
Exemplar 1

INTRODUCTION

The following pages contain an extract from the portfolio of candidate CF, containing evidence for **one** of the tasks set out in the [Assessment Evidence Grid](#) for Unit 1: *Using ICT to Communicate*.

What you need to do:
Your evidence needs to include: a: [AO2] a report comparing two types of business document from each of three organisations [7];

The extract is the comparison of only **one** document, a publicity flyer, from three organisations.

The candidate also supplied scanned copies of each of the flyers, set into Word documents, but these have not been included here for copyright reasons. Such materials should be submitted as part of the portfolio evidence if relevant.

It should be assumed that the comparison of the second document was done at the same level.

The commentary following the extract shows how the work has been assessed and the mark awarded. Symbols have been added to the text by the assessor to indicate where the candidate has made relevant points – the key is provided in the commentary.

Publicity Flyer Comparisons

A publicity flyer is a document that is used by businesses to sell or promote a service, product or give information to customers or potential customers. A flyer should:

- Give the reader information about the service/product.
- Persuade the reader why they need or should have the service/product.
- Tell the reader how to get the service/product.
- Identify the company.

A flyer could be dropped through a letterbox or directly mailed to someone.

Sky flyer

The flyer is on a piece of paper that is larger than A4. The flyer is double sided and has a three page fold. The paper used is glossy paper. The flyer is trying to persuade the reader to take out a Sky package.

The front page uses a number of eye catching techniques. As the bottom of the page is a picture of 'The Simpsons'. This is one of the popular programs shown on one of the Sky channels. The Simpson family are also easily identifiable. Text is written over the picture. It says 'Sky One' which identifies the channel that The Simpsons can be found on. It also says 'Brand new Simpsons only on Sky One'. This is a selling point for Sky as it is trying to persuade people why they should have Sky installed, particularly as The Simpsons can be found on other television channels. The other technique used to catch people's eye is the use of large red lettering at the top of the page. The red lettering identifies the company and that it is referring to TV. In larger red lettering is also the word 'FREE'. This is meant to draw people in so that they read more to find out what they are being offered for free. Below the red lettering the word FREE is repeated but this time in blue. This time the word is included in a graphic which is meant to look like someone has stamped a rubber stamp across the page. There are three tick boxes which say what is being offered for free. Below this is a line which says that there further details about the offer inside the flyer, inviting the person to open out the flyer to find out more. At the top of the front page with white lettering on a blue background are the words 'OFFER ENDS March 3 2005'. This is meant to persuade the reader that the offer is short term and that they need to hurry if they want to take advantage of it[†].

When the reader opens the front page of the flyer they again see the words 'SKY TV FREE' with the added detail that the free bit is for 1 month. The graphic from the front page which looks like a rubber stamp image is also repeated. Below this in smaller blue text is further detail relating to the offer. It is in smaller text because once the reader has decided that they want to find out more about the offer then they will continue reading the page anyway. The date that the offer ends is repeated but it is in a different colour to make it stand out from the remaining text. Below the blue text there are two pictures from two of Sky's channels with the text/logo of the channel written across the picture. Right at the bottom of the page is the small print. This is

text that must be included to tell a person about the conditions of the offer. This text cannot be read unless the reader opens out the next page/flap of the flyer.

When the flyer is completely opened out the reader has more information. On the central page there are more images of different Sky programs on offer. Across each picture are the name of the program and the logo of the Sky channel. Below the pictures is a heading such as 'Fantastic Films', 'Daring Documentaries' and 'Action-Packed Sports'. The use of the words fantastic, daring, action-packed and new are all used to persuade the reader that what Sky has to offer is exciting[†]. Again the word FREE is repeated in large bold lettering to remind the reader that they can get these exciting programs for free.

On the third page are details of the Sky packages available. This page is not as colourful as the previous pages but it still includes graphics to break up the text. The page is also set out like a set of instructions. The text is bulleted into three simple steps. This makes the process of taking up the offer appear easy. The first set of graphics shows some of the Sky packages available. Each graphic includes the name of the package and then logos of the different TV channels. At the bottom of each graphic is the monthly price that a subscriber would have to pay with the words 'Free for a month' in red lettering 'stamped' across the price. There is then information about the equipment that is needed along with pictures of the equipment. Lastly there is a phone number to contact if you want to take advantage of the offer. The phone number is in large lettering to make it stand out from the rest of the text.

Pages 5 and 6 of the flyer include large colourful images of programs from different Sky channels. Across each image are the name of the program and the logo of the channel. Across the top of these two pages is a banner of white lettering on a blue background with the words 'February Highlights'.

Housestyle

The Sky website and flyer both use the same set of logos that identify each channel and Sky as a whole. The font style looks very similar however there does not appear to be a company colour that is used on both documents[§].

Tesco flyer

The Tesco flyer is slightly smaller than an A4 piece of paper. The flyer has been printed double sided on glossy paper. The flyer is trying to persuade the reader to buy Mother's Day flowers**.

On the front page of the flyer is a large picture of flowers with the wording 'Mother's Day Bouquets' and 'Sunday 6th March' written across it. The wording is in green which reinforces the green colouring of the leaves in the picture. At the top of the page there is a graphic which looks like two tabs on a webpage. To reinforce this idea there is also the image of an arrowhead cursor pointing to the tab that says 'Flowers'. At the bottom of the page there is a green box with white lettering telling the reader how to get hold of flowers. Flowers can be obtained either by calling a number which is given in large lettering or by using a website. The website address is given in a smaller red box with white lettering.

When the flyer is opened out the reader immediately sees more images of flowers. Each image has next to it the name of the bouquet that can be ordered e.g. Mother's Day Posy. The names of the bouquets are given in large bold green lettering with an arrow pointing from the heading to the correct picture. Below each heading, in smaller writing, is a description of what is included in the bouquet and then a price is given in large lettering. This has the effect that the reader can see the bouquet, see its name and see the cost without having to read too much text^{††}. Below each price a second 'online' price is stated. This price is slightly cheaper than the 'normal' price. The offers available are stated by the use of graphics that look like rubber stamp images. The offers available are 'Save 5% when you order online' and 'Free delivery'. At the top of the second page are, again, graphics that look like tabs on web pages and the image of a cursor. There is also text that tells the reader that there are more bouquets, other than the pictures in the flyer, that can be seen on the website. On the third page the website address and telephone numbering for ordering flowers is repeated. In smaller lettering the dates that the delivery service is available is given.

On the back page of the flyer are two more pictures of flowers along with their title, description and prices. At the top of the page are again graphics reflecting tabs on web pages and a cursor. On each page the pair of tabs includes different wording that highlights the information given on that page. On the back page there is also further information about how and when to order the flowers with details of the delivery method. At the bottom of the page is a reminder that all their flowers can be seen online (large white lettering on a dark green background) and also the small print. The small print is given in small dark green lettering on a light green background. This is text that must be included to tell a person about the conditions of the service.

The language used in the flyer is persuasive. The language used to describe the flowers (delicately arranged, elegant yet subtle, expertly arranged, exotic) suggests that the flowers that will be sent will appear to be fancy rather than an ordinary bunch of flowers^{††}.

Housestyle

There is not an obvious housestyle used on both the website and the flyer. The Tesco logo does not appear on the flyer but the word 'extra' on the front of the flyer does have a small amount of underlining similar to that used in the Tesco logo. Housestyle is not obvious at all on the flyer. The only way that Tesco is identified is because the name appears as part of the website address.

The Legal and General flyer

The Legal and General flyer is printed on a long narrow piece of paper that is the same as 4 A5 pages placed side by side. The flyer is folded into four and is printed double sided. It is trying to persuade the reader to buy Home Contents Insurance^{ss}.

On the front page of the flyer is a large picture of two people looking very happy and throwing money into the air. At the top of the page in small black lettering is the name of the product that is being advertised, 'Legal and General Home Insurance'. Below the picture in large red lettering are the words 'You could save up to £80'. The lettering is red to make it eye catching and make the reader want to find out how they could save money^{***}. Below the red lettering but in black bold lettering is information telling the reader what product would give them this saving. If the reader continues reader then they are told, in smaller black lettering, of further offers available with this product. At the bottom of the page is the name of the company and its logo, a colourful umbrella.

When the reader opens up the first page of the flyer they see a lot of text. The background colour for the flyer is white with either red or black text on it. The red text is used for headings at the top of each page and some sub-headings. The black text is used for sub-headings and the general text. All headings/sub-headings are in bold to make them stand out. The second page gives more detail about the £80 saving that could be made and the additional offers that were given on the front page. At the bottom of the page there is an additional benefit highlighted for the reader. The additional benefit is written in a box with a narrow red border to make it stand out.

Opposite the second page the reader is given more information about standard features included in the product that Legal and General are selling.

As the flyer is opened out there is a table that compares the product being advertised with similar products offered by other companies. The table has a red heading to draw the users eye in. Below the table in small print are details of the figures given in the table. This is to make the information clearer for the comparison. However the important information detailing the saving is given in the table if the reader is just scanning through the flyer.

There is a page with simple instructions for the reader if they want to take advantage of the offer. The telephone number and the fact that it is a free call is given in old red lettering. A website is also given so that the reader has another option of buying the product.

At the end of the flyer there is a page with a perforated edge. This page can be detached from the rest of the flyer. The reader is then invited to complete some personal details so that they can send them to the company to be contacted at a time when they may want to buy the product on offer.

The flyer is not very eye catching. There is a lot of text. It is only likely to be read by someone who is already interested in the product. A lot of the text is not persuasive.

The flyer just gives details about the product and the offers that go with it^{††}. The most persuasive part of the document is the table with the comparisons in it.

Housestyle

Legal and General are easily identifiable on the website and the flyer with the use of the company logo which includes a bright, eye-catching umbrella as well as the company name. Fonts used in the documents are not similar^{†††}.

Good/bad points for each flyer

	Good Points	Bad points
Sky flyer	<ul style="list-style-type: none"> • Colourful • Eye-catching • Easy to identify the product being promoted 	<ul style="list-style-type: none"> • Difficult to read text written over pictures
Tesco flyer	<ul style="list-style-type: none"> • Easy to see what product is being advertised • Colourful pictures used • Writing is persuasive 	<ul style="list-style-type: none"> • Company not easily identifiable • Image of cursor is blocky – have probably used an enlarged cursor image. Gives the appearance of an old computer / old system
Legal and General flyer	<ul style="list-style-type: none"> • Company easily identified • Have facility to send off for information at a later date 	<ul style="list-style-type: none"> • Not colourful • Not eye-catching • Boring to look at • Text is more factual than persuasive

COMMENTARY

There are very detailed descriptions of each document that incorporate good points of both writing and presentation styles and how these contribute to meeting the purpose. These have been identified by added symbols in the text – explanation is below. The table provides details of the good and bad points of the presentation of each document.

House style across both documents has been discussed but there is no discussion of improvements that could be made to the flyers and so a mark in **Mark Band 2** can be awarded.

Because there are no bad points for writing style identified and no improvements have been suggested, a mark of **4** would be awarded.

How you will be assessed:					
Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
a	AO2	You describe the layout and/or purpose of the six collected documents, identifying some good and some bad points about the writing and/or presentation styles of similar items; you make little comment on their suitability for purpose, use of housestyle and/or how they could be improved; your report may contain errors in spelling, punctuation and grammar; [0 1 2 3]	you describe the layout and purpose of the six collected documents, identifying good and bad points about the writing and presentation styles of similar items; you make some comment on their suitability for purpose, use of housestyle and/or how they could be improved; your report will contain few spelling, punctuation and grammar errors; [4 5]	you describe in detail the layout and purpose of the six collected documents, accurately identifying good and bad points about the writing and presentation styles of similar items; you comment on their suitability for purpose, use of housestyle and how they could be improved; your report will be consistently well structured and there will be few, if any, spelling, punctuation and grammar errors. [6 7]	4/7

* Description of presentation style

† Description of purpose of flyer

‡ Description of writing style

§ Brief description of housestyle

** Statement of purpose of document

†† Description of presentation style

‡‡ Description of writing style

§§ Statement of purpose of document

*** Description of presentation style

††† Description of writing style

‡‡‡ Discussion of housestyle across both documents