

STAGE 2

INFORMATION PROCESSING AND PUBLISHING

ASSESSMENT TYPE 1: PRACTICAL SKILLS

STUDENT RESPONSE 3

BUSINESS LOGO AND MAIL MERGE



23 March 2012

Mr

The Parade
NORWOOD SA 5067

Dear Mr

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, Light Bulb Creative is a passionate supporter of World Vision, and each year hosts a number of events that generate awareness and raise funds.

In our meeting on 16 February 2012, you expressed your interest in supporting our next function.

Light Bulb Creative is hosting a Quiz Night on 24 April 2012 and is perhaps our most effective fundraiser of the year. We are seeking the donation of prizes – in return, we will promote _____ as a major sponsor of the evening and encourage all attendees to support your business.

If you would like to discuss this even further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8363 2_____ or at _____@lightbulb.com.au.

Thank you in anticipation for your support.

Kind regards

T.
Director



23 March 2012

Dr

PARKSIDE SA 5063

Dear Dr

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, Light Bulb Creative is a passionate supporter of World Vision and each year hosts a number of events that generate awareness and raise funds.

In our meeting on 8 February 2012, you expressed your interest in supporting our next function.

Light Bulb Creative is hosting a Quiz Night on 24 April 2012 and is perhaps our most effective fundraiser of the year. We are seeking the donation of prizes – in return, we will promote _____ as a major sponsor of the evening and encourage all attendees to support your business.

If you would like to discuss this even further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8363 21_____ or at _____@lightbulb.com.au.

Thank you in anticipation for your support.

Kind regards

A handwritten signature in black ink, appearing to read "T. Director".

T.
Director



23 March 2012

Mr D

Rundle Mall
ADELAIDE SA 5000

Dear Mr

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, Light Bulb Creative is a passionate supporter of World Vision, and each year hosts a number of events that generate awareness and raise funds.

In our meeting on 14 February 2012, you expressed your interest in supporting our next function.

Light Bulb Creative is hosting a Quiz Night on 24 April 2012 and is perhaps our most effective fundraiser of the year. We are seeking the donation of prizes – in return, we will promote _____ as a major sponsor of the evening and encourage all attendees to support your business.

If you would like to discuss this even further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8363 2000 or at _____@lightbulb.com.au.

Thank you in anticipation for your support.

Kind regards

A handwritten signature in black ink that reads "Tash".

T,
Director



23 March 2012

Ms B

North Avenue
TUSMORE SA 5065

Dear Ms

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, Light Bulb Creative is a passionate supporter of World Vision, and each year hosts a number of events that generate awareness and raise funds.

In our meeting on 18 February 2012, you expressed your interest in supporting our next function.

Light Bulb Creative is hosting a Quiz Night on 24 April 2012 and is perhaps our most effective fundraiser of the year. We are seeking the donation of prizes – in return, we will promote as a major sponsor of the evening and encourage all attendees to support your business.

If you would like to discuss this even further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8363 2011 or at [@lightbulb.com.au](mailto:info@lightbulb.com.au).

Thank you in anticipation for your support.

Kind regards

T.
Director



23 March 2012

Mr N

Super Road
THEBARTON SA 5031

Dear Mr

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, Light Bulb Creative is a passionate supporter of World Vision, and each year hosts a number of events that generate awareness and raise funds.

In our meeting on 4 February 2012, you expressed your interest in supporting our next function.

Light Bulb Creative is hosting a Quiz Night on 24 April 2012 and is perhaps our most effective fundraiser of the year. We are seeking the donation of prizes – in return, we will promote as a major sponsor of the evening and encourage all attendees to support your business.

If you would like to discuss this even further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8363 20 or at @lightbulb.com.au.

Thank you in anticipation for your support.

Kind regards

T.
Director

23 March 2012

«Title» «First_Name» «Last_Name»
«Company_Name»
«Address_Line_1»
«City» «State» «ZIP_Code»

Dear «Title» «Last_Name»

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, Light Bulb Creative is a passionate supporter of World Vision, and each year hosts a number of events that generate awareness and raise funds.

In our meeting on «Meeting_Date», you expressed your interest in «Company_Name» supporting our next function.

Light Bulb Creative is hosting a Quiz Night on 24 April 2012 and is perhaps our most effective fundraiser of the year. We are seeking the donation of prizes — in return, we will promote «Company_Name» as a major sponsor of the evening and encourage all attendees to support your business.

If you would like to discuss this even further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8363 20 or at [@lightbulb.com.au](mailto:lightbulb.com.au).

Thank you in anticipation for your support.

Kind regards

T
Director

Office_Address_List

Title	First Name	Last Name	Company Name	Address Line 1	City	State	ZIP Code	Meeting Date
Mr	S	P	P	The Parade	NORWOOD	SA	5067	16 February 2012
Dr	R	M	P	C Street	PARKSIDE	SA	5063	8 February 2012
Mr	D	E	E	Rundle Mall	ADELAIDE	SA	5000	14 February 2012
Ms	S	Bo	N	North Avenue	TUSMORE	SA	5065	18 February 2012
Mr	N	G	M	Super Road	THEBARTON	SA	5031	4 February 2012

Design Process

The task required me to devise a letterhead and create a set of identical, correctly formatted letters using that letterhead using a fully blocked letter style with open punctuation. A set of names and addresses with incorrect formatting were provided. In checking the formatting they needed to change so that all the details were correct and consistent. The mail merge function in M

was used to create individualised letters for each recipient. Prior knowledge in the use of the software made the task easier as I had used mail merge in Year 10 ICT. As part of the investigation process, letterheads layouts were investigated in class. In undertaking investigation it clarified the elements required in a letterhead. This stage provided me with creative ideas which made it easier to design mine.

The devising stage was made easier as I had produced a design plan prior to producing. This plan was used to help vertically align the letter and work out the size of the logo and the information placed at the bottom of the letter. In using a design plan and having thoroughly investigated letterheads and the letter style of fully blocked with open punctuation, the producing stage was straight forward as I did not deviate from the design plan.

In evaluating the process I used class time effectively and used prior skills from Year 10. In understanding about mail merge prior to undertaking this task I had more time to use in creating the logo and letterhead. The design plan kept me on task.

Design Principles

The Design Principles were evident throughout the final product.

Contrast: To ensure contrast between the body of the letter and the paper, 95% black was used instead of 100%. Bold upper case text was used for the subject of the letter. This ensured that it contrasted against the body text and the reader knew what the subject was when glancing at the letter. The use of reverse text used in the brush shape at the bottom of the page provided contrast for content within it.

Repetition: The same sans serif font style used for the text “creative” in the logo was used as the font style in the letter. Repetition of letter and punctuation style.

Alignment: The margins of the page were increased at the top of the letter to align the date of the letter to the bottom of my logo in the right hand corner. All letter text is left aligned. The light bulb logo is right aligned. Text inside the light bulb is centre aligned.

Proximity: The light bulb logo is grouped with the name of the firm and the tag line. White space is used to separate paragraphs. The brush shape used at the bottom of the page contains the firms details such as the address etc.

Words: 472

Assessment Comments

This response is illustrative of an A grade.

Development and Application

DA1 Selection and use of appropriate hardware and software in the completion of text-based communication tasks

- Evidence of a variety of software has been used to create logo and format letter
- Selected appropriate software for mail merge letter
- Achieves document specifications accurately using page format options, mail merge function and other tools within software program

DA2 Application of manipulative and organisational skills in the use of information-processing

- Demonstrated understanding of mail merge function through provision of master letter and data source.
- Used spell check to ensure spelling errors eliminated
- Addresses, dates, telephone numbers correctly formatted
- The fact that the student was able to use a 95% black as indicated in the Evaluation, indicates the use of the advanced features of the software
- Proficient in the use and application of variety of software in producing the final product

*Note that all detail at bottom of letterhead was present on original documents, but some was lost in copying

DA3 Application of layout and design principles to the production of text-based documents or presentations

- Used appropriate layout for a business letter except that more space could be left between the date and the inside address
- In applying Contrast:
 - Used bold text to indicate subject of letter
 - Used reverse text in bottom of letterhead and in logo
- In applying Repetition:
 - Ensured consistency throughout all letters by use of mail merge
 - Formatted letters using the layout and conventions associated with a fully blocked with open punctuation letter
 - Repetition of font style and use of letterhead
- In applying Alignment:
 - Used left alignment for letters
 - Vertical alignment of letters
- In applying Proximity:
 - Appropriate layout for business letter ensured appropriate grouping of parts of a business letter eg: address and closing
 - Additional white space separates paragraphs
 - Layout might have been improved with another 2-3 Returns between the date and the Address
 - White space used to keep text from being too close to graphic
 - Use of bulb image to contain name of company
- Layout of letter communicated the intended message to the intended audience
- Innovative design used in production of letterhead and logo
- Information located in a manner which makes it easy to locate

DA4 Application of the design process in planning and producing text-based products

- Evidence in the final products of the investigation of Fully Blocked letters with Open Punctuation has taken place
- Product and process are evaluated

Analysis and Evaluation

AE2 Evaluation of text-based products and the design process useX

- Discerning and thorough evaluation of text based products and the design process used
- Discerning evaluation of own product using the design principles of Contrast, Alignment, and Repetition in the effectiveness of design and layout

Performance Standards for Stage 2 Information Processing and Publishing

	Understanding	Development and Application	Analysis and Evaluation
A	<p>Comprehensive understanding of the most appropriate hardware and software for the completion of text-based communication tasks.</p> <p>Comprehensive understanding of the design process in planning, producing, and evaluating text-based products.</p> <p>In-depth understanding of the impact of social, ethical, and/or legal issues related to information-processing and publishing technologies.</p>	<p>Discerning selection and highly proficient use of appropriate hardware and software in the completion of text-based communication tasks.</p> <p>Highly proficient application of manipulative and organisational skills in the use of information-processing technology.</p> <p>Consistent and thoughtful application of layout and design principles to the production of text-based documents or presentations.</p> <p>Comprehensive and well-considered application of the design process in planning and producing text-based products.</p>	<p>Perceptive and thorough analysis and evaluation of the impact of social, ethical, and/or legal issues most closely related to information-processing and publishing technologies.</p> <p>Discerning and thorough evaluation of text-based products and the design process used.</p>
B	<p>Well-informed understanding of appropriate hardware and software for the completion of text-based communication tasks.</p> <p>Well-informed understanding of the design process in planning, producing, and evaluating text-based products.</p> <p>Well-considered understanding of the impact of social, ethical, and/or legal issues related to information-processing and publishing technologies.</p>	<p>Well-considered selection and proficient use of appropriate hardware and software in the completion of text-based communication tasks.</p> <p>Proficient application of manipulative and organisational skills in the use of information-processing technology.</p> <p>Thoughtful application of layout and design principles to the production of text-based documents or presentations.</p> <p>Well-considered application of the design process in planning and producing text-based products.</p>	<p>Well-considered analysis and evaluation of the impact of social, ethical, and/or legal issues closely related to information-processing and publishing technologies.</p> <p>Well-considered evaluation of text-based products and the design process used.</p>
C	<p>Informed understanding of appropriate hardware and software for the completion of text-based communication tasks.</p> <p>Competent understanding of the design process in planning, producing, and evaluating text-based products.</p> <p>Informed understanding of the impact of social, ethical, and/or legal issues related to information-processing and publishing technologies.</p>	<p>Considered selection and use of appropriate hardware and software in the completion of text-based communication tasks.</p> <p>Competent application of manipulative and organisational skills in the use of information-processing technology.</p> <p>Competent application of layout and design principles to the production of text-based documents or presentations.</p> <p>Competent application of the design process in planning and producing text-based products.</p>	<p>Considered analysis and evaluation of the impact of social, ethical, and/or legal issues related to information-processing and publishing technologies.</p> <p>Competent evaluation of text-based products and the design process used.</p>
D	<p>Some recognition of hardware or software for the completion of basic text-based communication tasks.</p> <p>Some understanding of basic aspects of the design process in planning, producing, and evaluating text-based products.</p> <p>Awareness of some impacts of social, ethical, or legal issues that are partly related to information-processing and publishing technologies.</p>	<p>Partial use of basic hardware or software in the completion of basic text-based communication tasks.</p> <p>Some application of basic manipulative and organisational skills in the use of information-processing technology.</p> <p>Some application of basic layout and design principles to the production of text-based documents or presentations.</p> <p>Basic application of some aspects of the design process in planning and producing one or more text-based products.</p>	<p>Some awareness of the impact of one or more social, ethical, or legal issues related to information-processing and publishing technologies.</p> <p>Some basic assessment of text-based products, with some reference to the design process.</p>
E	<p>Identification of aspects of hardware or software related to text-based communication tasks.</p> <p>Some recognition of limited aspects of the role of the design process in planning, producing, and evaluating text-based products.</p> <p>Limited consideration of any issues that may be related to information-processing and publishing technologies.</p>	<p>Attempted use of basic hardware or software in attempting text-based communication tasks.</p> <p>Limited application of manipulative and organisational skills in attempting to use information-processing technology.</p> <p>Attempted use of elements of layout and design principles in the attempted production of a text-based document or presentation.</p> <p>Attempted application of one or more aspects of the design process in planning and attempting to produce a simple text-based product.</p>	<p>Emerging awareness of one or more aspects of the impact of a social, ethical, or legal issue related to information-processing and publishing technologies.</p> <p>Attempted description of one or more text-based products, with limited reference to the design process.</p>