



General Certificate of Education

Applied Information and Communication Technology 8751, 8753, 8756 & 8759

IT12 Publishing

Report on the Examination

2008 examination - June series

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Unit 12: Publishing (IT12)

General comments concerning A2 units

28 marks are available for AO4 in each of the A2 units. Candidates are only able to achieve 1 mark for time management and planning unless they have included an estimate of the time they anticipate that they will require in order to complete each of the tasks they have planned to do. At AS level the candidates should have learnt the rudiments of time planning and by A2 should be able to quantify the amount of time required for different parts of their work. Many candidates were able to build on their experience at AS level in order to provide evaluation criteria that they could clearly identify as quantitative and qualitative, but generally test strategies and plans were weak throughout – especially on the units where there is no tangible product to test. Candidates need to consider how to test a non-working model and how to test a design.

The construction of the portfolio and quality of written communication is awarded 4 marks and a well organised, spell checked and grammatically correct portfolio will score higher marks than one that is not. Well organised portfolios had an accurate contents page; relevant headers or footers on the work; and were divided into appropriate sections of work. Consecutive page numbering from the beginning to the end of the portfolio is essential for accurate recording of assessment decisions.

Unit 12: Publishing

This A2 Unit builds on the skills introduced in Unit 1 and extends them to producing a published document, creating a house style and recommending a production method for the document.

Logically, the portfolio should be assembled to show the process that is followed during the design and production of the document. It is likely that AO2 is done first, with some elements of AO4; AO3 being done second, along with some elements of AO4; then the evidence of implementation for AO1; finally testing of the product and review and evaluation for AO4. Presenting evidence in this order allows the process to be seen as a whole, rather than as a disconnected set of events. Candidates who presented their portfolios in this way tended to gain higher marks.

The majority of candidates had produced an initial version of the document, and most had proofread their document as well as providing evidence of using software tools available within the publishing software to check spelling and grammar. The best candidates had got client approval for the initial version and its contents.

Most candidates provided evidence of using appropriate software tools to create their documents. Better candidates explained these facilities and why they were used. Some candidates did not show images being resized appropriately and some stretched images so that they appeared out of proportion.

Some candidates were able to present camera ready copy on oversized paper, with crop marks and registration marks. The majority of candidates showed the document as a final printed version, which is perfectly acceptable. Other candidates stated that their client wanted both a paper version and an electronic version but only presented evidence of one of these in their portfolio.

AO2 focuses on the candidate's ability to negotiate and agree a house style, form of camera ready copy and implementation schedule with the client; in other words to agree the brief with the client. It is essential that authenticated evidence of agreement is provided. Some candidates

presented signed records of meetings with the client; others did not show that any discussions had taken place, or that agreements had been made. These students did not achieve as many marks as those who did provide this evidence. Of particular concern was the large number of candidates who did not provide an implementation schedule separate from their overall time planning. The majority of candidates who did create a schedule included few of the items that would be expected, such as creation and assembly of assets; production of designs; client approval at various stages and so on.

Designs for the publication ranged from very basic sketches, which gained few marks, to highly-detailed scaled drawings that contained a large amount of formatting information. This formatting information showed the editing required to produce the document as well as where all the assets would be used. Candidates who had defined the house style to be used were able to reference this in the design work.

Some candidates included such things as type of print medium, binding, production equipment and costs when describing production methods. These better candidates often gained maximum marks, though overall production methods were often poorly described, focusing solely on quotations from Internet printers.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA Website.