About City & Guilds
City & Guilds is the UK’s leading provider of vocational qualifications, offering over 500 awards across a wide range of industries, and progressing from entry level to the highest levels of professional achievement. With over 8500 centres in 100 countries, City & Guilds is recognised by employers worldwide for providing qualifications that offer proof of the skills they need to get the job done.

City & Guilds Group
The City & Guilds Group includes City & Guilds, ILM (the Institute of Leadership & Management) which provides management qualifications, learning materials and membership services, NPTC which offers land-based qualifications and membership services, and HAB (the Hospitality Awarding Body). City & Guilds also manages the Engineering Council Examinations on behalf of the Engineering Council.

Equal opportunities
City & Guilds fully supports the principle of equal opportunities and we are committed to satisfying this principle in all our activities and published material. A copy of our equal opportunities policy statement is available on the City & Guilds website.

Copyright
The content of this document is, unless otherwise indicated, © The City and Guilds of London Institute 2010 and may not be copied, reproduced or distributed without prior written consent.

However, approved City & Guilds centres and learners studying for City & Guilds qualifications may photocopy this document free of charge and/or include a locked PDF version of it on centre intranets on the following conditions:

- centre staff may copy the material only for the purpose of teaching learners working towards a City & Guilds qualification, or for internal administration purposes
- learners may copy the material only for their own use when working towards a City & Guilds qualification

The Standard Copying Conditions on the City & Guilds website also apply.

Please note: National Occupational Standards are not © The City and Guilds of London Institute. Please check the conditions upon which they may be copied with the relevant Sector Skills Council.

Publications
City & Guilds publications are available on the City & Guilds website or from our Publications Sales department at the address below or by telephoning +44 (0)20 7294 2850 or faxing +44 (0)20 7294 3387.

Every effort has been made to ensure that the information contained in this publication is true and correct at the time of going to press. However, City & Guilds’ products and services are subject to continuous development and improvement and the right is reserved to change products and services from time to time. City & Guilds cannot accept liability for loss or damage arising from the use of information in this publication.

City & Guilds
1 Giltspur Street
London EC1A 9DD
T +44 (0)844 543 0000 (Centres) www.cityandguilds.com
T +44 (0)844 543 0033 (Learners) learnersupport@cityandguilds.com
About this document
This assignment comprises all of the assessment for Level 3 Desktop publishing software (DTP 7574-322).

Health and safety
You are responsible for maintaining the safety of others as well as your own. You are asked to work safely at all times.

You will not be allowed to continue with an assignment if you compromise any of the Health and Safety requirements.

Time allowance
The recommended time allowance for this assignment is two and a half hours.
Time allowance: Two and a half hours

The assignment:

This assignment is made up of four tasks

- Task A - File set up and preparation for editing
- Task B - Creating Publication
- Task C - Finalising the publication
- Task D - Responding to questions.

Scenario

You work as an advertising assistant for a wildlife park. Several visitors have recently asked questions about the ‘African Big Five’, so your manager had decided to make a small booklet on that subject available and eventually to include it on their website.

Your manager has asked you to both research and write a booklet for visitors based on the ‘Big Five’. You will need to find out information relating to the ‘Big Five’, to develop a booklet that could readily become interactive when uploaded to the website and to prepare it for commercial printing.

To assist you, the following outline specification has been agreed by the management team to match those publications already in existence:

- A5 booklet format
- 8 pages in total
- All margins to be set to 1 cm
- Page 1, 2 and 8 must contain no columns
- The remaining pages 3 to 7 must have two columns with a divider
- Page 1 to be a front/title page
- Page 2 must be an introduction to the Big Five
- Pages 3 – 7 must contain information and pictures relating to the Big Five
- Page 8 must be a contact and acknowledgements page with links to at least 4 other websites with related content.

Read all of the instructions carefully and complete the tasks in the order given.

Continued over...
Task A – File set up and preparation for editing

1. Create a folder in your work area named Booklets.
   Create a sub-folder in your Booklets folder with the name Data.
   Copy all of your research or provided materials that will be used for the publication into your Data folder.

2. Open your software application and referring to the outline specification create suitable blank master pages.
   Save your work as a template in the Booklets folder named: The Big Five_Template

3. Add your research, or supplied text, to your publication.
   - Add the introduction text about the Big Five to Page 2.
   - Add all other text relating to the animals only to pages 3 to 7 ensuring that the text flows between columns and pages as required.
   - Ensure that Pages 1 and 8 are left blank at this stage. Check your work and re-format the text size if necessary.
   Save your work as The Big Five_Draft1 in the Booklets folder.

4. Task B – Creating Publication

1. Excluding Pages 1 and 8, add pictures from your research, or those supplied, to your publication.
   Any pictures used must enhance the relevant text and be included within the text areas.
   At least one picture must have text wrapped around it.

2. Ensure that Page 7 has minimal whitespace. If necessary, add additional text and pictures or insert the supplied file Public Perception.

3. On Page 1, add text to identify your park, a title and at least one image.
   Use suitable text editing to enhance the appearance.

Continued over...
4 On Page 8 add suitable contact information including:

Email us on: enquiries@chaplins.coz
Visit our website: www.chaplins.coz

Add any acknowledgements to authors/websites and include one additional picture of a wild animal of your choice.

5 Check your work to ensure that it meets the specification and make any corrections necessary.

6 Save your work as The Big Five_Draft2 in the Booklets folder.

Task C – Finalising the publication

1 Enhance your publication by adding a suitable background or theme to each page.

2 On Page 8 under any acknowledgements add the URL addresses of at least four websites that cover wildlife or the Big Five.

3 Save your work as The Big Five_Final.

4 Publish your publication as a .pdf document named The Big Five_PDF into your Booklets folder.

Task D – Responding to questions

1 Using the Answers document, provided by your assessor, add your own name and today’s date as a footer.

2 1. Using the scenario as a guide, explain your choice of text in relation to the Big Five.
   2. Explain how and when you would change the page design and layout to increase the effectiveness of a publication.
   3. What copyright constraints may apply that could affect the use of your information?
   4. Explain which file formats should be considered when saving designs and images.
   5. Evaluate the styles, colours, font schemes, editing and/or formatting used for the publication.

3 Save the document as Answers_XX (where XX is your initials) into your Booklets folder.

When you have finished working:

- Sign each document above your name and label all removable storage media with your name.
- Hand all paperwork and removable storage media to your assessor.

If the assignment is taken over more than one period, all paperwork and removable media must be returned to the test supervisor at the end of each sitting.

End of assignment