

Student Guidance to the Coursework

Name

Unit ICT 2 PRESENTING INFORMATION

This unit requires candidates to use ICT hardware and software applications to solve a problem involving three separate tasks: the production of (i) a document such as a leaflet or magazine (ii) a document containing automated routines, such as a mail merged letter. (iii) a presentation to an audience, such as a web page or PowerPoint type show.

An outline of the requirements of the three tasks is presented in the table below, which lists the features (basic and advanced) that should be included in each submission.

Over view ICT2 Presenting Information Coursework			
Background			
Existing data processing activities			
<i>Tasks</i>	<i>Examples</i>	<i>Basic features</i>	<i>Advanced Features</i>
	<i>Candidates must do all tasks</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 or magazine 	<ul style="list-style-type: none"> ▪ Use of different font styles ▪ Use of different font sizes ▪ Use of bold, centre & underline ▪ Right or fully justify ▪ Autoshapecs ▪ Bullet points ▪ WordArt ▪ Shading effects ▪ Headers and footers ▪ Use of at least two forms of electronic combination of graphical images <i>e.g. 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"> ▪ Customised tables ▪ Different paragraph formats ▪ Different line spacing ▪ Superscript and subscript ▪ Page or frame borders ▪ Set and use own tabs ▪ Set and use own indents ▪ Watermarks ▪ Pagination ▪ Use of layering (<i>forward and behind</i>) ▪ Create own style sheets
Task 2 Automated documents Design & produce documents 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 or standard templates provided by wizards in the software package</i>)
Task 3 Presentation Design & produce a presentation of at least six slides / pages for an audience	<i>Either a</i> <ul style="list-style-type: none"> ▪ PowerPoint type presentation <i>Or</i> <ul style="list-style-type: none"> ▪ 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
DATA COMPRESSION TECHNIQUES		EVALUATION	

Detailed Student guide

Detailed Assessment Grid

Background	<u>Description of the organisation</u> Candidates should clearly describe the where it is, what the organisation is;	2
	<u>Ethos and house style</u> Identification of 3 types of documents used by the organisation.	1
	Analysis of existing publication(s) to determine ‘house style’ Candidates must not confuse image/ ethos with the target audience or used vague phrases... Phrases such as ‘interesting’, ‘informative’, ‘colourful’ are not ethos. In order to gain the mark candidates needed to identify the philosophy, vision or persona being reflected by the document or justify why they used a particular icon or colour scheme.	1
Data processing activities within the organization. <i>These could be actual automated documents or manual documents which have the potential to be an automated activity e.g. membership cards.</i> <i>Alternatively for presentation and web page if none exist at the moment.</i> <i>What does the user want the candidate to produce?</i>	Desktop publishing 1 mark identifies at <u>least 2 documents</u> and states the purpose of each. <i>(if only 1 document then 0 marks)</i> 1 mark <u>4 techniques used</u> e.g. tables, bullets etc. Automated documents 1 mark for details of purpose of the document 1 mark for details of data ‘ <u>could be</u> ’ or ‘ <u>is</u> ’ merged Presentation or web page (Actual or potential) 1 mark for purpose 1 mark for <u>data and special features</u> e.g. video, sound animations <u>which are included or could be included</u>	1 1 1 1 1 1
Notes		

Task 1 – DESKTOP PUBLISHING			
Design & produce a document of at least two A4 sides and containing at <u>least 150 words</u>			
<i>Components</i>	<i>Criteria</i>	<i>Mark</i>	
Design of document <i>This document must be the equivalent of two sides of A4 and contain at least 150 words therefore evidence of a word count must be included. If candidates do not comply with this requirement they should not be given the marks for purpose and design</i>	Purpose of your own document Image / ethos you want to convey <i>Not intended audience</i>	1	
	Detailed design of document (4 marks) <ul style="list-style-type: none"> • 1 mark was awarded for an outline layout with inherent page orientation and identifying which frames were text and which were for pictures. (Award if any attempt at design of 2 pages but no marks if only 1 page) • 1 mark was awarded for details of the ‘data’ both text and graphics • 1 mark was awarded for details of fonts and font sizes to be used (80% coverage) • 1 mark was awarded for details of 8 features used such as margins, tab settings line spacing paragraph styles etc. 	1 1 1 1	
	Use of basic features <i>Note that the features must appear on the final document not just in a report. No marks can be awarded for features which do not appear on the final document</i>	Use of different font styles and sizes Use of bold, centre and underline <i>(Need all 3 but not necessarily on the same text)</i> Autoshape Right or full Justification (<i>Not centre</i>) Bullet points Must be customized not the default bullets e.g. <i>Do not award if only one bullet</i> <i>Do not award if not in a list</i> <i>Do not award if centre or right align which skews the bullets</i> WordArt <i>(Ensure it looks like Word ART and not just use of large fonts)</i> <i>NB The term word art does not only relate to the feature in Word -could be done in outside packages.</i>	1 1 1 1 1
	*Evidence required	Shading effects <i>This could be coloured text boxes; shading tables; putting on coloured borders in tables ; coloured text etc</i> Headers and footers <i>Nb if pagination is part of this then cannot count it twice i.e. in advanced features Must appear on the same place on every page on the printed document</i> *Use of at least two forms of electronic combination of graphical images e.g. scanned images, graphics from the Internet, clipart from disc, digital camera images, graphs from a spreadsheet, graphics from a paint or CAD package Tables <i>A lot easier if we can see the lines otherwise was it just tabs?</i>	1 1 2 1

Use of advanced features	Each of the following may be awarded one mark – up to a maximum of 5 marks for this section. Note that the features must appear on the final document not just in a report. No marks can be awarded for features which do not appear on the final document	MAX 5
Before and after evidence required or no marks will be awarded.	Different paragraph formats	1
	Different line spacing	1
	Appropriate use of superscript and subscript <i>Sensible use any nonsense use should not be awarded a mark ;not automatic</i>	1
	Set and use own tabs NOT the default tab setting on bullets	1
	Set and use own indents	1
	Use of layering (<i>forward and behind</i>) <i>NOT just construction or moving on top</i>	1
Construction evidence needed	Watermarks	1
	Own style sheets	1
Can be clearly seen on final printed document so no need for extra evidence	Customised tables <i>NOT shading in tables and border must be cell merging or changing the text orientation inside the table</i>	1
	Page or frame borders	1
	Pagination <i>Must appear on the same place on every page</i>	1

The following areas require more detailed definition.

- **Setting own indents and tabs.** Candidates need to be carefully of setting own indents and tabs and ensure there is **before and after evidence** and the indents and tabs can be clearly seen on the final document
- **Own paragraph formats** was **not** just a simple centre right or fully justified alignment which are catered for earlier in the basic skills section. Acceptable formats tended to be paragraphs indented from the main body on both the left and right sides or normal text (*not wordart*) wrapped around a particular shape.
- **Superscripts and subscripts** both needed to be used and it is essential that screenshot **before and after evidence** is given or candidates will not be awarded the mark. Candidates should realise they had to include **both subscript and superscript** for the mark. You will get no marks if inappropriate or nonsense use of superscript and subscript
- **Customised tables** involve the idea of merging cells or mixing text orientation. It does **not** mean shading tables or turning on frame borders. Marks are awarded elsewhere for such techniques. **Shading in tables or borders is not customising a table.**

	<p>The layout had to be clear not squashed into the top third of the page Should not contain graphics put in as watermarks which obscured the writing. Not inconsistencies e.g. Beach Club / Beach club. headteacher /head teacher /Headteacher</p> <p>NB Allow Sincerely/sincerely Allow indented and non indented letters Allow 12th of May and 12th of May Allow 7pm and 7 pm and 7 p.m. Allow SA46ODT / SA46 ODT</p> <p>Ensure automated routines work 1 mark for printouts of the letter. There should be <u>6 records / merged documents.</u> <u>If less than this do not give a mark.</u></p> <p>1 mark was given if there were no spacing errors in the merged data. Do not allow double spacing e.g. Dear Mr</p>	<p>1</p> <p>1</p>
<p>Use of advanced features</p> <p>You must provide both of these as evidence</p>	<p>Individual macros or modules created using internal programming capabilities of the software package Individual macros or modules created using internal programming capabilities of the software package <u>One way to get these three marks is to:</u> Provide 3 simple play and record macros on the single document and evidence that they work including names of macros, key presses or toolbar icons used.</p> <p><u>NOTE</u> NO marks for macros which already exist on the standard and formatting toolbars e.g.</p> <ul style="list-style-type: none"> • NO Print macros • NO Save macros • NO Print preview macros etc, • NO change font macros <p>NO cut and paste macros NO nonsense macros NO date macros except those created by Insert...date..</p> <p>1. Evidence of the three macros with <u>the actual template letter in the background or evidence of testing each macro.</u> <i>Note we must see the template document in the background of the screenshot.</i> <i>We must see the result of the macro on the document e.g. the date in the position it was inserted.</i></p> <p>2. The code for the macros <u>must be included</u></p> <p><u>An alternative way to get these three marks</u></p> <ul style="list-style-type: none"> ▪ write a macro using original visual basic code or the programming capabilities of the software. (1 mark) ▪ the macro must be tested and evidenced as screenshots and the code printed out (1mark) ▪ each line of the code annotated by the candidate to show understanding. (1 mark) 	<p>1</p> <p>1</p> <p>1</p>

	<p><u>Individually designed templates</u> <i>(NOT the standard default the normal template)</i> To get these marks the candidate could have</p> <table border="1" data-bbox="532 296 1198 1661"> <thead> <tr> <th data-bbox="532 296 1130 331">Any three of the following</th> <th data-bbox="1130 296 1198 331">Max 3 marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="532 331 1130 468">Save the <u>mailmerge document</u> as a template document capable of being reused <i>not just letter headed notepaper</i></td> <td data-bbox="1130 331 1198 468">1</td> </tr> <tr> <td data-bbox="532 468 1130 821"> Design their own button icon for one of their macros and add to a toolbar. <ul style="list-style-type: none"> • Screen shot evidence would have to be provided. • Not the default buttons generated • Note we must see the buttons added to the toolbar with the mailmerged letter clearly in view also. • DO NOT CROP EVIDENCE </td> <td data-bbox="1130 468 1198 821">1</td> </tr> <tr> <td data-bbox="532 821 1130 1209">Show use of template document for another use. <ul style="list-style-type: none"> • Must use the same template and database. The data will simply be altered. • Must have new mailmerged template printed out • Must have 6 records printed out. • Must have no spelling, capital letter or basic grammar mistakes </td> <td data-bbox="1130 821 1198 1209">1</td> </tr> <tr> <td data-bbox="532 1209 1130 1381">Create own style sheet sand again screen shot evidence would have to be provide. It could be part of their <u>re use of the template design</u> (Not original) or a separate document</td> <td data-bbox="1130 1209 1198 1381">1</td> </tr> <tr> <td data-bbox="532 1381 1130 1661">Create standard documents such as invoices, application or survey forms and questionnaires could contain automated features such as tick boxes or list boxes or automatically calculated field. This document should relate to their chosen organisation. It could be part of their <u>re use of the template design</u> (Not original) or a separate document.</td> <td data-bbox="1130 1381 1198 1661">1</td> </tr> </tbody> </table>	Any three of the following	Max 3 marks	Save the <u>mailmerge document</u> as a template document capable of being reused <i>not just letter headed notepaper</i>	1	Design their own button icon for one of their macros and add to a toolbar. <ul style="list-style-type: none"> • Screen shot evidence would have to be provided. • Not the default buttons generated • Note we must see the buttons added to the toolbar with the mailmerged letter clearly in view also. • DO NOT CROP EVIDENCE 	1	Show use of template document for another use. <ul style="list-style-type: none"> • Must use the same template and database. The data will simply be altered. • Must have new mailmerged template printed out • Must have 6 records printed out. • Must have no spelling, capital letter or basic grammar mistakes 	1	Create own style sheet sand again screen shot evidence would have to be provide. It could be part of their <u>re use of the template design</u> (Not original) or a separate document	1	Create standard documents such as invoices, application or survey forms and questionnaires could contain automated features such as tick boxes or list boxes or automatically calculated field. This document should relate to their chosen organisation. It could be part of their <u>re use of the template design</u> (Not original) or a separate document.	1	<p>MAX 3 marks</p> <p>1</p> <p>1</p> <p>1</p>
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Task 3 – PRESENTATION		
<i>Components</i>	<i>Criteria</i>	<i>Mark</i>
<p>Design of documents</p> <p><i>Must have at least 6 slides or <u>all marks</u> for purpose and design will be lost</i></p>	Purpose of document	1
	Detailed design of documents/presentation/web page	
	Note annotated documents is not design	
	<ul style="list-style-type: none"> • 1 mark is for the basic background style and outline layout of the presentation with inherent page orientation and identified which frames were text and which were for pictures 	1
	<ul style="list-style-type: none"> • 1 mark is for details of the data both text and graphics in these frames 	1
	<ul style="list-style-type: none"> • 1 mark if they added details of fonts and font sizes used. 	1
	<ul style="list-style-type: none"> • 1 mark is for 6 details of animation, transition, hotspots, hypertext, bookmarks sound and video etc. 	1
	Structure diagram showing pathways	1
<p>Use of basic features</p> <p>Candidates should not produce detailed reports on how they did bold font and how they used Word art and how they put text boxes in and this bears no relevance to the presentation or web features</p> <p>Must be 3 slides or pages</p>	<p>Background styles</p> <ul style="list-style-type: none"> • Candidates must design their own not use a pre defined template. • It must have a consistent theme or house style.e.g. consistent colour scheme. presentation style, logo in same position on every page <p>Animation effects</p> <ul style="list-style-type: none"> • Effects must be seen on the slide or web page. If evidence is so cropped that you cannot see part of the slide or web page in the background .do not give mark. <p>Transition effects</p> <ul style="list-style-type: none"> • Effects must be seen on the slide or web page. If evidence is so cropped that you cannot see part of the slide or web page in the background .do not give mark. <p>Hypertext (Link to external file)</p> <ul style="list-style-type: none"> • Must show object and URL address or directory • Must appear on final presentation or web page <p>Hotspots (Picture/graphic which link to internal or external object or file)</p> <ul style="list-style-type: none"> • Must show object and URL address or directory or slide • Must appear on final presentation or web page <p>Bookmarks /Anchor(Link to internal slide/object or file)</p> <ul style="list-style-type: none"> • Must show object and URL address or directory or slide • Must appear on final presentation or web page 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>

<p>Use of advanced features</p>	<p>Use of sound 1 mark simple use e.g. Sound coming in automatically from a video only evidence in transcript or if you see them speaking / they say they gave an introduction</p> <ul style="list-style-type: none"> • Internal sound features of PowerPoint or ‘Clapping noise’ • Import sound files from disc <p>Evidence must be provided it was used in the presentation or web page</p>	<p>1</p>
<p>SOUND</p>	<p>1 mark how was the sound captured? Note this is NOT for loading a file from a backing store e.g.</p> <ul style="list-style-type: none"> • download music from Internet (MP3) • burn from a CD • Use sound recorder in Windows • Dictates sound using a microphone to overlay PowerPoint • edit or create own sound files <p>Evidence must be provided of the capture of the sound It must be shown to be used in the presentation or web page</p> <p><i>2 marks can be awarded for downloading or burning from CD etc if <u>there is evidence that this happened and that it is put into the presentation or web page</u></i></p>	<p>1</p>
<p>VIDEO</p>	<p>Use of original video <i>This video must be taken by the candidate. Candidates will be expected to sign this is all their own work.</i> Candidates must record video put it into presentation</p> <p><u>Evidence must be provided</u> usually in the form of a screenshot of the film in editing software. Note loading film from a backing store is not sufficient evidence of original video as it could have come from Youtube.</p>	<p>1</p>
	<p>1 mark for extra detail e.g. planning/story board This mark can only be awarded if all of the following criteria are covered.</p> <ul style="list-style-type: none"> • There must be an overview or outline of what is going on in each frame of the video either in written form or pictorially. • On the story board there must be evidence of a transcript of what is being said or explanation of sound files to be used • There must be timings between frames • There must be planned transition <i>or</i> special effects <i>or</i> titles and credits 	<p>1</p>
	<p>Video editing affects put on frames E.g. Titles credits, or frame effects such as editing effects such as blurring. Old fashioned effects etc</p>	<p>1</p>
	<p>Video effects effect put on transitions between frames</p> <p><u>You must show your evidence of construction</u></p>	<p>1</p>

ANIMATION	<p>Use of original animation / Flash graphics</p> <p>Simple animation such as -3d Textmaker graphic e.g. wordart grows and shrinks or -simple 'flash type animation (two commands) e.g. create ball then make ball bounce or -simple 2 frame animation in photo editing software NB animated Gifs not produced entirely by the candidate gained no marks.</p>	1									
	<p>More complex graphical animations</p> <p>As above but with at least 3 frames or commands NB animated Gifs not produced entirely by the candidate gained no marks. <u>You must show your evidence of construction</u></p>	1									
COMPRESSION AND STORAGE TECHNIQUES											
<i>Criteria</i>		<i>Mark</i>									
<p>Identification of method</p> <ul style="list-style-type: none"> • Must cover at least 3 relevant techniques or else only 1 mark • If techniques are not relevant to the documents produced e.g. Zip files then no marks. • If copied and pasted from the Internet then 0 marks 		<p>1</p> <p>1</p>									
<p>Justification of chosen method</p> <ul style="list-style-type: none"> • Did they justify use of their chosen formats in at least 3 areas? • Note <u>they must mention specific objects or files</u> which appear in their documents etc. • If only a general description do not give any marks if less than 3 give max 1 mark 		<p>1</p> <p>1</p>									
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Compression</th> <th style="width: 33%;">Identification</th> <th style="width: 33%;">Justification of own stated <u>examples</u></th> </tr> </thead> <tbody> <tr> <td>Did they explain why we use compression techniques?</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> </tr> <tr> <td>3 relevant techniques</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> </tr> </tbody> </table>			Compression	Identification	Justification of own stated <u>examples</u>	Did they explain why we use compression techniques?	1	1	3 relevant techniques	1	1
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Did they explain why we use compression techniques?	1	1									
3 relevant techniques	1	1									

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>	
Total mark out of 80	

Evaluation	Marks					
	Summary of what they did with no sense of why each feature was valuable and no improvements	Summary of what they did with no sense of why each feature was valuable and only sketchy improvements with no solid examples	Evaluation the features they have used and saying why they add value and concrete suggestion for improvements in at least one task area	More detailed evaluation of the features they have used and saying why they add value and concrete suggestion for improvements in at least two task area	They should not start to criticise their work What was not good and why - must be concrete and not general In addition they should be evaluating the features they have used and saying why they add value and concrete suggestion for improvements in all task areas	They should now be giving very detailed criticism of all documents produced What was not good and why - must be concrete and not general In addition they should provide a very detailed evaluation of all of the major features they have used across all documents produced saying why they add value and concrete suggestion for improvements in all task areas
Task	1	2	3	4	5	6
Task 1	Description of what they did	Description of what they did	Outline evaluation	Detailed evaluation	Critical and detailed evaluation	Critical and Very detailed evaluation
Task 2	Description of what they did	Description of what they did	Outline evaluation	Detailed evaluation	Critical and detailed evaluation	Critical and Very detailed evaluation
Task 3	Description of what they did	Description of what they did	Outline evaluation	Outline evaluation	Critical Detailed evaluation	Critical and Very detailed evaluation
Improvements	No Improvements	Improvements in any section	Some Concrete improvements in any section	Some Concrete improvements on at least 2 sections	Concrete suggestions for improvements in all areas	Concrete and detailed suggestions for improvements in all areas
Coverage	Not all tasks covered And weak	Not all tasks covered But some detail	All Tasks Covered			

Examples of suitable scenarios for ICT 2

Example 1

An organisation is arranging a '*special events*' promotional evening to advertise its products/services. As part of this event the organisation must produce:

- (i) a programme or leaflet to be given to clients/customers attending the promotional evening,
- (ii) a letter to existing clients/customers inviting them to attend the promotional evening,
- (iii) a screen-based presentation to inform the clients/customers of any events and special offers available that evening only.

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

- (iv) **Task 1** a programme or leaflet to be handed to clients/customers giving information on the organisations products or services.
- (v) **Task 2** a mailmerge letter to clients/customers inviting them to the promotional evening.
- (vi) **Task 3** a screen based presentation giving clients/customers information about events and any special offers available during the evening using **either** web pages **or** a PowerPoint type show.

Example 2

A local education safety officer is planning a campaign to improve the safety of children in the area.

As part of this campaign the officer must produce:

- (i) a leaflet *aimed at teenagers* explaining the dangers of misuse of the Internet and mobile phones;
- (ii) a letter *to parents* of children in local schools inviting them to a safety conference;
- (iii) a screen-based presentation aimed at *children in primary schools* illustrating the safety rules for using the road.

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

- (vi) **Task 1** a leaflet or newsletter about the dangers of misuse of the Internet and mobile phones.
- (vii) **Task 2** a mailmerge letter to parents of children in local schools inviting them to a safety conference.
- (vi) **Task 3** a screen based presentation illustrating the safety rules for using the road using **either** web pages **or** a PowerPoint type show.

Example 3

A holiday organiser wants to promote tourism in an area. It wishes to produce

- (viii) a leaflet advertising the tourist attractions of the area.
- (ix) an information letter which will be sent to all people who have enquired about accommodation in the area.
- (x) a screen-based presentation giving more details of the attractions in the area.

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

- Task 1** a leaflet to advertise the tourist attractions of your chosen area.
- Task 2** **either** a mailmerge letter **or** a set of labels to enable letters to be sent to people wishing to find out more details of accommodation in the area.
- Task 3** a screen based presentation for potential tourists, using **either** web pages **or** a PowerPoint type show.

Example 4

Every year a school holds a special parents evening to welcome new Year 7 pupils. The organiser must produce:

- (i) a leaflet about the school which is suitable for parents;
- (ii) a letter inviting parents to a special open evening;
- (iii) a screen-based presentation for the new Year 7 pupils giving details of school life.

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

- Task 1** a leaflet to give information to parents about the school
- Task 2** **either** a mailmerge letter **or** a set of labels to enable letters to be sent to parents inviting them to the open evening
- Task 3** a screen-based presentation giving details of school life, that is suitable for Year 7 pupils, using **either** web pages **or** a PowerPoint type show