
18/10/09	School	Today I will to check to see if there are any improvements that need doing. If there are then I will change my advert so that when I get my draft back, it will have little or no changes to make before handing in my final.	50 mins spent doing changes and discussing my work	

Sources Used (Bibliography)

URL	Picture/s	Description	How it was used
http://www.brandeo.com/files/images/women/Woman%20Using%20Computer.jpg		A picture of a woman with a laptop.	In my first draft as a picture to go with my advert.
http://www.memset.com/press/awards.php		All of these pictures were used to show awards for my company.	These awards were used in my first and second drafts.
http://www.vivachoces.com/userfiles/rofessional_business_woman.jpg		This is a picture of a business woman because the woman from the first draft was too informal when the business was aimed for business use and not home use.	This picture was used as a picture to go onto my second draft.
		Used in the final	

http://www.vivachoice.com/userfiles/press/awards/press woman.jpg		<p>This is a picture of a business woman because the woman from the first draft was too informal when the business was aimed for business use and not home use.</p>	<p>This picture was used as a picture to go onto my final.</p>
http://www.memset.com/press/awards.php		<p>All of these pictures were used to show awards for my company. (One picture has been taken out)</p>	<p>These awards were used to go at the bottom of my final advert.</p>

Applied ICT

G040

Strand B

Invoice

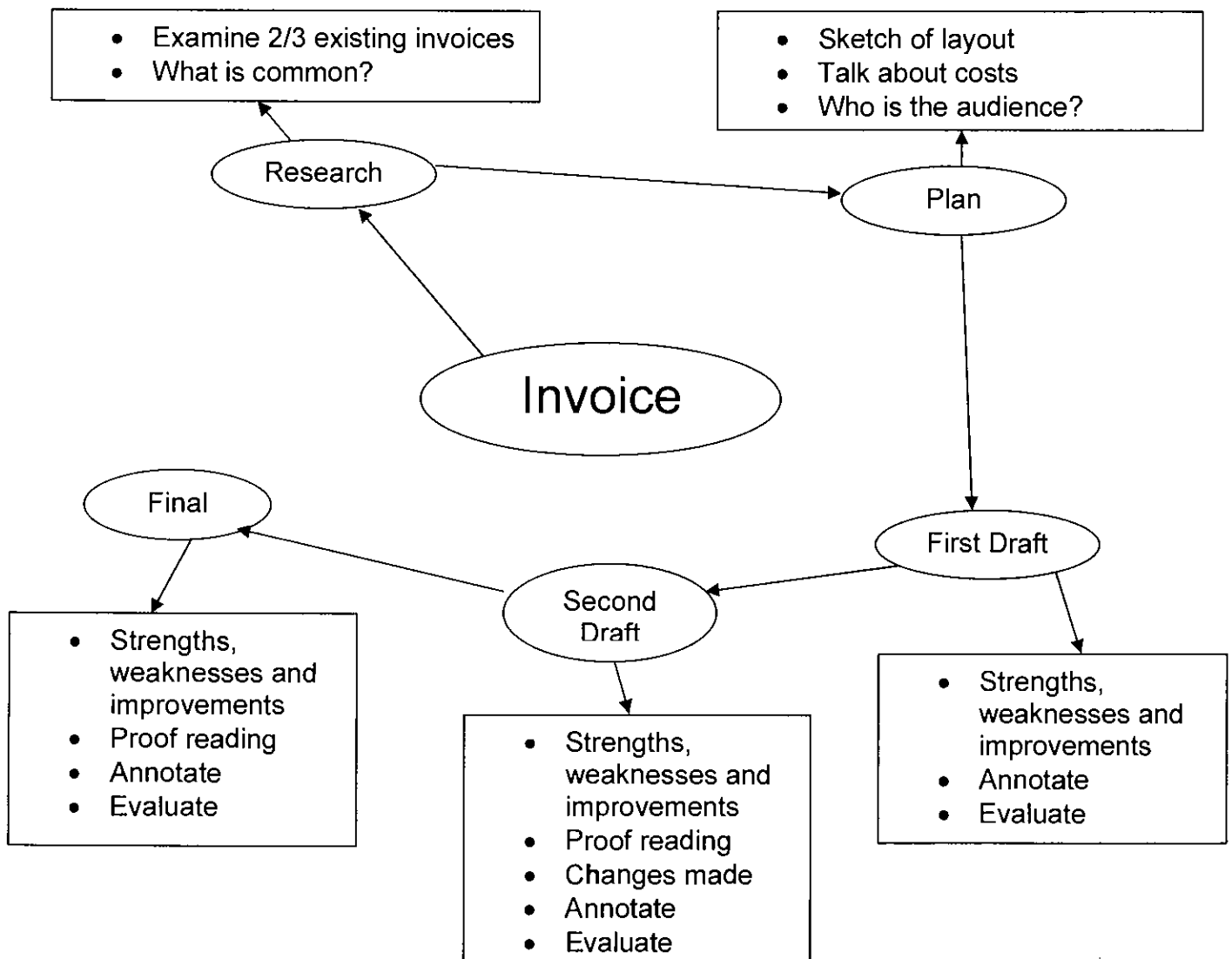
12C

For this unit I will create six business documents, I will:

- Analyse and create letter drafts and a final letter with a house style with logo
- Analyse and create advert drafts and final advert with a house style
- Create and analyse invoice drafts and final invoice
- Create and analyse web page drafts and a final web page
- Create a staff presentation
- Create a handbook/booklet on technologies

For this part of the six documents I will:

- **Analyse and create an invoice using the same house style as with my letter**



For this part of my unit I will be creating an invoice. This invoice will be showing the details of the customer's bill in a clear and easy to read way.
I will then move on to:

Research existing invoices

- I will examine 2 or 3 existing invoices in detail.
- Say which elements are common between them and I will state what elements I like and which ones that I will use.

Plan out my invoice

- I will sketch out the layout of my invoice using boxes to show the placement of each element.
- State who my audience is
- Create a plan and update it regularly
- State any other considerations like costs

First draft

- Create my first draft
- Discuss what I did to create my first draft
- Talk about the good and bad points, and how I can improve my draft
- Annotate the printed copy
- Evaluate

Second draft

- Create my second draft
- Discuss what I improved from my first draft
- Talk about the good and bad points, and how I can improve my draft to create my final
- Annotate the printed copy
- Evaluate

Final

- Create my final draft
- Discuss what I improved from my second draft
- Talk about the good and bad points, and how I can improve my final
- Evaluate

Definition:

An invoice is a bill presented to the buyer from a seller also is gives you a list of the goods or services in a tabular form.

Research

A) IT Bubble	
Good Points	Bad Points
<ul style="list-style-type: none"> • Used text styles and alignment so that the numbers and text are aligned properly • Very clear layout • Good use of similar colours • They have also used logo that also has a good alignment • Maintained a corporate image • Used tables clearly • Good borders around the tables 	<ul style="list-style-type: none"> • No border around the page • Too much white space between the description and the payment terms • More colour to be added to the header

B) FM (SW) Printers	
Good Points	Bad Points
<ul style="list-style-type: none"> • Tables clearly show the amount due • Invoice is shown to give it an identity • Address is shown • VAT is shown • Email details • Lack of colour 	<ul style="list-style-type: none"> • Logo is not very clear • Page is not laid out very well so it looks unorganised

I chose both of these invoices because they are both relevant to the industry that I will be going into. The one letter is from IT Bubble and they are an IT company from Gloucester. The other is from FM(SW) which is a printing company

What I intend on using:	What I don't intend on using:
Company Logo	Delivery time (Because my business is an IT firm)
Name of the company	Payment Card No. (Other methods to be used)
Company address and contact details	
Billing Address	
Delivery Address	
Invoice Number	
Date of Invoice	
Order Number	
Customer Number	
Account Number	
Payment Type	
Description	
Quantity	
Price	
VAT	
Totals	
Company Register No.	
VAT Register No.	
Terms and Conditions of Payment	
Currency	

Plan

Logo

Name of person	Details of invoice
Address of receiver	Date
	Number
	Account Number

Quantity	Description	Price	Total

Subtotal	
VAT	
Total	

Terms and conditions
Payment terms for credit card/cheque/bank details

Contact details

Draft 1

Invoice Box needs to stand out more

Invoice to box needs more colour added

Box for invoice details does not stand out



Invoice

Invoice to:

Excel Clothing Ltd.
2 Drive
Hardwicke
Gloucester

Invoice details:

Invoice date:	30/9/09
Invoice no:	20624
Account no:	EC061

Payment terms need to be added

Description row of text needs more colour to stand out

Description:	Qty:	Price:	Total:
Business Plus Package	1	£39.99	£39.99
Windows 2003 Installation	1	£69.99	£69.99
Dell Inspiron 1750 Laptop	1	£599.99	£599.99

Border needed

Subtotal	£709.99
VAT:	£106.49
Total:	£816.48

Subtotal column needs to stand out more

Tel: 0800 44 0000 Email: customerservices@cloudcomputing.co.uk Web: www.cloudcomputing.co.uk
Cloud Computing PLC Registered Office: 1 Canada Place Canary Wharf, London E14 5AH Registered in England No 560144

Contact details needs to be seen more

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Invoice

Invoice to:

Excel Clothing Ltd.
100 High Street
Hardwicke
Gloucester

Invoice details:

Invoice date:	30/9/09
Invoice no:	20624
Account no:	EC061

Description:	Qty:	Price:	Total:
Business Plus Package	1	£39.99	£39.99
Windows 2003 Installation	1	£69.99	£69.99
Dell Inspiron 1750 Laptop	1	£599.99	£599.99

Subtotal	£709.99
VAT:	£106.49
Total:	£816.48

First draft strengths and weaknesses



Invoice

Invoice to	
Ex	Cloud Ltd
T2	Cloud Drive
Hi	Cloud
C	ter
G	:

Invoice details	
Invoice date:	30/9/09
Invoice no:	20624
Account no:	EC061

Description	Qty	Price	Total
Business Plus Package	1	£39.99	£39.99
Windows 2003 Installation	1	£69.99	£69.99
Dell Inspiron 1750 Laptop	1	£599.99	£599.99

Subtotal	£709.99
VAT	£106.49
Total	£816.48

Tel: 01924 929644
Email: info@cloudcomputing.co.uk
Web: www.cloudcomputing.co.uk

Cloud Computing P.L.C.
Registered Office: 1 Seaside Place, Canary Wharf, London E14 5SR
Registered in England, No. 250 1234

<u>Strengths</u>	<u>Weaknesses</u>
Corporate image maintained	Invoice Box needs to stand out more
Colour scheme maintained	Box for invoice details does not stand out
Consistent writing style and font	Invoice to box needs more colour added
Good layout	Description row of text needs more colour to stand out
Easy to read	Subtotal column needs to stand out more
Simple	Payment details is needed
	Contact details needs to be seen more

First draft improvements

Problem	Improvements needed
Invoice Box needs to stand out more	Appropriate colour needs to be added to the important boxes
Box for invoice details does not stand out	
Invoice to box needs more colour added	
Description row of text needs more colour to stand out	
Subtotal column needs to stand out more	
Contact details needs to be seen more	
Payment terms need to be added	Add a payment terms section
Border needed	Add a border

Draft 2

Invoice Box needs to stand out more

Invoice to box needs more colour added

Box for invoice details does not stand out

Invoice

Invoice to:

Excel Clothing Ltd.
Church Drive
Hardwicke
Gloucester

Invoice details:

Invoice date:	30/9/09
Invoice no:	20624
Account no:	EC061

Payment date needs to be added

Description row of text needs more colour to stand out

Description:	Qty:	Price:	Total:
Business Plus Package	1	£39.99	£39.99
Windows 2003 Installation	1	£69.99	£69.99
Dell Inspiron 1750 Laptop	1	£599.99	£599.99

Payment terms box needs more colour

Subtotal column needs to stand out more

Subtotal	£709.99
VAT:	£106.49
Total:	£816.48

Payment Terms:

Payments should be made using one of the following methods:

- ☐ Cheque: Please make payable to "Cloud Computing"
- ☐ Bank Transfer: Transfer funds to following account
Bank: HSBC

Reference: Use invoice number

Tel: 0114 2096141 Email: customerservices@cloudcomputing.co.uk Web: www.cloudcomputing.co.uk

Cloud Computing PLC Registered Office: 1 Canada Place, Canary Wharf, London, E14 5AH Registered in England No: 560144

Contact details needs to be seen more

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Invoice

Invoice to:

Excel Clothing Ltd.
Church Drive
Hardwicke
Gloucester

Invoice details:

Invoice date:	30/9/09
Invoice no:	20624
Account no:	EC061

Description:	Qty:	Price:	Total:
Business Plus Package	1	£39.99	£39.99
Windows 2003 Installation	1	£69.99	£69.99
Dell Inspiron 1750 Laptop	1	£599.99	£599.99

Subtotal	£709.99
VAT:	£106.49
Total:	£816.48

Payment Terms:

Payments should be made using one of the following methods:

- ☐ Cheque: Please make payable to "Cloud Computing"
- ☐ Bank Transfer: Transfer funds to following account
 - Bank: HSBC
 - Sort Co.
 - Account Number
 - Reference: Use invoice number

Tel: 0800 09644 ☐ Email: customerservices@cloudcomputing.co.uk ☐ Web: www.cloudcomputing.co.uk

Cloud Computing PLC ☐ Registered Office: 1 Canada Place, Canary Wharf, London, E14 5AH ☐ Registered in England, No. 560144

Second draft strengths and weaknesses

			
Invoice			
Invoice to:		Invoice details:	
Excel Clothing Ltd 221 Church Drive Hardwicke Gloucester GL2 4JC		Invoice date: 30/5/09 Invoice no: 20624 Account no: EC061	
Description:	Qty	Price:	Total:
Business Plus Package	1	£39 99	£39 99
Windows 2003 installation	1	£69 99	£69 99
Dell Inspiron 1750 Laptop	1	£999 99	£999 99
		Subtotal	£109 99
		VAT	£106 49
		Total	£816 48
Payment Terms.			
Payments should be made using one of the following methods:			
<input type="checkbox"/> Cheque: Please make payable to "Cloud Computing" <input type="checkbox"/> Bank Transfer: Transfer funds to following account: Bank: HSBC Sort Code: 6115 Account Number: 506740 Reference: Use invoice number			
Tel: 01628 830541 Email: sales@excelclothing.co.uk Web: www.excelclothing.co.uk Excel Clothing Plc Registered Office: Llanelli Park, Caerdydd, Carmarthenshire SA31 3AB Registered in England No. 55...			

<u>Strengths</u>	<u>Weaknesses</u>
Corporate image maintained	Invoice Box needs to stand out more
Colour scheme maintained	Box for invoice details does not stand out
Consistent writing style and font	Invoice to box needs more colour added
Good layout	Description row of text needs more colour to stand out
Easy to read	Subtotal column needs to stand out more
Simple	Payment details is needed
Payment terms included	Contact details needs to be seen more
Contact details included	Payment terms box needs more colour

Second draft improvements

<u>Problem</u>	<u>Improvements needed</u>
Invoice Box needs to stand out more	Appropriate colour needs to be added to the important boxes
Box for invoice details does not stand out	
Invoice to box needs more colour added	
Description row of text needs more colour to stand out	
Subtotal column needs to stand out more	
Contact details needs to be seen more	
Payment terms box needs more colour	
Payment date is needed	

Final strengths and weaknesses

Customer Details:

Customer Name	Cloud Computing Ltd
Customer Address	123 Main Street
Customer City	London
Customer Postcode	EC1A 1BB
Customer Email	info@cloudcomputing.co.uk

Invoice Details:

Invoice Number	12345
Invoice Date	15/05/2018
Invoice Period	01/05/2018 - 31/05/2018

Services:

Service	Qty	Unit Price	Total Price
Cloud Storage 1TB	1	£10.00	£10.00
Cloud Server 20GB	1	£10.00	£10.00
Cloud Network 100GB	1	£10.00	£10.00

Payment Information:

Invoice must be paid on or before: 15/05/2018

Payment Details:

Payment should be made to the following details:

Cloud Computing Ltd

Bank: Barclays

Sort Code: 20-00-00

Account Number: 123456789

Reference: Invoice Number

Contact Details:

Cloud Computing Ltd

Phone: 020 1234 5678

Email: info@cloudcomputing.co.uk

Web: www.cloudcomputing.co.uk

Strengths	Weaknesses
Corporate image maintained	
Colour scheme maintained	
Consistent writing style and font	
Good layout	
Easy to read	
Simple	
Payment terms included	
Contact details included	

Final Improvements

Problem	Improvements/Reason why this has not been done

Creating my stamp/image to be put on my invoice after payment has not been received after the due date

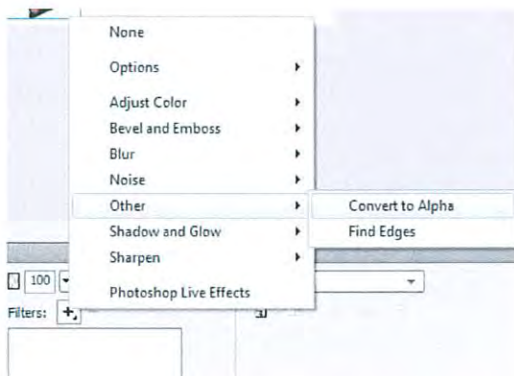
To create this image:



I used the image from this source:



Source:	http://www.mybusinessclipart.com/images/illustrations/thumbnail/234_sad_businessman_crying_over_a_bad_business_review.jpg
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I then applied a filter onto the picture that I have got from the source above. The filter was an alpha filter.



I then added in a speech bubble from Powerpoint and then added in my own text. I then added a border round the edge to give it a more professional look.

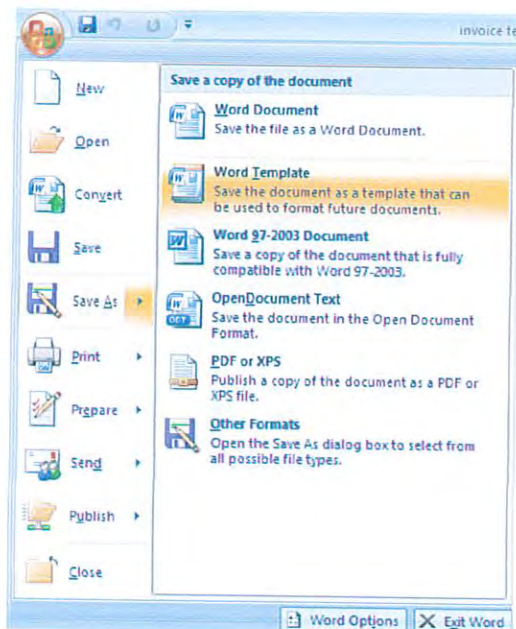
I also used the alpha effect to give the image/stamp a more professional look to it. This would also mean that because it is in black and white, then if a stamp was created or it was printed – it would cost less money for my company.

Template

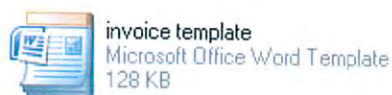
Here is my template:

The screenshot shows a Word document template for an invoice. At the top, there is a header with the company logo 'Cloud Computing'. Below this, there are two sections: 'Invoice to' and 'Invoice details'. The 'Invoice to' section contains fields for 'Address 1', 'Address 2', 'Address 3', 'Address 4', and 'Postcode'. The 'Invoice details' section contains fields for 'Invoice Date', 'Invoice No.', and 'Account No.'. Below these sections is a table with four columns: 'Description', 'Qty', 'Price', and 'Total Price'. The table contains three rows of data: 'Business Plus Package' (Qty: 1, Price: £29.99, Total Price: £29.99), 'Windows Server 2003 Installation' (Qty: 5, Price: £39.99, Total Price: £199.95), and 'Dell Inspiron 1750 Laptop' (Qty: 1, Price: £599.99, Total Price: £599.99). Below the table, there is a section for 'Sub Total', 'VAT (15%)', and 'Total'. The 'Sub Total' is £629.93, 'VAT (15%)' is £94.49, and 'Total' is £724.42. Below this, there is a section for 'Payment Terms' which states: 'Payments should be made using one of the following methods: Cheque: Please make payable to "Cloud Computing PLC"; Bank Transfer: Transfer funds to the following account: Bank: HSBC; Sort Code: 67-24-05; Account Number: 67501 253; Reference: Use invoice number'. At the bottom, there is a footer with the company name 'Cloud Computing PLC' and a small disclaimer.

I then saved it as a template:



This is what the final result looks like:



Invoice to:
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Postcode>>

Invoice details:	
Invoice Date	<<Invoice Date>>
Invoice No	<<Invoice No>>
Account No	<<Account No>>

[illegible]

Sub Total	<<Sub Total>>
VAT (15%)	<<VAT>>
Total	<<Total>>

Invoice must be paid on or before:	<<Today + 10>>
------------------------------------	----------------

Payment Terms

Payments should be made using one of the following methods:

- Cheque: Please make payable to "Cloud Computing PLC"
- Bank Transfer: Transfer funds to the following account:

Bank: HSBC

Sort Code: (

Account Number: €

Reference: Use invoice number

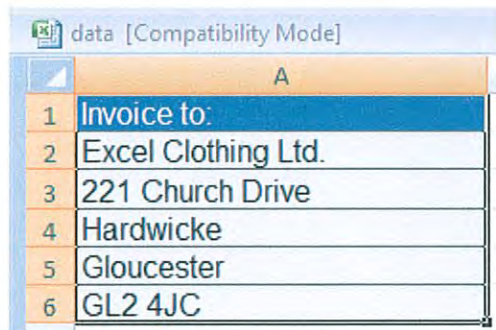
Cloud Computing PLC

Registered Office: 1 Canada Place, Canary Wharf, London, E14 5AH – Registered in England: No: 560144 – VAT registration number: 246 8099 41

Automation

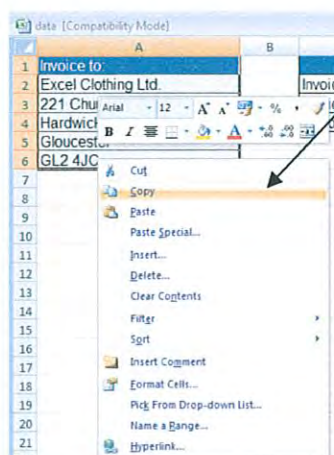
To do my automation I chose to use an Excel spreadsheet. The idea then, is to have all of your data in Excel and then have a link between the Excel spreadsheet and your Word document showing the results.

To do this I firstly made my data in Excel:

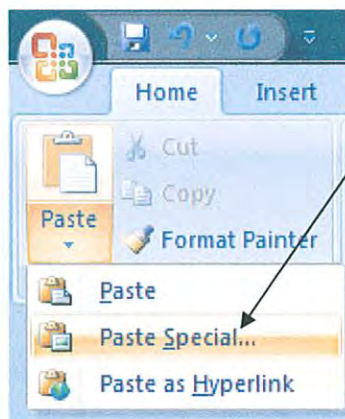


	A
1	Invoice to:
2	Excel Clothing Ltd.
3	221 Church Drive
4	Hardwicke
5	Gloucester
6	GL2 4JC

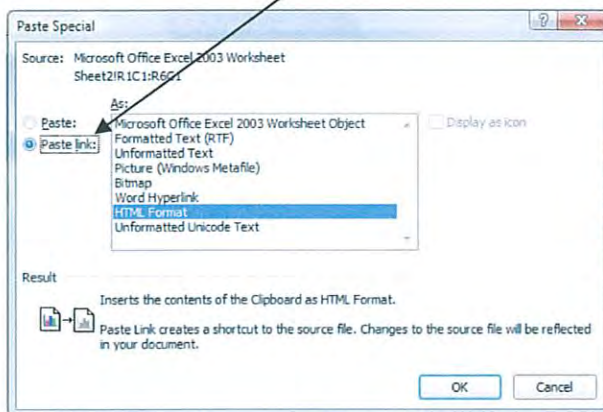
I then highlighted my data and then right clicked and pressed "Copy".



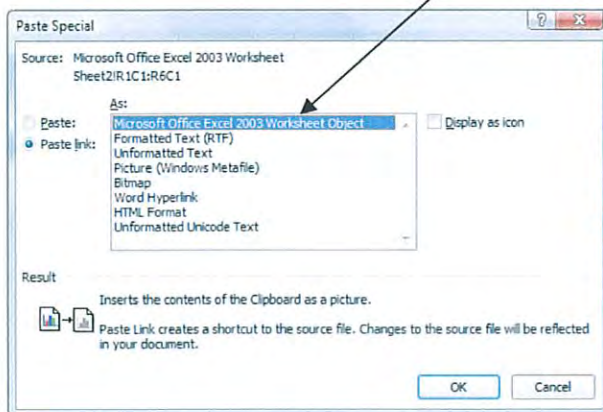
I then went into my Word document and then click on arrow below paste to view the other paste options. I then clicked on "Paste Special"



I then clicked on "Paste link:" which then gave me more options:



After this, I then selected to paste it as a "Microsoft Office Excel 2003 Worksheet Object".



This then gave me the following results in my empty text box.

CLOUD COMPUTING																			
<table border="1"> <tr> <th colspan="2">Invoice to:</th> </tr> <tr> <td>Excel Clothing Ltd.</td> <td></td> </tr> <tr> <td>221 Church Drive</td> <td></td> </tr> <tr> <td>Hardwicke</td> <td></td> </tr> <tr> <td>Gloucester</td> <td></td> </tr> <tr> <td>GL2 4JC</td> <td></td> </tr> </table>				Invoice to:		Excel Clothing Ltd.		221 Church Drive		Hardwicke		Gloucester		GL2 4JC					
Invoice to:																			
Excel Clothing Ltd.																			
221 Church Drive																			
Hardwicke																			
Gloucester																			
GL2 4JC																			
<table border="1"> <tr> <th colspan="2">Invoice Details</th> </tr> <tr> <td>Invoice Date</td> <td>30/09/2009</td> </tr> <tr> <td>Invoice No</td> <td>20624</td> </tr> <tr> <td>Account No</td> <td>ECO61</td> </tr> </table>				Invoice Details		Invoice Date	30/09/2009	Invoice No	20624	Account No	ECO61								
Invoice Details																			
Invoice Date	30/09/2009																		
Invoice No	20624																		
Account No	ECO61																		
<table border="1"> <thead> <tr> <th>Description</th> <th>Qty</th> <th>Price</th> <th>Total Price</th> </tr> </thead> <tbody> <tr> <td>Business Plus Package</td> <td>1</td> <td>£39.99</td> <td>£39.99</td> </tr> <tr> <td>Windows Server 2003 Installation</td> <td>5</td> <td>£69.99</td> <td>£349.95</td> </tr> <tr> <td>Dell Inspiron 1750 Laptop</td> <td>1</td> <td>£599.99</td> <td>£599.99</td> </tr> </tbody> </table>				Description	Qty	Price	Total Price	Business Plus Package	1	£39.99	£39.99	Windows Server 2003 Installation	5	£69.99	£349.95	Dell Inspiron 1750 Laptop	1	£599.99	£599.99
Description	Qty	Price	Total Price																
Business Plus Package	1	£39.99	£39.99																
Windows Server 2003 Installation	5	£69.99	£349.95																
Dell Inspiron 1750 Laptop	1	£599.99	£599.99																

This process was then repeated throughout my document.

Problems

- 1) I was originally creating my invoice in Fireworks for draft 1 and draft 2. I then found out that the images that I would create would not be a professional way of creating an invoice, or a way of being able to include automation. Because of this problem I then switched over software to Microsoft Word and used automation between Word and Excel.
- 2) I was originally intending to use Photoshop instead of Fireworks for this document, however they do not have Photoshop on the computers in our computer room and Photoshop is only available in the media rooms of which they have Macs. This was a problem and I will overcome this problem by bringing in my laptop to work on, for the next document of which I have Photoshop installed on it.
- 3) I had a problem with getting behind the work on the weekend of the 5th and the 6th of December. This was because I went on a trip to London and therefore could not do any work whilst I was there. This meant that I could not keep up with the work. I solved this problem by working harder in class on the next lesson I had when I got back to school.

Evaluation of software used

Macromedia Fireworks

Fireworks has been a good programme to use for this document. However, after I completed my second draft I found that I needed to use Word in order to achieve a better quality document and to be able to use automation on my invoice.

Photoshop

I was originally intending to use Photoshop instead of Fireworks for this document, however they do not have Photoshop on the computers in our computer room and Photoshop is only available in the media rooms of which they have Macs. I will go on to use Photoshop on my next document when I start to bring my laptop into school. This laptop has Photoshop installed on it.

Microsoft Word

Word enabled me to present my invoice well and in an organised way. It also helped me automate my invoice by allowing me to take data from excel that will update itself, therefore creating automation.

Microsoft Excel

Excel was useful because it allowed me to create a spreadsheet with my customer's data in. This meant that when I replaced, or changed where the place of my data was in Excel, then it would update my invoice in Word. This proved very useful.



How I would approach this in the future?

- 1) I would use Photoshop instead of Fireworks in the future. This is because I think that Photoshop is a much more powerful image editor than Fireworks is. This means that then my images would look more professional and then in would create a better quality product
- 2) I have said before that I would use better research in my letter. For my advert I have used more relevant businesses that are providing very similar services to mine. This has made my research more effective and has enabled me to make a better quality product.
- 3) I would also change my sketch to have more detail. This means that I would break down the boxes into even smaller ones, therefore it will become more accurate.
- 4) In the future I would ask other people their opinion on my advert to see if it is effective in doing its job – to create sales. This is a normal thing to do when running your own business as it is vital to know if your advert will work or not. Because of this I would have used market research to make my advert much more effective.

Log

Date	Where completed	What I did	How long it took	Comments
25/11/09	School	I learn about how to automate data from excel to put it into word so that my invoice can be automated.	55 mins	
27/11/09	School	I started typing up my planning section of my invoice	40 mins	
1/12/09	School	I finished my planning section of my invoice and went on to create my first draft in Fireworks and the strengths, weaknesses and improvements included in this.	10 mins finishing off the planning 30 mins creating my first draft 10 mins spend typing about strengths, weaknesses and improvements	
2/12/09	School	I then went on to create my second draft in Fireworks and the strengths, weaknesses and improvements included in this.	10 mins finishing off the first draft 30 mins creating my second 10 mins spend typing about strengths, weaknesses and improvements	
8/12/09	School	I then changed over to Word and then created my final's layout.	40 mins spent on setting up the layout in Word	
10/12/09	School	I then shown how I did the automation of my final and then added this into my work.	40 mins spend on setting up the automation	

Sources Used (Bibliography)

URL	Pictures	Description	How it was used
<u>Used in the first draft, second draft and final</u>			
No images or websites were used in order to create my first draft. The only image that was used was my logo which was created using the following picture			
http://www.erikhenne.com/images/Berner%20Oberland%20cloud%20lonely%20by%20itself%20puff%20ball%20cloud.jpg		A picture of one cloud on its own.	I used this cloud for my logo. I used the brushes to touch up the photo and take out the small cloud next to the big one. Then I used the photo for my logo.
http://www.mybusinessclipart.com/images/illustrations/thumbnail/234_sad_businessman_crying_over_a_bad_business_review.jpg		A picture of a crying business man	This image was used to make my stamp/image to be sent with the invoice again once the due date for payment has passed.