

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate.

Unit Title	12 Publishing	Unit Code	G051	Session	Jan / June	Year	2	0	0
Centre Name						Centre Number			
Candidate Name						Candidate Number			

Evidence: a: [AO2] notes taken during an initial, and any subsequent, meeting with a client, negotiating and amending a brief for the production of a camera ready copy (CRC) document; b: [AO1/3] evidence of the drafting and production of a CRC of your final document to meet the brief and, in doing so, show that you can create and capture images, as well as import material from other packages, utilise object libraries such as clip art, and select and further develop images to meet the style and content of the final copy as negotiated with the client; c: [AO1/2] a CRC document, of at least ten pages, that combines different types of information presented to the client for approval together with a letter which correctly describes the final production stage and external factors which may affect completion of the final published document; d: [AO4] an evaluation of both the layout and content of your final copy and your performance

Criteria			Teacher Comment	Page No.		
<p>a.1: You produce notes taken during the negotiation of a brief with the client that evidence discussion of possible software solutions together with some discussion of alternative solutions; you do not consider deadlines;</p> <p style="text-align: right;">[0 1 2]</p>	<p>a.2: you produce notes taken during the negotiation and subsequent meetings with the client that evidence a full discussion of possible software solutions, together with a full discussion of alternative solutions; you agree deadlines;</p> <p style="text-align: right;">[3 4]</p>	<p>a.3: you produce notes taken during the negotiation and subsequent meetings with the client that fully evidence all discussions of all possible software solutions together with the implications of each of these solutions; you agree deadlines.</p> <p style="text-align: right;">[5]</p>	<table border="1" style="width: 100%; height: 100px;"> <tr><td style="text-align: center;">Mark</td></tr> <tr><td style="height: 80px;"></td></tr> </table>	Mark		
Mark						
<p>b (i).1: You produce different types of information to be used in the final copy;</p> <p style="text-align: right;">[0 1 2 3]</p>	<p>b (i).2: you produce different types of information for inclusion in the final copy, some of which need to show evidence of information having been manipulated to explore different styles of presentation;</p> <p style="text-align: right;">[4 5 6]</p>	<p>b (i).3: you produce, edit and use a variety of types of information for inclusion in the final copy, showing clear evidence of the use of a comprehensive range of editing and manipulation tools available within the appropriate applications package in order to explore different means of presenting the same information.</p> <p style="text-align: right;">[7 8 9]</p>	<table border="1" style="width: 100%; height: 100px;"> <tr><td style="text-align: center;">Mark</td></tr> <tr><td style="height: 80px;"></td></tr> </table>	Mark		
Mark						
<p>b (ii).1: You follow the design stage processes, including most of the following: sketching different initial document designs, following house style, creating master page layouts, presenting page proofs, producing artwork sketches, setting text orientation and creating style sheets;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>b (ii).2: you follow and demonstrate through annotation all design stage processes, including sketching different initial document designs, following house style, creating master page layouts, presenting page proofs, producing artwork sketches, setting text orientation and creating style sheets;</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>b (ii).3: you follow and demonstrate through identification and explanation all design stage processes, including sketching different initial document designs, following house style, creating master page layouts, presenting page proofs, producing artwork sketches, setting text orientation and creating style sheets.</p> <p style="text-align: right;">[9 10 11 12]</p>	<table border="1" style="width: 100%; height: 100px;"> <tr><td style="text-align: center;">Mark</td></tr> <tr><td style="height: 80px;"></td></tr> </table>	Mark		
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Criteria			Teacher Comment			Page No.		
<p>c (i).1: You produce a CRC of the agreed design that combines information; the document is appropriate for the audience and is free from errors; there is little evidence of the use of editing and formatting techniques;</p> <p style="text-align: right;">[0 1 2]</p>	<p>c (i).2: you produce a CRC of the agreed design that combines information used in an appropriate manner; the document shows clear evidence of using more than four text styles, more than two text attributes, and of editing a piece of imported text;</p> <p style="text-align: right;">[3 4]</p>	<p>c (i).3: you will produce a CRC of the agreed design that combines information used in an appropriate manner; the document shows clear evidence of using more than four text styles, more than two text attributes, and of editing a piece of imported text; there is clear evidence of the effective use of advanced editing and formatting techniques.</p> <p style="text-align: right;">[5 6]</p>						
							Mark	
<p>c (ii).1: You produce a final letter that presents the CRC to the client for their approval with little or no consideration of how the project could be broken down into a series of stages;</p> <p style="text-align: right;">[0 1]</p>	<p>c (ii).2: you produce a final letter that presents the CRC document to the client for their approval, together with a full breakdown of the further stages required in the production of the final published document;</p> <p style="text-align: right;">[2]</p>	<p>c (ii).3: you produce a final letter that presents the CRC document to the client for their approval, together with a full breakdown of the further stages required in the production of the final published document; the letter also explains how the final product can be altered at a later stage.</p> <p style="text-align: right;">[3]</p>						
							Mark	
<p>d.1: You comment on the effectiveness of the CRC, with some overall indication of how the work may be improved, together with a description of how the CRC document was produced, with some suggestions as to how they may be more efficient in the future; your report may contain errors in spelling, punctuation and grammar; you comment on your actions and role in solving the problem and identify areas for improvement;</p> <p style="text-align: right;">[0 1 2 3 4 5]</p>	<p>d.2: you provide an analysis of the CRC, identifying the strengths and weaknesses in order to refine the solution, taking account of the client's feedback together with a description of how you produced the CRC document; your report contains few spelling, punctuation and grammar errors; you include an analysis on your own performance by identifying strengths and weaknesses, with some suggestions for improvement to the overall process;</p> <p style="text-align: right;">[6 7 8 9 10]</p>	<p>d.3: you provide a full critical analysis of the CRC, identifying how well it meets the initial brief and any subsequent refinements, taking account of user feedback, together with a discussion of how you produced the CRC document following the negotiation of the brief through to the submission of the document for approval; your report is consistently well-structured and there are few, if any, spelling, punctuation and grammar errors; you include an analysis on your own performance by identifying strengths and weaknesses and use this analysis to show how you will address these issues to be more effective in the future.</p> <p style="text-align: right;">[11 12 13 14 15]</p>						
							Mark	
Total/50								
If this work is a re-sit, please tick		Session and Year of previous submission	Jan / June	2	0	0	Please tick to indicate this work has been standardised internally	

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).
A completed Centre Authentication form CCS160 **must** accompany the MS1 when it is sent to the moderator.

Guidance on Completion of this Form

- 1 **One** sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.