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## Sample Assignment: Unit 12 Publishing

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### ASSIGNMENT 3 – “RED CARD” REFEREES EQUIPMENT LTD.

This assignment will allow you to meet all of the assessment requirements for Unit 12: *Publishing*. You should look at the Assessment Evidence Grid to check what you need to demonstrate in each task to achieve each mark band.

“Red Card” Referees Equipment Ltd  
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Oxford  
OX5 6RT

Tel 01278 785652

Dear Sir/Madam

#### Publishing Problem

##### Introduction

I am looking for an ICT publishing solution to a business problem I have. I am the Managing Director of a small but successful sports supplier business, specialising in supplying refereeing kit and equipment to football referees.

Recently I have seen a rise in sales, mainly due to good advertising and a value-for-money product range.

To maintain this trend I now believe it is time for the business to publish a professional product catalogue, and I am looking to you to provide: -

- Initial draft ideas for the catalogue – evidence of how you arrived at these ideas will be very useful
- A collection of images that I can select for inclusion in the catalogue – these may be taken from other sources (ClipArt or other galleries), or created yourself by digital photography and/or artwork packages
- Ways of developing these images to meet the style of the catalogue, and complement its content
- A final Camera Ready Copy (CRC) of the catalogue that meets my approval – this CRC should be of a standard of finish that will enable a commercial printer to produce copies of the catalogue in large volumes
- A letter to accompany the CRC and explaining what will need doing to take the CRC to final volume production of the catalogue – please bear in mind that publishing is a new area to me, and help is needed!

**Here is the Brief for the Catalogue:**

- 10 pages A4 or very similar
- Functional and stylish feel throughout
- Two or three basic colours/shades throughout
- One or two products per page, with graphics to display products
- Order form on back inside cover
- Attractive front cover
- Possible themed illustrations (perhaps ClipArt) running through catalogue.

**Products to be Advertised:**

Product	Size / Style	Code	Price
Referee Shirt – Long Sleeve	Medium	RSLSM	£18.50
Referee Shirt – Long Sleeve	Large	RSLSL	£19.50
Referee Shirt – Short Sleeve	Medium	RSSSM	£17.25
Referee Shirt – Short Sleeve	Large	RSSSL	£17.95
Referee Shorts	Medium	RSM	£15.00
Referee Shorts	Large	RSL	£16.00
Referee Socks		RSK	£3.50
Whistles	Classic	WC	£1.50
Whistles	Extreme	WE	£1.80
Touchline Flags	Plain	TFP	£15.50
Touchline Flags	Quarters	TFQ	£16.75
Holdalls		HA	£23.50
Stop Watch		SW	£10.50
Red and Yellow Cards		RYC	£1.50
Warm Up Suit	Large	WUSL	£33.50
Warm Up Suit	Medium	WUSM	£31.50

**Finally**

Please don't hesitate to contact me should you require further information, and I look forward to you presenting me your initial draft ideas and designs at an appropriate early stage.

Robert Wymark  
Managing Director  
'Red Card' Referees Equipment Ltd.