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## Sample Assignment: Unit 12 Publishing

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### ASSIGNMENT 1: NEW AGE PUBLISHING 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.

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Dear Sir / Madam

#### Publishing Problem

##### Introduction

I am looking for a solution to a business problem I have. I am the Managing Director of New Age Publishing Ltd. a small but successful company specialising in publishing magazines, brochures and catalogues.

I currently have additional publishing work that has led me to believe I need to recruit additional staff to New Age Publishing Ltd. in particular young people with fresh design ideas.

One current publishing requirement has presented a unique opportunity.

We are about to begin publishing short guides about careers for school leavers. Titles will include 'Accountancy', 'Engineering', 'Sports Management' and 'Careers in IT'.

The first of these publications will be 'Careers in IT', a short guide about the variety of opportunities within the IT sector.

I am offering you the opportunity to work through the publishing process for this title to meet the client brief given below.

*(For the purposes of this exercise New Age Publishing Ltd is the client)*

In addition to this, I would like you to demonstrate that you have the knowledge and skills to work in the publishing industry; if you are successful at this I will seriously consider offering you a position with New Age Publishing Ltd!

## Brief for the title

### Title:

'Careers in IT'

### Content of Title:

A (minimum) ten-page guide to various career opportunities within the IT sector. Probably A4 size, but open for discussion on page size, if it improves the overall publication. The suggested contents of the publication is as follows:

Page(s)	Contents
1	Front Cover
2	Contents and list of other titles in the series
3 to 11	Details of various careers – see <i>IT Careers Information Sheet</i>
12	Back Cover

The **target market** for the publication is school leavers and students in years 10 to 13. The reading age should be aimed at the younger end of the market.

The publication should aim to have an **informative and cheerful style**, and present the career opportunities in a positive light.

The enclosed **IT Careers Information Sheet** provides details of eleven career opportunities in the IT sector. However there is probably more information than needs to be finally included. Please **edit this material suitably** to fit the needs of the publication.

The **design style** produced for this publication is likely to become a standard for all **future titles** in the series. As such care must be taken over details such as:

- Choice of font and text size
- Consistent page layout and style
- Choice and consistency of graphics.

### Additional requirements for New Age Publishing Ltd.

In addition to meeting the brief, I would like you to produce the following. The better you achieve the points below, the more you will convince me that you are worthy of employment!

- (i) Document your initial draft ideas for the guide – evidence of how you arrived at these ideas will be very useful.
- (ii) Collect and document images that I can select for inclusion in the guide – these may be taken from other sources (ClipArt or other galleries), or created yourself by digital photography and/or computer artwork packages.
- (iii) Show how you are capable of developing these images in different ways to meet the style you have chosen for the content of the guide, and how these images complement the content.
- (iv) Document the evidence of presenting draft ideas and edited images to me, including summarising the main points of our discussions.
- (v) Document the stages of development of your guide, as it progressed to meet the brief.
- (vi) A final Camera Ready Copy (CRC) of the guide 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.
- (vii) A letter presenting the CRC for my approval and explaining the key stages of taking the CRC to final volume production of the guide.
- (viii) A full record of notes of meetings and discussions with me as the client, demonstrating your ability to negotiate and amend a client brief.
- (ix) A detailed evaluation of both the layout and content of the guide, and your personal performance in meeting the brief.

The next page will tell you how you should present your solution.

### **Finally**

Good luck! I hope you enjoy tackling this problem, and learn lots about how ICT supports publishing. I look forward to seeing your solution to the brief, and reading your report.

Jason Harrison

Jason Harrison  
Managing Director  
New Age Publishing Ltd



## How to Present your Solution

The nine points above provide a good structure for meeting the needs of New Age Publishing Ltd.

These points will allow you to meet all of the assessment requirements of Unit 12: Publishing. The table shows how the nine points relate to the Unit 12 Assessment Objectives. (Please read this table in conjunction with the Unit 12 Publishing, Assessment Evidence Grid): -

Requirements for this Assignment		Unit 12 Assessment Objectives		
No.	Detail	Task	Objective	Brief details of how to do well
1	Document your initial draft ideas for the guide	b	A03	You sketch different initial document designs
2	Collect and document images for inclusion in the guide	b	A01	You produce, edit and use a variety of types of information. You show clear evidence of using a comprehensive range of editing and manipulation tools available within appropriate applications packages.  You explore different means of presenting the same information.
3	Show developments of images	b	A01	
4	Evidence of presenting draft ideas and edited images to the client	b	A03	You follow, identify and explain all stages of the design process. You create and use house styles, style sheets and master page layouts. You present page proofs, produce artwork sketches, set text orientation and create style sheets.
5	Document the stages of development of your guide	b	A03	
6	A final Camera Ready Copy (CRC) of the guide that meets the clients approval	c	A01	You produce quality CRC that combines information in an appropriate manner. Your document includes more than four text styles and more than two text attributes. You must show you have edited a piece of imported text and used advanced editing and formatting techniques.

Requirements for this Assignment		Unit 12 Assessment Objectives		
No.	Detail	Task	Objective	Brief details of how to do well
7	Final letter and explanation of stages from CRC to volume printing	c	A02	Your letter includes a full breakdown of the further stages of production and indicates how the final product can be altered at a later stage.
8	Notes of meetings and discussions with client	a	AO2	Your notes fully evidence all discussions of all possible software solutions and their implications, including deadlines.
9	Evaluation of guide and personal performance	d	A04	<p>You provide a full critical analysis of your CRC including:</p> <p>How well it meets the initial brief and any subsequent refinements taking into account user feedback</p> <p>A discussion of how you produced the CRC from negotiation of the brief to submission for final approval</p> <p>An analysis of your performance</p> <p>Discussion of your strengths and weaknesses</p> <p>Reflection on how you might be more effective in future.</p>