

SQA Advanced Unit Specification

General information for centres

Unit title: IT in Business: Desktop Publishing

Unit code: HP0J 47

Superclass: KH

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Unit purpose

This Unit is designed to develop the skills and knowledge involved in the design and production of detailed publications using desktop publishing software. Candidates will be required to prepare desktop published documents combining text and graphics relevant to a working environment. The Unit would be suitable for candidates wishing to develop greater competence in document design, layout and production.

On completion of the Unit the candidate should be able to:

- 1 Evaluate a range of design features.
- 2 Plan and prepare a detailed publication.
- 3 Produce a detailed publication.

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre. However, it would be beneficial if the candidate has knowledge of the text formatting, styles, tables and pictures features of a word processing package as covered in the Unit *IT in Business: Word Processing and Presentation Applications* (HP6G 47) or equivalent, or relevant work experience.

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Credit points and level

1 SQA Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from National 1 to Doctorates.*

Core Skills

The achievement of this Unit gives automatic certification of the following component of the Core Skill Problem Solving:

- ◆ *Planning and Organising* at SCQF Level 5
- ◆ *Critical Thinking* at SCQF Level 5

There are also further opportunities to develop the Core Skills components *Accessing Information* at SCQF Level 5, *Providing/Creating Information* at SCQF Level 5, and *Written Communication (Writing)* at SCQF Level 5. These are highlighted in the Support Notes of this Unit specification.

Context for delivery

If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment

Evidence for this Unit should be generated through assessment undertaken in open-book conditions. In Outcome 1 candidates could use examples from real workplace publications or be given publications produced by organisations for a specific purpose, ie tourist information leaflets; public service information. It is recommended that Outcomes 2 and 3 are assessed together. Candidates should be presented with a short case study and design specification. Planning documentation and production of the publication can be presented electronically or in hard copy format.

Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Evaluate a range of design features.

Knowledge and/or Skills

- ◆ Layout and styles
- ◆ Graphics
- ◆ Colour
- ◆ Typestyle and size
- ◆ Balance
- ◆ White space
- ◆ Contrast

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ identify and describe a range of design features
- ◆ evaluate the appropriateness and effectiveness of these design features
- ◆ explain improvements that could be made to the design features of two publications

Assessment should be undertaken in open-book conditions.

Assessment Guidelines

This Outcome could be assessed using two publications, produced for one or more organisations, to a related theme. The evidence is likely to consist of a submission of approximately 750 words. This may be presented in any appropriate way, for example, hard copy, electronically, written, oral or signed. Candidates should evaluate the design features used in each publication and evaluate the appropriateness and effectiveness of these by referring to consistency of layout and style, graphics, colour, typestyle and size, balance, white space and contrast. There may be opportunities to assess this Outcome using a VLE, hard copy or electronic copies where appropriate.

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Outcome 2

Plan and prepare a detailed publication.

Knowledge and/or Skills

- ◆ Plan work
- ◆ Organise work to meet deadlines
- ◆ Use scanner
- ◆ Create files in different software applications
- ◆ Prepare text and graphics
- ◆ Use graphics tools to create shapes
- ◆ Review files
- ◆ Compose files
- ◆ Create document layout

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ create a draft plan for the publication consisting of two A4 detailed double-sided pages
- ◆ annotate the plan to show clearly placement of prepared and reviewed files
- ◆ use a scanner to produce an electronic file from hard copy and store image electronically for use in final publication
- ◆ create files from given data
- ◆ construct new image or logo by using multi-layering of graphics and text
- ◆ review and check content of pre-prepared files
- ◆ compose a file from researched data and acknowledge data source

Assessment should be undertaken in open-book conditions.

Assessment Guidelines

Outcomes 2 and 3 may be assessed together. The plan created in Outcome 2 would be used in Outcome 3 to produce the final publication. It is recommended that the plan is reviewed by the assessor before the candidate starts work on producing the publication in Outcome 3.

The candidate should be given a scenario with design brief, including details of where files are stored and what files have to be created. It is envisaged that the brief will be minimal and that the candidate is required to produce a publication that fully utilises all four pages and incorporates the appropriate complexity of construction and design. There may be opportunities to assess this Outcome using a VLE, hard copy or electronic copies where appropriate.

Outcome 3

Produce a detailed publication.

Knowledge and/or Skills

- ◆ Incorporate additional files
- ◆ Master pages
- ◆ Column layout
- ◆ Work with text
- ◆ Create and apply style sheets
- ◆ Apply design features
- ◆ Use of colour
- ◆ Import data into publication
- ◆ Edit scanned image

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ produce a publication to meet specified needs, consisting of two A4 detailed double-sided pages
- ◆ deal with a change to the publication that was not included in the planning stage
- ◆ set up master pages to show binding margins, mirror imaging, page numbers, header and footer
- ◆ use different column layouts within the publication
- ◆ include a variety of typestyles and sizes, including rotated text, reverse text and artistic text
- ◆ create at least two separate styles which will be used within the document
- ◆ apply a range of effective design features including good use of white space, balance, consistency, copy fitting
- ◆ use colour appropriately, including shading/fill elements
- ◆ import data from three other applications and edit the scanned image

Assessment should be undertaken in open-book conditions.

Assessment Guidelines

Outcomes 2 and 3 may be assessed together. The candidate would be given a further publication brief based on the scenario used in Outcome 2, including details of how the final publication is to be produced and on which output media. This could include details of changes to be made following the planning and preparation carried out in Outcome 2, for example, an additional file to be placed within a particular page of the publication. There may be opportunities to assess this Outcome using a VLE, hard copy or electronic copies where appropriate.

Unit specification: support notes

Unit title: IT in Business: Desktop Publishing

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit may form part of a group award or be completed as a free-standing Unit.

The Unit is designed to develop skills and knowledge involved in the design and production of desktop published documents of the standard required in the workplace to produce such things as in-house newsletters, adverts, flyers, brochures or general promotional material. The candidate can be introduced to the Unit by outlining the similarities between word processing and desktop publishing software with a further outline of the advantages of using desktop publishing software for ease of layout and design. The Unit is not intended to deliver skills and knowledge required for specialist design or publishing work but is aimed at candidates who wish to acquire a range of skills appropriate to general, multi-tasking office administration. Looking at job specifications for Administrators with DTP skills would allow candidates to see what is required in this vocational area.

It is assumed that tutors will emphasise current legal and regulatory requirements affecting publications. These requirements have already been covered in IT in Business: Word Processing and Presentation Applications and Office Administration Units. However if this Unit is being delivered on a stand-alone basis tutors should raise awareness of the legal and regulatory requirements — disability legislation (text sizes, readability, etc), data protection, health and safety (screen based).

This Unit should encourage realistic workplace practices and work standards, using industry standard hardware and software.

Outcome 2

Candidates will plan and prepare a publication using a design brief based on a short scenario, eg administrative support in marketing department with remit to prepare staff newsletter. The evidence for this Outcome may comprise a rough sketch showing placement of files and ideas on design features to be used. The final plan should comprise a grid using features of desktop publishing software, eg layout guides. Candidates should produce an image to be scanned which could be a drawing or a photograph. Candidates will be familiar with basic file handling within word, spreadsheet and database software applications; scanner software and hardware. Where pre-prepared files are used candidates should review these before use, checking content and layout. The multi-layering of the graphic could be produced within a word application and then imported into the publication in Outcome 3.

Outcome 3

Using the design brief and scenario in Outcome 2 the candidate will then produce the publication using the appropriate industry standard desktop publishing software. They should meet deadlines and proof read work carefully during the preparation stage, ie reviewing files and producing the final publication. They should also deal with an interruption as would be the case in a vocational setting and make changes to the publication accordingly. There would be no requirement to amend the original plans. Candidates should be able to set up master pages and include binding margins, page numbers, header and footer. Where multiple pages are being produced mirror imaging should be addressed. Candidates should include a variety of typestyles and sizes, including rotated text, reverse text and artistic text and create at least two separate styles which will be used within the document. These style sheets may include the following:

- ◆ font face, size, emphasis, alignment and leading
- ◆ paragraph spacing
- ◆ indents and tabs
- ◆ bullets

Throughout the preparation of practical tasks the candidate should take account of design features evaluated in Outcome 1 and apply these to the publications.

Candidates should be encouraged to use colour appropriately, including shading/fill elements.

Word, spreadsheet and database software may be used to access files to be imported into the publication and candidates should be aware of how to edit scanned images within the desktop publishing software.

Guidance on the delivery and assessment of this Unit

Where this Unit is delivered within an SQA Advanced Group Award, opportunities may be taken to link with other Units within the Group Award and a holistic approach adopted for both delivery and assessment.

Outcome 1

Candidates could be provided with two publications, which offer a contrast of different design features (for example, a comparison between a well designed and poorly designed). The publications should provide sufficient basis for an evaluation of three specified design features used in publications. The three features to evaluate could be contained across both publications. Candidates should explain how effectively and appropriately features have been used and comment on their impact on the publication.

During the delivery of the Unit candidates could be encouraged to gather publications which they have received. These could be grouped into 'themed batches', ie flyers for specific services, for discussion, review of design features and to give feedback on.

Outcome 2

The publication should be based on a themed scenario, which will require candidates to produce work to a minimal design brief. The majority of files to be contained in the document should be provided for the candidate and consist of a range of data types (eg word, spreadsheet, database etc) and graphics (from clipart and scanned files). Candidates are also required to create files from given text, research information, compose text and scan data (text and/or graphics) for inclusion. While some instructions relating to layout and design should be given, candidates should be expected to use own judgement and ideas and apply their knowledge and understanding of the application features and good design techniques.

Likely scenarios may include:

- ◆ a promotional booklet for a new hotel/leisure club
- ◆ an in-house publication
- ◆ a school prospectus
- ◆ a company newsletter
- ◆ programme of cultural events/festival

During the planning and preparation stage, candidates should be expected to complete the task without undue assistance and be encouraged to use their own judgement and ideas, seek solutions and work out uncertainties for themselves.

The task should be realistic and appropriate to the work that candidates undertaking a course in Administration and Information Technology might be expected to carry out. For example, the level of planning should be realistic and involve only a very basic outline of ideas of how the work will be tackled or organised. Plans for design should not be detailed but may be confined to a sketch of ideas for master pages, styles and headings, etc. Use of software to prepare grid for placement of files should be explored.

An ideal scenario would be the production of the first newsletter for a company, which includes a variety of articles and graphics. Articles could include news from around the branches, staff events, industry news, training opportunities, new appointments, company performance and statistics etc. In addition to provided files, candidates could be asked to submit an article of their own (on a given topic such as health and safety) which would require them to access internet or paper-based sources for information. They could also be asked to construct a logo for the newsletter.

Outcome 3

Candidates are taking files they prepared in Outcome 2 to produce the final publication. They will be following a publication brief with regard to the final output and are also taking account of a change that is being made following initial planning and preparation. Throughout the Unit candidates should be given realistic deadlines for the completion of tasks and where possible last minute changes included.

Candidates should apply their knowledge of the desktop publishing design features available within the software package being used.

Opportunities for developing Core Skills

The achievement of this Unit gives automatic certification of the following component of Problem Solving:

- ◆ *Planning and Organising* at SCQF level 5
- ◆ *Critical Thinking* at SCQF Level 5

During Outcome 2 candidates plan a detailed publication by following a limited design brief and meet specific skills in the Planning and Organising component of Problem Solving. They are addressing the specific skills of developing a plan; identifying and obtaining resources to carry out the plan and then carry out the task. Candidates identify and obtain resources by creating and composing files and constructing logos/images. This involves candidates selecting from familiar and unfamiliar sources, including internet searches where appropriate. Candidates then decide how the task will be carried out.

There are also opportunities to develop the following Core Skills components:

- ◆ *Accessing Information* at SCQF level 5
- ◆ *Providing/Creating Information* at SCQF level 5
- ◆ *Written Communication (Writing)* at SCQF level 5

The general skills of using ICT independently, effectively and responsibly to access information is demonstrated in Outcomes 2 and 3 where candidate use the appropriate software to review and prepare files and compose information from researching data, eg using internet search facilities. They would evaluate information to meet the needs of the design brief.

The general skill of using ICT independently, effectively and responsibly to carry out a range of processing tasks is demonstrated in Outcomes 2 and 3 and the specific skills of carrying out a range of processing tasks is carried out by candidates as they work with sources of data created in different software applications. The integration of data is carried out when using the desktop publishing software.

Producing well structured written communication is developed during the Unit as the candidate evaluates the design features demonstrated in different publications. The specific skills of presenting written information in a structured manner with accurate spelling, punctuation, and sentence structure is demonstrated in the evaluation carried out in Outcome 1.

Open learning

If this Unit is delivered by open or distance learning methods, additional resources will be required for candidate support, assessment and quality assurance. It would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

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Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

General information for candidates

Unit title: IT in Business: Desktop Publishing

In the modern business environment, administrators are increasingly having to widen their skills and knowledge in the use of information and communication technologies. Desktop Publishing software is an inexpensive way for small to medium size organisations to produce quality publications for both internal and external use, by utilising the in-house skills of their administrative staff rather than having to procure a publishing specialist. This Unit focuses on the skills and knowledge required to produce quality desktop published documents.

Outcome 1 looks at developing design skills to enable you to produce well-designed publications with a professional appearance.

Outcome 2 will equip you with the skills to plan a publication and organise your work to meet deadlines.

Outcome 3 will enable you to learn a range of advanced software features to apply to publications in order to produce documents to a professional standard.

Assessment is likely to take the form of a combination of case studies and practical tasks.