Communication task – Headed letter

Applications:
You should be familiar with the use of at least one of the following software applications:

- Word processing
- Desktop publishing

Skills:
You should be able to demonstrate the following ICT skills.

- Save and retrieve work.
- Enter/create text and graphics.
- Amend, organise and present information

Hardware including:

- Input/output devices – keyboard, mouse, interactive whiteboard, graphics slate/tablet, monitor, printer;
- Storage media – hard copy (print out), hard disk (HHD), floppy disk, CD, memory cards/sticks

You should know:

- how technology can be used appropriately to organise, create, amend and present ideas in a variety of forms by using software applications
Do you like a challenge?

Can you work with others to complete tasks?

Looking for a job in design?

An exciting chance for a young apprentice to join a team of hardworking successful graphic designers.

Complete the application form and send it to:

Dee Sina (Managing Director)
The Graphic Design Company
Mount Road
Bury St Edmunds
Suffolk
IP32 7BH
## Application form

### Personal details:

<table>
<thead>
<tr>
<th>First name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Surname:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
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<tr>
<td>Postcode:</td>
<td></td>
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<tr>
<td>Home phone:</td>
<td></td>
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<tr>
<td>Mobile:</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>NI number:</td>
<td></td>
</tr>
</tbody>
</table>

### Additional information

<table>
<thead>
<tr>
<th>Job applying for:</th>
<th>Apprentice designer</th>
</tr>
</thead>
</table>

Tell us why you think you’d be a good member of our team:
Congratulations!

You have just been appointed to The Graphic Design Company as an apprentice designer. You will be starting to work on our projects with the dynamic design team after your four week induction.

During your induction we want you to show us your ICT and design skills. We want to find out what you can do and how we can help you improve your design skills.

Your first task will be to help one of our existing customers who wishes to redesign their headed letter paper. See the design brief attached.

I look forward to working with you. Good luck!

Yours sincerely,

Dee Sina
Managing Director

Mount Road  Bury St Edmunds  Suffolk  IP32 7BH

01284 761934  www.thegraphicdesigncompany.com
Design brief for customer:  The Game Shop
Customer number: 005632
Customer address: 4 Cornhill Walk
Bury St Edmunds
Suffolk
IP33 1PD
Customer telephone: 01284 789645
Customer email: info@thegameshop.com
Customer website: www.thegameshop.com

Design tasks:

1. Logo design
Find a graphic or image to use as the main customer logo. They retail games for PC, PS2, Nintendo, etc. They have young people working in the shop and their main customer base is men and women between 12 and 30 years old.

2. Letter head
Use the information above to design a headed letter which they can use to send out to customers and businesses they deal with. Make sure you include the company name and contact information: address, phone number and email address.
MEMO: 1

Date: 30 October

To: All design and induction staff

cc: Billing department

Please note the following customer requirements made by agreement with The Game Shop customer and the phone support team:

1. Customer name, address and phone number at top left of page
2. Send a print of draft to manager for approval

Date: ................................................................. Print seen by manager □

Which application did you use? ............................................................

Which font did you use? ........................................................................
MEMO: 2

Date: 1 November

To: All design and induction staff

cc: Billing department

Please note the following customer requirements made by agreement with The Game Shop customer and the phone support team today:

3. Find a graphic or image to use as the main customer logo and merge it with the headed letter. The logo needs to be placed on the top right.

4. Send a print of draft to manager for approval

Date: ................................................................. Print seen by manager □

Where did the logo come from? .................................................................
MEMO: 3

Date: 4 November

To: All design and induction staff

cc: Billing department

Please note the following customer requirements made by agreement with The Game Shop customer and the phone support team today:

5. Move the phone number to the bottom of the page.

6. Save work as ‘your initials The Game Shop’

7. Send a print of draft to manager for approval.

Date: ................................................................. Print seen by manager ☐

Filename used to save work? .................................................................
MEMO: 4

Date: 13 November

To: All design and induction staff

cc: Billing department

Please note the following customer requirements made by agreement with The Game Shop customer and the phone support team today:

8. The customer phone number has changed to a local charge number. Retrieve the work from the network and change the number to 0845 700500

9. Add the email contact at the bottom with the phone number

10. Send a print of draft to manager for approval

Date: ................................................................. Print seen by manager □

How did you move the phone number to the bottom of the page?

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MEMO: 5

Date: 23 November

To: All design and induction staff

cc: Billing department

The customer is generally pleased with the layout but has specified a number of changes for final draft:

11. Change the font use for their name to one which reflects the customer base - young, fun, exciting. It must be clearly recognized and read easily.

12. All contact information to be centralised.

13. Save the changes and send a print of final draft to manager for approval.

14. Complete the design reflection sheet and hand to your manager.

Date: ................................................................. Print seen by manager □

Which font did you use in the final draft? .................................................................
Design reflection:

Describe an advantage or disadvantage of the application you used to complete your design.

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What could you do to make your design even better for the customer?

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Communicating task 1 - produce a letterhead

**Mark scheme**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Activity</th>
<th>Evidence</th>
<th>Mark</th>
<th>Mark Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enter text</td>
<td>Pupil enters a company name, address and telephone number</td>
<td>Hard copy of work is printed</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Memo 1</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enter symbol</td>
<td>Pupil enters an image or symbol</td>
<td>Hard copy of work is printed</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Memo 2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organise text</td>
<td>Pupil moves telephone number to bottom of page</td>
<td>Hard copy of work is printed</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>on a page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Memo 3</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Store work</td>
<td>Pupil saves work</td>
<td>Teacher observation of activity</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Memo 3</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retrieve work</td>
<td>Pupil retrieves work</td>
<td>Teacher observation of activity</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Memo 4</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce hard copy</td>
<td>Pupils prints work</td>
<td>Hard copy of work is printed</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Memo 4</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format text</td>
<td>Pupil changes font</td>
<td>Hard copy of work showing changed font</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Memo 5</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format text</td>
<td>Pupil centres text</td>
<td>Hard copy of work showing centred text</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Memo 5</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit text or</td>
<td>Pupil changes telephone details</td>
<td>Hard copy of work showing telephone</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>graphics</td>
<td></td>
<td>details</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Memo 4</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluate Design</td>
<td>Pupil describes an advantage or disadvantage</td>
<td>Statement on final hard copy</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>reflection</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Memo 4</strong></td>
<td></td>
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</tbody>
</table>

**Total** 10

When evaluating, it is not essential that comparisons are used. Examples of acceptable statements would be, ‘this was a good application to use because it’s easy to change things’, or ‘menus are easy to use, quicker than doing by hand’.

Unacceptable statements are to do with ‘enjoyment’ or ‘effort’.