e-Quals Unit Syllabus

Level 3 Designing and creating advanced layouts using desktop publishing software

7266 - 044

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Unit 044 Designing and creating advanced layouts using desktop publishing software

Syllabus Overview

Rationale

The aim of this unit is to provide candidates with an advanced level of skills and knowledge to competently prepare for; perform or supervise the performance of others in a variety of *desk top publishing related tasks* using Information and Communication Technologies (ICT). Candidates will develop a more in depth understanding of the desk top publishing application and the operating system in everyday usage and the ability to work in a supervisory role performing advanced tasks with a high degree of competence, using 'problem solving' skills and giving direction to others.

Learning outcomes

There are **four** outcomes to this unit. The candidate will be able to:

- Produce design briefs and templates for multi-page documents
- Obtain and use a variety of images
- Draft, edit and print desk top published documents
- Check desk top published documents against design briefs

Guided learning hours

It is recommended that 90 hours should be allocated for this unit. This may be on a full time or part time basis.

Connections with other qualifications

This unit contributes towards the knowledge and understanding required for the following qualifications:

IT Users N/SVQ (iTQ) Level 3

Outcome	Unit	
1, 2	301	Make selective use of IT 3
1, 2	302	Operate a computer 3
1, 2, 3, 4	312	Artwork and imaging software 3
1, 2, 3, 4, 5	315	Evaluate the impact of IT 3
1, 2, 3, 4, 5	317	Use IT systems 3

Key Skills

This unit contributes towards the Key Skills in the following areas:

Application of number	
Communication	C 2.2, C 2.3
IT	IT 3.2, IT 3.3
Working with others	
Problem solving	PS 2.1, PS 2.2, PS 2.3
Improving own learning	

Assessment and grading

Assessment will be by means of a **set assignment** covering both practical activities and underpinning knowledge.

Unit 044 Designing and creating advanced layouts using desktop publishing software

Outcome 1 Produce design briefs and templates for multi-page documents

Practical skills

The candidate will be able to:

1 produce design briefs to given specifications taking into account eg
- a topic
- b genre
- c audience
- d length
- e context
- f format
- g deadline
- h application used

2 create house styles and page layouts, using where appropriate eg
- a line and character spacing
- b leading
- c kerning
- d hyphenation
- e logos
- f borders
- g drawn objects
- h special text and graphic effects
- i bullet and number lists
- j white space
- k special characters eg arrows and icons
- l dropped capitals
- m reverse text
- n side headings
- o hanging indents
- p rotated and/or skewed text
- q headers and footers
- r columns and gutters

3 produce sample pages for multi-page documents

4 allocate work to others where required.

Underpinning knowledge

The candidate will be able to:

1 describe the purpose of different document types

2 list and define the main elements of multi-page design briefs

3 explain the difference between table of contents, index and glossary for multi-page documents

4 describe the sizes, characteristics, uses and weights of commonly used types of paper

5 state the benefits and limitations of the following methods of binding multiple-page documents:

- a saddle stitching
- b side stabbing
- c perfect binding
- d mechanical binding (eg using plastic or wire spiral)
- e thermal binding

6 explain the reasons for creating sample pages

7 list the factors that need to be taken into consideration when allocating work to others eg ability to work to deadlines, level of competence, ability to work unsupervised.

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Outcome 2 Obtain and use a variety of images

Practical skills

The candidate will be able to:

1 obtain images from clip art libraries both local and remote

2 obtain images by scanning

3 use a digital camera to obtain digital images at appropriate resolutions

4 manipulate images for use in text and graphics documents

5 edit graphic images at different resolutions eg

- a vector
- b bitmap.

Underpinning knowledge

The candidate will be able to:

1 state the benefits and limitations of the following sources

- a clip art library
- b scanner
- c digital camera

2 describe the main ways of manipulating digital images eg size, crop, colour correct, tone, brightness, contrast, gamma correction, saturation, convert to greyscale, convert to sepia

3 explain the concept of pixels and pixel editing

4 explain the differences between vector graphic images and bitmap images.

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Outcome 3 Draft, edit and print desk top published documents

Practical skills

The candidate will be able to:

1 import or insert images into documents

2 manipulate the layout of text, images and other objects within multi-page documents

3 produce multi-page documents containing a range of text and images

4 use running headers and footers with various alignments eg left on left hand pages and right on right hand pages.

Underpinning knowledge

The candidate will be able to:

1 state the main ways of editing a document to enhance effectiveness

- a image manipulation
- b altering layout
- c use of functions eg rules, boxes, special characters
- d use of white space

2 explain the concept of colour components and methods of working with them

3 state the nature and use of cmyk separations and compare them with rgb separations

4 state the purpose and use of monotone and half tone colour systems

5 describe the preparation required for files to be sent to a print agency

6 explain the purpose of 'greeking' when considering final layout

7 list the various formats available for saving desk top publishing documents eg .pdf, .eps etc.

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Outcome 4 Check desk top published documents against design briefs

Practical skills

The candidate will be able to:

1 check that documents meet design briefs

2 check the work of others where necessary.

Underpinning knowledge

The candidate will be able to:

1 describe the methods of evaluating the completed documents:

- a adherence to design brief/concept
- b fitness for purpose
- c target audience
- d technical quality
- e effectiveness of production process
- f client/audience response.

Unit record sheet

Use this form to track your progress through this unit.

Tick the boxes when you have covered each outcome. When they are all ticked, you are ready to be assessed.

Outcome		✓	Date
1	**Produce design briefs and templates for multi-page documents**	☐	
2	**Obtain and use a variety of images**	☐	
3	**Draft, edit and print desk top published documents**	☐	
4	**Check desk top published documents against design briefs**	☐	

Candidate Signature ..... **Date** .....

Assessor Signature ..... **Date** .....

Centre Name ..... **Centre Number** .....

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