
Exemplar 4

INTRODUCTION

The following pages contain an extract from the portfolio of candidate KA, containing evidence for **task b** in the [Assessment Evidence Grid](#) for Unit 1: *Using ICT to Communicate*:

What you need to do:

Your evidence needs to include:
--

b: six original communications for different purposes that demonstrate a range of writing and presentation styles and that would be communicated by different methods; one needs to be a presentation on different methods of communicating information and the technologies that support them, to include:

i [AO3] information sources, plans and annotated draft copies of documents/communications to show their development to meet their purpose [10];

ii [AO1] final versions of documents/communications that meet their purpose [10];

iii [AO1] use of a range of software tools and techniques to achieve the desired impact [10];

iv [AO4] an evaluation of the documents/communications produced and your performance in completing the task [7];
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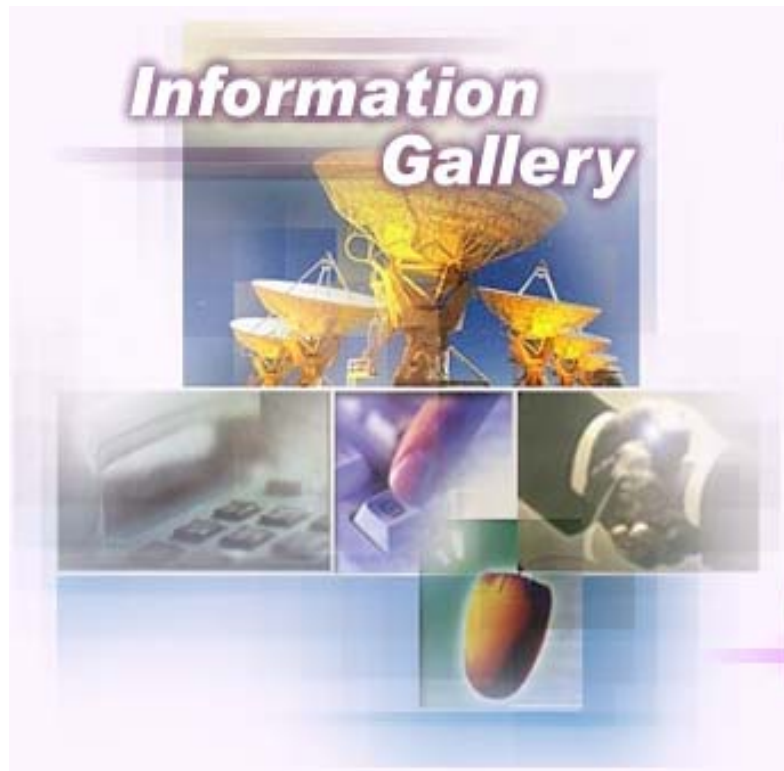
v [AO2] descriptions of the technologies that support different methods of communication [6].

The extract is of only **one** document.

The candidate's PowerPoint presentation is also included on the CD-ROM in [AICT_exemplar4.ppt](#).

It should be assumed that the remaining documents were completed to the same level.

The commentary following the extract shows how the work has been assessed and the mark awarded.



Information & Communication Technology

Unit 1 Assignment

Power point Presentation Manual.

By – candidate KA

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INTRODUCTION

This presentation is to illustrate the different ways of communication available to the hotel marketing manager. The presentation would also illustrate in detail the various technologies that support the different ways of communicating. The application used for the presentation is Microsoft power point, which illustrates how information can be passed around between the staff and customer. Various effects were used, such as animation, images, colours, hyperlinks and slides.

POWERPOINT DESIGN

- ‘Dads Tie’ template was used as the background of the slide.
- Hyperlinks were used to link users back to the homepage at any point in the presentation.
- Links to useful information in other websites were used.
- Contents on each slides has a general outline of different communication technologies.
- Images were used to make the presentation clearer.
- Same borders were used for the slides for consistency and easy navigation.
- Animation was used to make the presentation more interesting.
- Special effects used in changing the slides and delivering the text.
- The slide layouts were done effectively, by using suitable margins, titles, images and text.
- Suitable textual styles and graphic images were used.
- Different types of media were used to improve the presentation such as clip art and animation clips.

EFFECTS USED

Images - *The images with special effect moves from the different corners of the slide using the fly effect.*

The images were swivelling on different slides.

Some sounds were made when some images are moving around.

Slides - *Templates were used to define the colour background and font of the slides.*

The template was customised to suit the essence of the presentation.

Slide transitions were used to change the slides.

Hyperlink - *Hyperlinks to take the user back to the home page were used.*

Hyper link to take the user from a subtopic to the explanation of the topic were used.

Link - *Links to take the user to the web page of the linking icons were used.*

TEST PLAN

Test Analysis	Expected Results	Actual Results
Do the links take user to the correct website	Yes they should take the user to the correct website	Yes, it takes the user to the correct website
Do the hyperlinks take the user to the correct slide	Yes they should allow the user to locate the correct slide	Not all of the hyperlink work
Does the home key allow the user to get to the home slide.	Yes it should take the user to the home	Yes it take the user to the home
Do the effect work correctly and in the right order	Yes, they should work according to the way I programmed them.	Yes, they work according to the way I programmed them

REFINEMENTS

Some images were deleted to create more space for the text that was used in the presentation. I had to restrain myself from writing too much information because there wasn't adequate space.

MASTER SLIDE

Boards were created for each slide to allow the standardisation of the colour scheme for the whole document.

Hyperlinks were created to allow the user to gain access to the different slides used.

EVALUATION

This has been a very successful power point presentation. It would not only help the user know the different means communication and the technology that support them, but it would also help the user to know how the each means of communication would benefit him/her.

IMPROVEMENTS

There should be more space to write more information about the topic been presented and the hyperlinks that didn't work should be done properly in order to have a better presentation.

WEBSITE USED / LIST OF SOURCES.

http://www.rnid.org.uk/html/factsheets/general_fax_machines.htm

http://www.rnid.org.uk/html/factsheets/general_fax_machines.htm

<http://filebox.vt.edu/eng/mech/writing/workbooks/correspondence.html>

<http://encyclopedia.thefreedictionary.com/video%20tape> .

<http://www.cio.com/research/intranet/> .

<http://www.sorce.biz/index.stm>

http://www.impactfactory.com/p/meetings_skills_training/snacks_1655-2103-39892.html .

<http://www.wpine.com/>

<http://www.marshall-es.marshall.k12.tn.us/job/videocon.html> .

<http://www.hyperwrite.com/crswriting.htm>

<http://www.fastrak-consulting.co.uk/tactix/features/commopts/comopt02.htm>

WELCOME

COMMUNICATING IN DIFFERENT WAYS USING THE TECHNOLOGIES AVAILABLE TO SUPPORT THEM.



Over the years, each of the main technologies of the telecommunications age has used a different type of signal - and a different way of passing messages to people. Different communication types has different characteristics which determine what you can communicate, how fast and how far.

In this presentation we shall be looking at the different methods of communication available and the technologies to support them.



DIFFERENT METHODS OF COMMUNICATIONS AVAILABLE AND THE TECHNOLOGIES TO SUPPORT THEM.

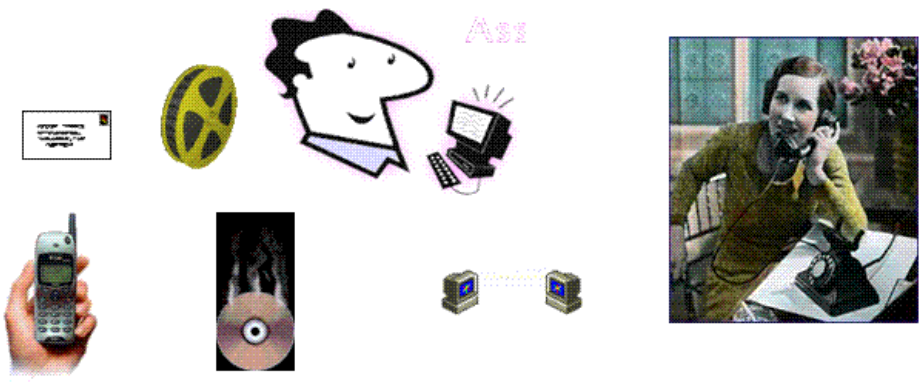
Listed below are the different ways of communicating :-

- [Fax / Internet fax](#)
- [Phone](#)
- [E-mail](#)
- [Letters / memos / reports](#)
- [Videotapes / Television / Radios](#)
- [Video conferencing](#)
- [Manuals / Printed materials](#)
- [CD-ROM](#)
- [Intranet / extranet](#)

[Homepage.](#)

Slide 3

At this stage we can describe in details the different methods of communication and the technologies used to support them (Listed in slide two, the home slide.)




LETTERS

Homepage

Slide 4

- **Fax / Internet fax** – **Fax** is a traditional way of communication. It uses the the telephone system to send paper documents around. Fax machine uses the plain paper technology and this uses ordinary photocopy machine papers. The copy feature on a fax machine allows the user to use the fax machine as a photocopier. Modern fax machines have built in fax switch which can automatically detect if the incoming message is a phone or fax transmission and then sends the message to the phone or the fax. In effect only one line is needed for both operations.

There is only a slight difference between internet fax and the plain paper fax, which is that the sender doesn't use plain paper technology, and as such it sends messages from the internet to a fax machine, where it scans and prints out.



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- Phone - Once you can speak to each other, you have a far more 'instant' form of communication - one that needs no processing, coding or decoding for the user. Phones are universal and, with the invention of voice mail and mobile phones, it is now possible to reach people practically anytime, anywhere. The two major type of phone connection we have are the wired and wireless connection. The wireless connection are the mobile phone which can be used anywhere, while the wired connection are the phones used mainly at home and and work and are usually called the land line. One of the restrictions of a landline is that it can only be used within a confined area.

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- Email – This is a form of communication that is really gaining acceptance in most organisation and is fast becoming the primary means for delivering short messages within an organisation. It uses the internet to send messages using signals. Because the email technology allows big documents to be attached to it and sent, it makes it very effective, and as such it can take the place of a fax machine. It is very time effective as one can send the same message to different people at the same time if needed. It is also very cost effective because there is no need to use paper.



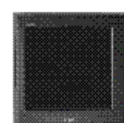
Homepage

- **Letters/memos/reports** - Although electronic communication are widely used today, users of electronic communication still receive a great deal of messages on paper. This is a good way of communicating where the correspondence presents the user with a legal contract that is dated and can be used to support a claim in court. Because the hard copy is required, it is quite good for auditing purposes. To get guild lines on how to write letters and memos click the letter icon below.




[Homepage](#)


- **Videotapes / Television / Radios** - The use of videotapes within an organisation is quite common . Videotapes are used as a source of formal communication and also for delivering seminars and for training .Although satellite transmissions are used in big corporate organisations, videotapes still remains the more practised option. Television and radio communications are used in organisations for delivering seminars and satellite broadcasting for organisations with large branch networks. Radio receivers are not commonly available in organisation so are not widely used as much as television receivers, but it is still a good means of communication.



[Homepage](#)

- Video conferencing - video conferencing is not widely used in organisations especially small scale ones due to the expensive nature of the technology, but it is a very good means of communicating as individuals or groups can meet face-to-face in real time to interact. It requires a computer (Mac or PC) with **CU-SeeMe** software, a video camera and an Internet connection, preferably ISDN or better. Bringing the world into the classroom through the use of this technology is becoming increasingly more popular especially in large companies. The advantages of video conferencing are that it brings about better planning and retention, it increases motivation, it enables the users to learn about cultural differences, addresses different learning Styles, Interaction with Experts and improve their skills. There are different types of video conferencing which are Person to Person (or Class to Class), Group Conference and Broadcast. More about the video conferencing can be found when the (face) icon is  clicked.

[Homepage](#)

- Manual / Printed materials - This form of communication is rather for reference purposes instead of feedbacks. Printed materials can be very expensive to produce depending on the quality of paper and printer, but it is a good form of communicating with deaf people. Manuals are very good for referring back to when certain information are lost and they provide guidelines to the day-to-day running of a business. For more information on how to develop a good manual and different techniques of writing please click on the icon  **LiveManuals** See how they work

or go to the website listed below.
<http://www.hyperwrite.com/crswriting.htm>

[Homepage](#)

- CD-ROM - This is a very good form of organizing and storing data which can be either text, audio or video. Its ability to store huge amount of information due to its high amount of memory space, and compatibility, makes it an effective means of sharing data between different computers. They are very useful in the delivery of multimedia training and sales presentations which are done on specially provided workstations. Depending on the nature of the media type, it can be expensive to produce but cheap to replicate.

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- Intranet / extranet - This way of communicating uses the same technology as the internet but it is confined within a single organisations . [Intranet](#) uses text, images, audio, animation video and graphics as a way of communication to the users in an organisation, which makes it cheaper than using the plain paper technology. [Extranet](#) uses the same technology and technique of communication as the intranet, only that it has networks that connect companies with customers and partners. When it comes to extranets, a company has to work with the other organizations on the network, so that it's available to specific people or groups outside of an organization. Extranet require more security and technical consideration because they have to send private information securely over public networks. The extranet is more expensive than the intranet, but it is a more effective form of communicating.

Homepage

- One to one / Meetings - The forms of communication are mainly visual and verbal. It is a way of communication between two or more people. There really isn't any technology to support this form of communication, but one can introduce the use of different technology in order to achieve a better meeting. Meetings are very powerful forums, and as such one has to ensure a meeting is well planned out. To know more about how to plan an important meeting please visit the web site or click on the web site address below.

http://www.impactfactory.com/p/meetings_skills_training/snacks_1655-2103-39892.html

Making the decision on which type of communication system to get depends what type of information you want to send, how fast and how far you would want your information to go.

I hope this presentation has helped you to understand what type of information you can send and how it would benefit your hotel.

Thank you and good luck with your decision.

COMMENTARY

Task b(i)

There is no evidence of planning. The section on design is retrospective and describes what was used rather than planning how it would be used. There is no evidence of drafts or proof-reading and there are several grammatical errors and some layout errors in the slides. For example, the icon covers some text on the manual/printed material slide. There is, however, a detailed list of sources of information. This is more than would be expected for **Mark Band 1**. On this basis, a mark of **2** can be awarded.

Task b(ii)

It is not clear which is new information and which has been adapted from existing sources. As the audience is the hotel marketing manager, the writing style and level is suitable. However, there is far too much text on each slide to meet common standards for layout. Information has clearly been located but how it has been used or adapted is not clear. The evidence provided is not sufficient for Mark Band 2, but would meet **Mark Band 1** and a mark of **3** could be awarded.

Task b(iii)

An existing design template has been used for the slide show and a hyperlink to the homepage has been included in the same place on each slide. However, the quantity of text on each slide, and inconsistent font size are not appropriate. There is limited use of graphics. The graphics are often small and poorly positioned. Bullets and hyperlinks have been used but there is little other paragraph formatting. Therefore a mark of **2** in **Mark Band 1** could be awarded.

Task b(iv)

There is very limited evaluation and suggestions for improvements. Overall here is not enough content to award any marks for this task.

Task b(v)

The candidate has described most communication methods but these are not detailed. The restriction of the use of slides to present this information has limited the detail that could be included. If a slide presentation is used for this task, candidates would be better advised to bullet the main points on the slide and expand on these in the presenter notes to provide the detail. In this case, the descriptions are fairly brief in most cases and so the lower mark of **3** in **Mark Band 2** should be awarded.

How you will be assessed:					
Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
b(i)	AO3	You produce little planning for your work but show that you have checked the accuracy of the layout and content of your work, and proof-read it so few obvious errors remain; you list your information sources; [0 1 2 3]	you produce outline plans for your work and show, by presenting annotated draft copies, how you placed information in appropriate positions and ensured correct and meaningful content by carefully checking the accuracy of the layout and content of your work, and proof-reading it so few obvious errors remain; you list your information sources in an appropriate form; [4 5 6 7]	you produce detailed plans for your work and show, by presenting annotated draft copies, how you achieved a consistent style, made good use of standard formats and organised a variety of different types of information in a coherent and easy-to-read way, ensuring correct and meaningful content by carefully checking the accuracy of the layout and content of your work, and proof-reading it so few obvious errors remain; you list your information sources in detailed bibliography. [8 9 10]	2/10
b(ii)	AO1	You create new information that is clear, easy to understand, uses a suitable style and, where appropriate, common standards for layout, and is at a level that suits the intended recipient; [0 1 2 3 4]	you locate, use and adapt existing information to suit a presentation, combining it with information you have created; [5 6 7]	you locate, adapt and combine information to create coherent, easy to read communications of near-professional standard. [8 9 10]	4/10
b(iii)	AO1	You use text styles, page layout and paragraph formatting, and combine text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips to suit the purpose of each communication; [0 1 2 3]	you use text styles, page layout and paragraph formatting, and combine formatted text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips to suit the purpose of each communication and improve its impact; [4 5 6 7]	you use text styles, page layout and paragraph formatting, and combine formatted text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips, appropriately, to suit the purpose of each communication and improve its impact, showing effective skills in the appropriate use of software to automate aspects of your communications, such as creating templates for standard layouts. [8 9 10]	2/10
b(iv)	AO4	You comment on the effectiveness of your communications and suggest improvements; you comment on your actions and roles in solving the problem; [0 1 2]	you clearly identify good and not so good features of your communications, suggesting ways they could be improved; you include an analysis on your experiences in order to improve your own performance; [3 4]	you show that you identified strengths and weaknesses in your initial drafts and how you refined them to meet the purpose more closely; you include an analysis on your experiences suggesting how you might approach a similar task in future. [5 6 7]	0/7
b(v)	AO2	You briefly describe some methods used to communicate information and the technologies that support them; [0 1 2]	you describe most methods used to communicate information and the technologies that support them; [3 4]	you describe, in detail, most methods of communicating information and the technologies used to support them. [5 6]	3/6