

Unit 2 – Presenting Information Total Marks: 80

You will need to produce 3 documents :

- i) A document such as a leaflet, newsletter or flyer.
- ii) A document containing automated routines such as a mail merge letter, labels or invoice involving calculated fields.
- iii) A presentation to an audience such as a webpage or PowerPoint.

All documents should be of professional standard and suitable for set task.

- Leaflets / fliers should contain at least 150 words (at least 2 A4 sides)
- Presentations should be at least 6 slides
- Wizards or templates cannot be used, final documents should be entirely your own work from scratch
- Videos / animated GIFs will be regarded as still images unless you have evidence that you created them.

YOU WILL NOT BE AWARDED A MARK UNLESS YOU INCLUDE EVIDENCE FOR IT. YOU SHOULD INCLUDE SCREENSHOTS FOR ANY FEATURES YOU HAVE USED WHICH ARE NOT OBVIOUS FROM THE PRESENTATION.

Assessment Criteria.

<i>Component</i>	<i>Design of docs</i>	<i>Use of basic features</i>	<i>Use of advanced features</i>	<i>Total</i>
Background				4
Analysis of data processing activities				6
Task 1	6	11	5	22
Task 2	6	6	6	18
Task 3	6	6	8	20
Evaluation				6
Compression and storage techniques				4
Total				80

A good weblink for an example of the type of project (3 pieces of work) is below:

http://www.ngfl-cymru.org.uk/vtc/ngfl/ict/wjec_ict/as_ict_unit2/menu_e.htm

An excellent *Student Guidance to the Coursework* comes with thanks from 'Fatmax'.

Unit ICT 2 PRESENTING INFORMATION

This unit requires candidates to use ICT hardware and software applications to solve a problem involving three separate tasks. 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.
<p>Task 1</p> <p>DTP</p> <p>Design & produce a document of at least two A4 sides and containing at least 150 words</p>	<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 ▪ Autosshapes ▪ 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
<p>Task 2</p> <p>Automated documents</p> <p>Design & produce documents containing automated routines</p>	<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>)
<p>Task 3</p> <p>Presentation</p> <p>Design & produce a presentation of at least six slides / pages for an audience</p>	<p>Either a</p> <ul style="list-style-type: none"> ▪ PowerPoint type presentation <p>Or</p> <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

Detailed Student guide

Detailed Assessment Grid

<p>Background</p>	<p><u>Description of the organisation</u> Candidates should clearly describe the where it is, what the organisation is;</p> <p><u>Ethos and house style</u> Identification of 3 types of documents used by the organisation.</p> <p>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 <i>'interesting', 'informative', 'colourful'</i> 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.</p>	<p>2</p> <p>1</p> <p>1</p>
<p>Data processing activities within the organization.</p> <p><i>These could be actual automated documents or manual documents which have the potential to be an automated activity e.g. membership cards.</i></p> <p><i>Alternatively for presentation and web page if none exist at the moment.</i></p> <p><i>What does the user want the candidate to produce?</i></p>	<p>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.</p> <p>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</p> <p>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></p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>
<p>Notes</p>		

	Tables <i>A lot easier if <u>we can see the lines</u> otherwise was it just tabs?</i>	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</i> <i>;not automatic</i>	1
Construction evidence needed	Set and use own tabs NOT the default tab setting on bullets	1
	Set and use own indents Use of layering (<i>forward and behind</i>) <i>NOT just construction or moving on top</i>	1 1
	Watermarks	
Can be clearly seen on final printed document so no need for extra evidence	Own style sheets	1
	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.**

Task 2 – AUTOMATED DOCUMENTS		
Components	Criteria	Mark
<p>Design of document</p> <p>Note all of the underlined in each section must be there in order to give a mark</p>	<p>Purpose of your document</p>	1
	<p>Image / ethos you want to convey</p> <p><i>(do not use the same as before unless full and detailed justification)</i></p>	1
	<p>Detailed design of document</p> <p>Note annotated documents is not design</p>	
	<ul style="list-style-type: none"> • 1 mark was awarded for the <u>basic layout and page orientation</u> 	1
	<ul style="list-style-type: none"> • 1 mark was awarded for identification of automated features including <u>both mailmerged fields and macros.</u> • 1 mark for <u>both font styles and sizes to be used</u> • 1 mark was awarded for the <u>contact data</u> on the document including <u>logo/graphics</u> and description of the <u>data in the letter.</u> 	1 1 1 1
<p>Use of basic features</p>	<p>Import data from an external source</p> <p>1 mark was awarded for the wordprocessed template document showing the fields incorporated into the document</p> <p><i>The letter must not be cropped and should show clearly identify both the merged fields and their position on the document; the <u>contact details</u> and the <u>data in the letter/document</u>.</i></p> <p><i>This cannot just be a letter headed notepaper type document with merged fields. It is the whole letter for the stated task.</i></p>	1
	<p>1 mark was for evidence of the database used, usually a screenshot or printout. <i>No need to show creation of the database.</i></p>	1
	<p>Use of suitable format and layout for data</p> <p>1 mark for a suitable letter which addresses all of the following</p> <p>Does it address the stated purpose? Does it have contact details on?</p> <p>If it is a letter does it have a date? Does the body of data contain all the required data e.g., place and time if applicable?</p>	1
	<p>1 mark is it a suitable format and layout</p>	1

	<p><u>NOT ONE MISTAKE</u></p> <p>No capital letter or spelling mistakes in the letter or in the data imported from the database.</p> <p>Names and addresses in the database had to be realistic and not nonsense.</p> <p>Basic grammar such as full stops at the end of sentences.</p> <p>Not a mixture e.g. street, Street</p> <p>Not Dear Davies and Dear mr Davies,</p> <p>Not Sa56Fgy (Mixture of upper and lower case characters in postcode)</p> <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.</p> <p>Not inconsistencies e.g. Beach Club / Beach club.</p> <p>headteacher /head teacher /Headteacher</p> <p>NB Allow Sincerely/sincerely</p> <p> Allow indented and non indented letters</p> <p> Allow 12th of May and 12th of May</p> <p> Allow 7pm and 7 pm and 7 p.m.</p> <p> Allow SA46ODT / SA46 ODT</p> <p>Ensure automated routines work</p> <p>1 mark for printouts of the letter. There should be <u>6 records / merged documents. 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.</p> <p>Do not allow double spacing e.g. Dear Mr</p>	<p>1</p> <p>1</p>
<p>Use of advanced features</p>	<p>Individual macros or modules created using internal programming capabilities of the software package</p> <p>Individual macros or modules created using internal programming capabilities of the software package</p> <p><u>One way to get these three marks is to;</u></p> <p> 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>1</p> <p>1</p>

<p>You must provide both of these as evidence</p>	<p><u>NOTE</u></p> <p>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</p> <p>NO nonsense macros</p> <p>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></p> <p><i>Note we must see the template document in the background of the screenshot.</i></p> <p><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>
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	<p><u>Individually designed templates</u></p> <p><i>(NOT the standard default the normal template)</i></p> <p>To get these marks the candidate could have</p> <table border="1" data-bbox="501 412 1220 1503"> <thead> <tr> <th data-bbox="501 412 1142 443">Any three of the following</th> <th data-bbox="1142 412 1220 443">Max 3 marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="501 443 1142 533">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="1142 443 1220 533">1</td> </tr> <tr> <td data-bbox="501 533 1142 846"> 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="1142 533 1220 846">1</td> </tr> <tr> <td data-bbox="501 846 1142 1133"> 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="1142 846 1220 1133">1</td> </tr> <tr> <td data-bbox="501 1133 1142 1285">Create own style sheet and 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="1142 1133 1220 1285">1</td> </tr> <tr> <td data-bbox="501 1285 1142 1503">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="1142 1285 1220 1503">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 and 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>
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													
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<p>Use of advanced features</p> <p>SOUND</p>	<p>Use of sound</p> <p>1 mark simple use</p> <p>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>VIDEO</p>	<p>1 mark how was the sound captured?</p> <p>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><u>2 marks can be awarded for downloading or burning from CD etc if there is evidence that this happened and that it is put into the presentation or web page</u></p> <p>Use of original video</p> <p><i>This video must be taken by the candidate. Candidates will be expected to sign this is all their own work.</i></p> <p>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 mark for extra detail e.g. planning/story board</p> <p>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>1</p>

ANIMATION	<p>Video editing affects put on frames</p> <p>E.g. Titles credits, or frame effects such as editing effects such as blurring. Old fashioned effects etc</p>	1
	<p>Video effects effect put on transitions between frames</p> <p><u>You must show your evidence of construction</u></p>	1
	<p>Use of original animation / Flash graphics</p> <p>Simple animation such as</p> <p>-3d Textmaker</p> <p>graphic e.g. wordart</p> <p>grows and shrinks</p> <p>or</p> <p>-simple 'flash type animation</p> <p>(two commands) e.g. create ball then make ball bounce</p> <p>or</p> <p>-simple 2 frame animation in photo editing software</p> <p>NB animated Gifs not produced entirely by the candidate gained no marks.</p> <p>More complex graphical animations</p> <p>As above but with at least 3 frames or commands</p> <p>NB animated Gifs not produced entirely by the candidate gained no marks.</p> <p><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>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 they must mention specific objects or files which appear in their documents etc. • If only a general description do not give any marks if less than 3 give max 1 mark <table border="1"> <thead> <tr> <th>Compression</th> <th>Identification</th> <th>Justification of own stated <u>examples</u></th> </tr> </thead> <tbody> <tr> <td>Did they explain why we use compression techniques?</td> <td>1</td> <td>1</td> </tr> <tr> <td>3 relevant techniques</td> <td>1</td> <td>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	<p>1</p> <p>1</p> <p>1</p> <p>1</p>
Compression	Identification	Justification of own stated <u>examples</u>								
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	<p>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</p>	<p>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</p>
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

Thanks Fatmax (very comprehensive!)