



GCE AS/A level

408/01

**INFORMATION AND
COMMUNICATION TECHNOLOGY**

CONTROLLED TEST

ICT2

PRESENTING INFORMATION

(15 hours maximum)

JUNE 2009

A sports club is holding a one day knock out cup tournament for both adults and children.

As part of this event they must produce.

- (i) a programme about the competitions and details of events taking place on the day.
- (ii) a letter to local companies asking them to sponsor the knock out tournament by placing an advertisement in the programme.
- (iii) a screen-based presentation to be shown to local sporting organisations to encourage them to take part.

In connection with the above, you are required to use ICT hardware and software applications to produce the following:

- (iv) **Task 1** a programme about the tournament and details of events taking place on the day. The programme should also contain suitable adverts for organisations who responded positively to the request for support.
- (v) **Task 2** a mailmerge letter to other organisations asking them to buy advertising space in the programme.
- (vi) **Task 3** a screen based presentation using **either** web pages **or** a PowerPoint type show to inform sporting organisations of the tournament and its prizes.

The assessment criteria for the three tasks are presented below.

Outline Scheme of Assessment

<i>Component</i>	<i>Design of documents</i>	<i>Use of basic features</i>	<i>Use of advanced features</i>	<i>Total</i>
Task 1	6	10	5	21
Task 2	6	6	6	18
Task 3	6	6	6	18
Evaluation				6
Compression and storage techniques				2
Total				65

INFORMATION FOR CANDIDATES

The features which should be incorporated into these three tasks are listed below.

<i>Tasks</i>	<i>Examples</i>	<i>Basic features</i>	<i>Advanced Features</i>
	<i>Candidates choose one only from each task</i>	<i>Candidates should use all of these features</i>	At least five of the following are required to access the higher mark ranges
Task 1 DTP Design & produce a document of at least two A4 sides and containing at least 150 words	<ul style="list-style-type: none"> • Leaflet 	<ul style="list-style-type: none"> • Use of different font styles • Use of different font sizes • Use of bold, centre & underline • Left, right or fully justify • Bullet points • WordArt • Shading effects • Headers and footers • Use of at least two forms of electronic combination of graphical images e.g. <i>scanned images, graphics from the Internet, clipart from disc, digital camera images, graphs from a spreadsheet, graphics from a paint or CAD package</i> • Tables 	<ul style="list-style-type: none"> • Different paragraph formats • Different line spacing • Superscript and subscript • Customised tables • Page or frame borders • Set and use own tabs • Set and use own indents • Watermarks • Pagination • Use of layering (<i>forward and behind</i>)
Task 2 Automated documents Design & produce a document containing automated routines	<ul style="list-style-type: none"> • Mailmerge letters 	<ul style="list-style-type: none"> • Import data from an external source • Design and use of suitable format and layout for data • Ensure automated routines work 	<ul style="list-style-type: none"> • Individual macros or modules created using internal programming capabilities of the software package • Individually designed templates (<i>other than the normal template</i>)
Task 3 Presentation Design & produce a presentation of at least three slides / pages for an audience	<ul style="list-style-type: none"> • PowerPoint presentation • Web pages 	<ul style="list-style-type: none"> • Background styles • Animation effects • Transition effects • Hypertext • Hotspots • Bookmarks 	<ul style="list-style-type: none"> • Use of sound • Use of original video • Use of original animation Flash graphics

Guidance on Design Section

The design stage is crucial to the success of the final product. At this stage candidates should communicate clearly:

- (i) the purpose of each of the documents and each of the pages / slides in their presentation
- (ii) the intended audience / user(s)
- (iii) the image and / or ethos they are trying to convey
- (iv) detailed designs of documents, presentations, or web page, including (as appropriate):
 - explanation of features used including page size, orientation, margin sizes, font styles, font sizes, paragraph styles
 - explanation of any calculated data / automated routines
 - the origin of graphics or other imported data
 - explanation of any pre-processing of images or text
 - navigation routes through the presentation system or web pages
 - explanation of animated effects
 - explanation of bookmarks, hypertext or hotspots
 - explanation of macros and / or templates used
 - settings for tabs or indents
 - explanation of sound, video files, animation and any Flash graphics
 - explanation of how the data might be compressed and stored.

Guidance in Implementation

- All documents and presentations produced should be of a professional standard and suitable for the set task. Leaflets should contain at least 150 words. On screen presentations should contain at least 3 slides or pages.
- No preset wizards or templates should be used. The final documents and presentations should be entirely the candidates own work with the exception of downloaded or electronically combined still images (*such as clipart, photographs etc.*) and sound files.
- Video files will be treated as still images unless produced by the candidate.
- Animated GIFs will be treated as still images unless produced entirely by the candidate.
- In producing mailmerge letters the facilities provided by the software may be used. These letters must be tested with at least 3 to 6 records.

Detailed Assessment Grid

Task 1 – DESKTOP PUBLISHING		
<i>Components</i>	<i>Criteria</i>	<i>Mark</i>
Design of document	Purpose of document / intended user	1
	Image / ethos being conveyed	1
	Detailed design of documents	4
Use of basic features	Use of different font styles and sizes	1
	Use of bold, centre and underline	1
	Justification	1
	Bullet points	1
	WordArt	1
	Shading effects	1
	Headers and footers	1
	Use of at least two forms of electronic combination of graphical images e.g. <i>scanned images, graphics from the Internet, clipart from disc, digital camera images, graphs from a spreadsheet, graphics from a paint or CAD package</i>	2
Tables	1	
Use of advanced features	Each of the following may be awarded one mark - up to a maximum of 5 marks for this section.	
	Different paragraph formats	1
	Different line spacing	1
	Superscript and subscript	1
	Customised tables	1
	Page or frame borders	1
	Set and use own tabs	1
	Set and use own indents	1
	Watermarks	1
	Pagination	1
	Use of layering (<i>forward and behind</i>)	1
	5	

Task 2 – AUTOMATED DOCUMENTS		
<i>Components</i>	<i>Criteria</i>	<i>Mark</i>
Design of document	Purpose of document / intended user	1
	Image / ethos being conveyed	1
	Detailed design of document	4
Use of basic features	Import data from an external source	2
	Use of suitable format and layout for data	2
	Ensure automated routines work	2
Use of advanced features	Individual macros or modules created using internal programming capabilities of the software package	3
	Individually designed templates (<i>other than the normal template</i>)	3

Task 3 – PRESENTATION		
<i>Components</i>	<i>Criteria</i>	<i>Mark</i>
Design of documents	Purpose of document / intended user	1
	Image / ethos being conveyed	1
	Detailed design of documents	4
Use of basic features	Background styles	1
	Animation effects	1
	Transition effects	1
	Hypertext	1
	Hotspots	1
	Bookmarks	1
Use of advanced features	Use of sound	2
	Use of original video	2
	Use of original animation / Flash graphics	2

EVALUATION	
<i>Criteria</i>	<i>Mark</i>
A detailed and critical evaluation of all three tasks which examines the data, system and suggests future modifications <i>5 - 6 marks</i>	6
A detailed evaluation of all tasks, which addresses the system and future modification <i>4 - 3 marks</i>	
Not all tasks have been evaluated or only a brief evaluation of all three tasks and limited suggestions for future modifications. <i>2 - 1 marks</i>	

COMPRESSION AND STORAGE TECHNIQUES	
<i>Criteria</i>	<i>Mark</i>
Identification of method	1
Justification of chosen method	1