
Sample Assignment: Unit 12 Publishing

ASSIGNMENT 2 – EUROPEAN BOOKS 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.

European Books Ltd
5 Travis Avenue
Littletown
Berkshire
BE5 6YG

Tel 01658 7859393

Dear Sir / Madam

Publishing of Educational Booklet on Cities of Europe

Introduction

European Books Ltd. wants to publish an updated version of its ever-popular booklet 'Cities of Europe', and provide a client brief below that they would like you to work to.

The booklet must:

- Be 10 pages of A4 or very equivalent
- Be educational and informative
- Target an audience of school students in KS2
- Have an attractive encyclopaedia type feel to each page, with the right balance of tabular, textual and graphic information
- Cover two cities on most pages, except for Paris and London which should have a page each
- Include cities that are all capitals of the expanded European Union.

Information about each city should include details like:

- Population
- Main industries
- Distance from London
- Nearest airport
- Famous landmarks
- Tourist attractions – what to do there
- Local food
- Brief history of the city.

Please provide me with:

- Initial draft ideas for the booklet – *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 booklet 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.

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.

Alison Grainger
Educational Titles Manager
European Books Ltd.