

Evidence

If you are going to get good marks for this GCSE coursework project it is important that you produce evidence of every task you undertake. There is no point in you doing the work without providing the evidence. If your work is safely stored in your user area and there is no evidence in your portfolio then you will get **NO MARKS** and **FAIL** your GCSE.

Portfolio

To build a portfolio get a set of dividers and add the Assessment objective numbers to them (1 to 5). As you complete a task put the evidence in that section. When you have all the evidence for an assessment objective then complete the checklist and number your pages (by hand) so that you can add page references to your checklist. Place the checklist(s) for each Assessment objective at the front of that section. Use treasury tags or a ring binder to store your work as one booklet.

Marks

Throughout this guide there are helpful highlights to show you where to get your marks and maximise your grades. You should start by seeing what is required of you for each mark grade. You will find throughout this unit that the higher mark grades require more detailed work and a higher level of accuracy.

Tasks shown in **Blue** will get you a Pass mark (C grade equivalent)

Tasks shown in **Pink** will get you a Merit mark (B grade equivalent)

Tasks shown in **Green** will get you a Distinction mark (A grade equivalent)

Scenario

Bouncy Party

The Bouncy Party company has been doing very well and have expanded their business to offer a total party solution as well as bouncy castles. They also still go out to events such as county shows with their bouncy castles and pay to spend the day offering £1 a go bounces for kids.

They now offer the following products

Bouncy castles
Bouncy slides
Face painting
Inflatable attractions (sumo etc)
Bubble makers
Entertainers
Magicians

As they have expanded their business they need to produce a new advertising brochure to send to potential customers. Their previous 4 page brochure is not big enough to advertise all of their products so they would now like brochure that is at least 8 pages long.

Their contact details are.

Bouncy Party
22 Athelstan Avenue
Bridlow
Essex
CM8 9XY

01245 678099

www.bouncy-party.co.uk

Task 1 – Plan a document

Assessment objective 1 is assessed in this task.

You will use internet search engines and offline research to find out about advertising brochures and end users. You should find a variety of different styles and types of brochure and investigate how these are made for different end users.

You will then plan your final brochure in detail including the following

- Rough sketches of your two different designs
- Choice of final design
- Detailed sketch of final design
- Explanation of appropriate software
- Timescale for completion of brochure

To show the style of your brochure you should produce no more than 2 A4 pages to illustrate each alternative (front page and one inside page)

To achieve a pass you must:

- Research a few brochures
- Research a few end users requirements
- Produce basic plans including
 - Sketches
 - Identification of software used
 - Choice of final design
- Show some links between your research and design
- Give an indication of the time needed

To progress to Merit or Distinction you will also need to show evidence of:

- Research from a range of identified sources
- Plans which meet the requirements of the brief including at least two sketches
- Links between research and design
- A clear timescale

To progress to Distinction you will also need to show evidence of:

- Research from a wide range of identified sources
- Comprehensive design plans
- Clear evidence linking research and designs
- A clear and realistic timescale

(Evidence can be in the form of annotated screenshots, printouts, annotated documents)

Task 2 – Create Styles

Assessment objective 2 is assessed in this task.

You must now create the styles you will use in the document. Creating styles in advance ensures consistency within your final product. You will need to create **three** separate styles. When creating your styles you should consider including

- Font face, size, emphasis, alignment and leading
- Paragraph spacing
- Indents and tabs
- Bullets

You will have the opportunity to use these styles within the document.

To achieve a pass you must:

- Create three styles
- Each style will include at least one aspect from each of the following
 - Font (face, size, emphasis, alignment or leading)
 - Paragraph spacing
 - Indents or tabs

These styles may or may not be fit for purpose

To progress to Merit or Distinction you will also need to show evidence of:

- Create three styles
- Each style will include the full range of each of the following
 - Font (face, size, emphasis, alignment or leading)
 - Paragraph spacing
 - Indents or tabs

These styles will mostly be fit for purpose

To progress to Distinction you will also need to show evidence of:

- Create three styles
- Each style will include the full range of each of the following
 - Font (face, size, emphasis, alignment or leading)
 - Paragraph spacing
 - Indents or tabs
 - Bullets

The styles will be fit for purpose

(Evidence for these tasks can be in the form of printouts with annotations)

Task 3 – Select and use tools in desktop publishing

Assessment objective 3 is assessed in this task.

You will produce your brochure using a desktop publishing package.

To achieve a pass you must:

- Produce a simple document using a DTP package
- Import text
- Import graphics

To progress to Merit or Distinction you will also need to show evidence of:

- Produce a detailed document using a DTP package which mostly meets the demands of the brief
- Import text
- Import graphics

Some may not be used appropriately

To progress to Distinction you will also need to show evidence of:

- Produce a detailed document using a DTP package which fully meets the demands of the brief
- Import text
- Import graphics

All will be used appropriately

(Evidence could be printouts of with annotations)

Task 4 - Use drawing tools included with DTP software to create basic shapes for inclusion in your completed publication.

Assessment Objective 4 is assessed in this task.

The owner of Bouncy Party wants you to include original drawings in your brochure.

To achieve a pass you must:

- Create a basic drawing using drawing tools in the DTP software
- Use 2D shapes
- Use some layering

To progress to Merit or Distinction you will also need to show evidence of:

- Create accurate drawings using the drawing tools in the DTP software
- Use a range of 2D shapes
- Use layering
- Use grouping
- Use tools to cut and paste, copy and crop
- Combine different shapes to make a more complex whole
- Use a range of text styles and effects

To progress to Distinction you will also need to show evidence of:

- Create complex shapes which clearly suit the needs of the brief and the intended audience
- Use a range of 2D shapes
- Use layering
- Use grouping
- Use tools to cut and paste, copy and crop
- Use monochrome and colour fill and shading
- Use lines of different styles and colour
- Use a range of text styles and effects including reverse and artistic text

(Evidence could be annotated screenshots and printouts from your database.)

Task 5 – Prepare publication for print

Assessment Objective 5 is assessed in this task.

The owner of Bouncy Party would like you to prepare the brochure for sending to the printers and write a letter to accompany it.

To achieve a pass you must:

- Proof read your brochure and mark the errors, you may not see them all
- Correct the errors
- Print a proof copy
- Write a covering letter
- Write a brief report outlining the stages between producing the proof copy and the final printing of the document

To progress to Merit or Distinction you will also need to show evidence of:

- Proof read your brochure and mark the errors, you should see most of them
- Correct the errors
- Print a proof copy
- Write a covering letter
- Write a report outlining the stages between producing the proof copy and the final printing of the document

To progress to Distinction you will also need to show evidence of:

- Proof read your brochure and mark the errors, you should see all of them
- Correct the errors
- Print a proof copy
- Write a covering letter
- Write a detailed report outlining the stages between producing the proof copy and the final printing of the document

(Evidence could be printouts of documents, annotated to show errors and revisions where appropriate)