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## Exemplar 5

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### INTRODUCTION

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

<b>What you need to do:</b>
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<b>Your evidence needs to include:</b>
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<b>b: six</b> original communications for different purposes that demonstrate a range of writing and presentation styles and that would be communicated by different methods; <b>one</b> needs to be a presentation on different methods of communicating information and the technologies that support them, to include:
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<b>i</b> [AO3] information sources, plans and annotated draft copies of documents/communications to show their development to meet their purpose [ <b>10</b> ];
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<b>ii</b> [AO1] final versions of documents/communications that meet their purpose [ <b>10</b> ];
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<b>iii</b> [AO1] use of a range of software tools and techniques to achieve the desired impact [ <b>10</b> ];
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<b>iv</b> [AO4] an evaluation of the documents/communications produced and your performance in completing the task [ <b>7</b> ];
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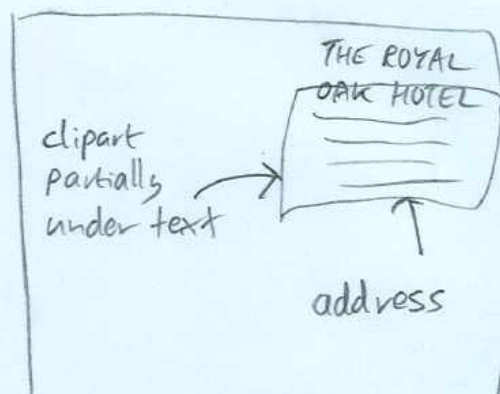
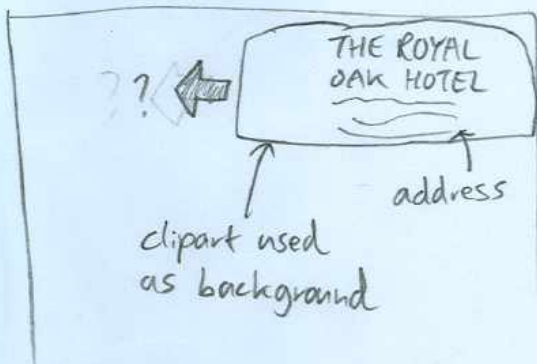
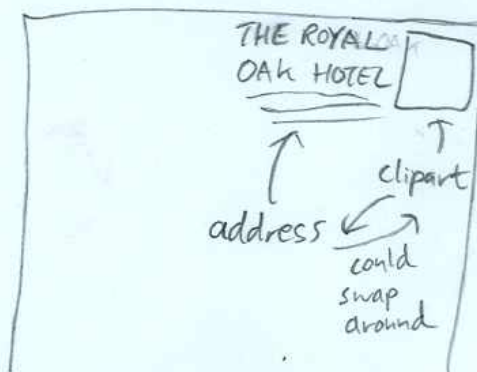
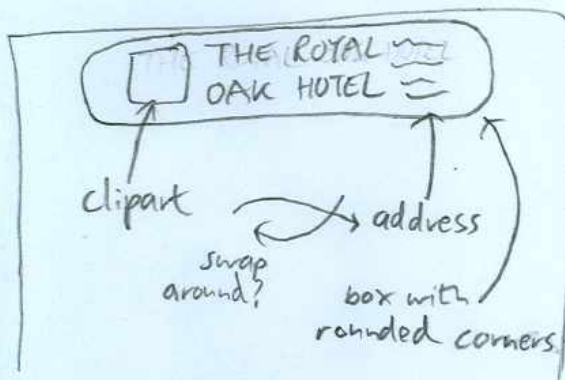
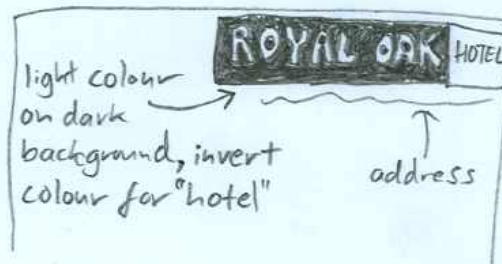
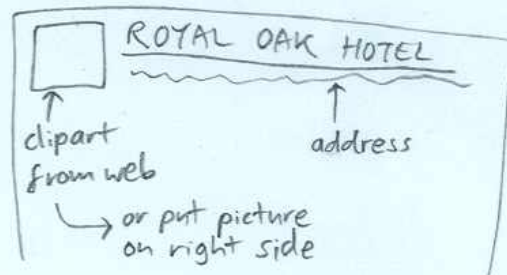
<b>v</b> [AO2] descriptions of the technologies that support different methods of communication [ <b>6</b> ].
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The extract is of only **one** document.

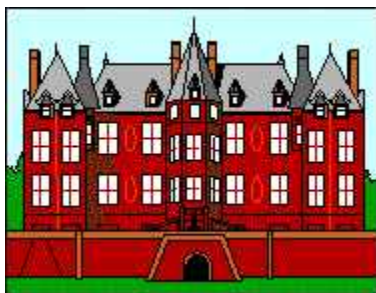
It should be assumed that the remaining documents were completed to the same level.

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

## Possible Letterhead layouts / format ... ("The Royal Oak Hotel")



## Potential Hotel Clipart and Comments



Large hotel. Looks too flat and symmetrical.

Large hotel. . Looks too flat and symmetrical.



May look good on letterhead but building looks too small and rundown.

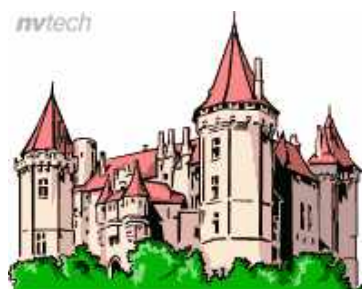


Looks like a hut in the middle of nowhere.



Looks too much like a house.

Large hotel but really looks like a castle.





Quaint bed-and-breakfast look. Looks like a picture of several buildings rather than one.

Large hotel. Doesn't look too flat or symmetrical. Nice touch of foliage. Use this one.





Odd collection of buildings. Too colourful.



*nvtech*

Too much like a normal house. Purpose of flag unknown.



Tudor look. Looks as if it could be something other than a hotel.

# Hotel Image Progression





Original Clipart



Sharpen filter applied.

Detail of hotel now more apparent.

Vertical perspective tool ( - 30%) applied.

Hotel now looks less flat and more imposing.





Black sides removed  
from image.



Gamma correction  
applied.

Colours in image now  
darker in tone.

Image was then saved in gif format so it could then be saved as a transparent image. Transparent gif image could then be used for letterhead near text without obscuring that text.





Image with 'sun' effect added. This image was never used.

## Hotel Name Development

## Possible Fonts for Letterhead

Trebuchet MS

Abadi MT Condensed

Modern NO.20

Verdana

Arial

Alba ← Super This font selected

Andy

YEARBOOK OUTLINE

Baskerville Old Face

Britannic Bold

Dotum

Forte

**Eurostar Black**

Freshbot

Jokewood

Matura MT Script Capitals

**Castellar**

Metro Nouveau

Plump MT

**Haettenschweiler**

Snowdrift

Allegro BT

Lucida Blackletter

The Royal Oak Hotel

Font size 28 used

*The Royal Oak Hotel*

Name further enhanced with italics. Name then typed into art package in same font/size and saved as transparent gif for maximum flexibility when creating letterhead.

***The Royal Oak Hotel***

***The Royal Oak Hotel***





# *The Royal Oak Hotel*

The Royal Oak Hotel, 123 Great Street, Newtown, I12 B3, Andorra

Tel: 0121 123 4567 Fax: 0121 765 4321

E-mail: [oak@noone.co.uk](mailto:oak@noone.co.uk) Website: [www.beagle2.com](http://www.beagle2.com)

Date

Complainant's address

Dear,

Sincerely,

Date

Complainant's address

Dear,

(Thank you for your letter, state date of letter, also identify the complaint made.)

(Say that you have investigated, state outcome of investigation, mention if it is fault of hotel, say what was the problem and how it has been fixed/prevented in future, state how you will respond to any demands of the complaint. Maybe split into 2 paragraphs here. Give impression that complaint is being taken seriously/or dismiss complaint?)

(Make any further apologies/leave the complainant as reassured as possible, finish off letter)

Sincerely,

John Smith

**Ideas for possible for complaint scenario:**

**Food Poisoning/Food issues**

**Too much noise**

**Leaky/blocked toilet**

**Inadequate facilities/facilities not up to advertised standard**

**Hotel under construction**

**Trivial complaint (dismissed by hotel)**

**Unsatisfactory opening hours**

**Hotel at unsuitable/unadvertised location**



# *The Royal Oak Hotel*

The Royal Oak Hotel, 123 Great Street, Newtown, I12 B3, Andorra

Tel: 0121 123 4567 Fax: 0121 765 4321

E-mail: [oak@noone.co.uk](mailto:oak@noone.co.uk) Website: [www.beagle2.com](http://www.beagle2.com)

Tuesday, 26 April 2005

Customer Address

Dear,

Thank you for your letter dated 31/04/2004 regarding the WC facilities in our hotel.

We take complaints from our customers very seriously and have investigated this matter fully. We fully accept that the WC facilities in your room had a leak during the period of your stay (21/06/2003 – 26/06/2003). However our records indicate this problem remained unreported until 26/06/2003, while in your letter it was stated that staff were informed on the 22/06/2003. It was therefore not possible to rectify the situation before your departure.

While we acknowledge that staff may have been verbally informed of the situation as stated in your letter, the matter was not formally reported until later. We refer you to the hotel guide that all guests are given upon arrival which include therein the proper procedures for reporting problems to staff. It is the responsibility of all guests to familiarise themselves with this documentation upon arrival. It is not the policy of the hotel to recompense guests for problems which arise because of a failure to study the material provided. It would therefore be inappropriate for us to offer you compensation on this occasion.

We nevertheless apologise for the inconvenience caused and hope that this unfortunate incident will not deter you from being our guest at any of our hotels in the future as we always endeavour to maintain a high quality of service for all our customers.

Sincerely,

Mr John Smith

Customer Enquiries Manager

Mr Gordon Bennett  
27 Tree Street  
Milton Keynes  
C18 IRA

Tuesday, 26 April 2005

Dear Mr Bennett,

Thank you for your letter dated 31/04/2004 regarding the WC facilities in our hotel.

We take complaints from our customers very seriously and have investigated this matter fully. We accept that the WC facilities in your room had a leak during the period of your stay (21/06/2003 – 26/06/2003). However our records indicate this problem remained unreported until 26/06/2003, while in your letter it was stated that staff were informed on the 22/06/2003. It was therefore not possible to rectify the situation before your departure.

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We nevertheless apologise for the inconvenience caused and hope that this unfortunate incident will not deter you from being our guest at any of our hotels in the future as we endeavour to maintain a high quality of service for all our customers.

Sincerely,

Mr John Smith

Customer Enquiries Manager



## Evaluation

The first thing I did was to collect examples of letterheads together so I could get some ideas about a possible layout for the hotel letter. I then sketched out some possible layers which were mostly based on the sample letterheads. One particular layout was chosen simply because I liked it. It may have been better if I had planned the layout more rather than attempting to implement a design from a single sketch. I could have produced rough layouts on a computer, altered the size of the letterhead, tried different borders, edited colours, added boxes etc. Once I had produced the hotel logo and lettering I found that I was limited in how I could arrange them together.

As I knew I would be unable to produce high quality art, I searched the web for suitable hotel clipart to use for the “Royal Oak Hotel” hotel logo. The word “Royal” suggested a large and upmarket hotel while “Oak” suggested trees and foliage. The clipart I ultimately chose evoked the name of the hotel fairly well considering how hard I found it to locate hotel clipart that was remotely suitable. However, with hindsight I should have not just thought in terms of a single clipart image. If I was doing it again I would probably try to combine clipart by adding elements such as a crown, coat of arms or oak tree to make the image more fitting. The hotel would probably use their “royal” status in some way to their advantage on the letterhead but this factor is missing from my work.

I changed the hotel image to make it look more professional. The subtle perspective change was a good idea because it makes the hotel look more grand. The darkening of the image was also subtle but the image was a bit too faint. It was essential to save the images in a transparent format so they could be moved close to text without obscuring it with its border.

In retrospect the choice of font evoked too much of the nightclub feel and it would have been better to something more regal. At first I thought it would be desirable to alter the hotel title in an art package with special effects so it was saved as an image. When I came to produce the letter itself the title was therefore inserted into the document as an image. This limited my ability to change the title because it was an image that could not be resized without potential distortion. In the end there were no special effects added to the image so it may have been better to simply insert a text box since then the font could be changed at will.

I started the first draft of the letter by putting the letterhead elements together as sketched on the layout with a very basic outline of the letter structure. On the second draft I tried to improve the letterhead by pushing the elements closer together to eliminate the gaps which I felt made it look unprofessional. I also eliminated the box around the address because it made the letterhead look too square.

On the second draft I wrote down ideas for the structure of the letter. I tried to incorporate as many elements as possible from the web research about responding to letters of complaint. It would have been very difficult to write any letter without planning the structure first. At this point I was still considering what the subject of the complaint would be and listed ideas on the draft.

The third draft was my first attempt at producing the letter itself. Perhaps it would have been better to produce a rough plan of the letter contents now that I had decided on the subject of the complaint. I wrote the letter according to the structure planned in the previous draft.

When I wrote the letter I was constantly aware of the tone. I tried to add as many 'professional' words as possible without including unnecessary words which could make the sentences too long. I wanted to add a good deal of corporate-speak such as taking 'responsibility', the hotel 'policy', 'high quality of customer service', 'verbally informed', 'proper procedures' and 'investigation'. The subject of the complaint was about toilets so I was able to add the euphemism of 'WC facilities' and refer to the problem as the 'situation' or 'incident' to make it sound even more formal.

In the final version of the letter I removed a few words to make it more concise and now prevented the date in the second paragraph from being split over two lines. The address of the complainant was added and the date was moved to below the address when I realised that this was the proper place for it.

I feel the final letter looks professional and captures the correct tone for the situation. It could be argued that the final paragraph could have been split down into two or more sentences. I suggest that this sentence is left as an example of the highly formal but contrived language that sometimes appears in letters of this type.

## Information Sources

Sample letterheads...

Company Name	Location	Type of organisation
Andrew Martin	Sutton Coldfield	Optician
Eurocom	Derby	Entertainment Software
Kalamazoo UCS	Birmingham	Information Technology
C.A.T.S.	Banbury	Computer Assembly Training
St. Patrick's Missionary Society	Surrey	Charity

Clipart websites...

<http://www.coolarchive.com/clipart.cfm?parameter=Buildings%20and%20Houses>

<http://www.horton-szar.net/clipart/buildings.php>

<http://systemaxonline.com/clipart/buildings1.htm>

Article on 'responding to a complaint letter' (see bottom of web page)...

<http://www.alexcommunications.com/articles.htm>

Book on letter writing...

Universal Letter Writer, *Andrew Elliot*, publish by Clarion 1995

## COMMENTARY

### Task b(i)

There are reasonably detailed hand drawn plans but there is no annotation on the drafts. It would be better to include drafts with hand written annotation. The stages of the letter development have been explained in the evaluation.

There is good use of the standard layout of a letter. The letter does not include a variety of types of information, however to include other types of information such as graphs, borders would not be appropriate in this instance.

The final letter has no obvious errors. If a candidate produces documents that are almost error free it is not acceptable to introduce errors in order to evidence that error checking has been done. It would be best practice for the teacher to write a witness statement to say that they have observed the candidate doing on screen error checking.

A good bibliography has been included.

Overall this has good evidence for **Mark Band 3** and a mark of **8** could be awarded.

### Task b(ii)

There is very thorough evidence of adapting clipart. The final letter is of a professional standard. A full mark of **10, Mark Band 3**, should be awarded.

### Task b(iii)

The text style, page layout and paragraph formatting are appropriate. There is an appropriate combination of text and graphics.

There is no overt evidence of any automation having been used. The candidate may have used a template but it is not clear. A mark in Mark Band 3 could have been awarded if it was clear that a template had been used.

This task is more likely to be fully met with other documents.

A mark of **7, Mark Band 2**, can be awarded.

### Task b(iv)

A very thorough evaluation that includes an analysis of the candidate's experiences and how a similar task might be approached in future has been given. The candidate



has also identified strengths and weaknesses of the drafts and described how they were refined.

A mark of **7**, **Mark Band 3**, can be awarded.

### **Task b(v)**

This document does not provide any evidence for b(v).

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]	8/10
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]	10/10
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]	7/10
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]	7/7
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]	n/a/6