

STAGE 2

INFORMATION PROCESSING AND PUBLISHING

ASSESSMENT TYPE 1: PRACTICAL SKILLS

STUDENT RESPONSE 2

BUSINESS LOGO AND MAIL MERGE

little red grape

23rd March 2012

Mr

The Parade
NORWOOD, SA 5067

Dear Mr

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, The Little Red Grape is a passionate supporter of World Vision, and each year we host a number of events that generate awareness and raise funds.

16 February 2012

In our meeting on February 16th 2012, you expressed an interest in supporting our next function. The Little Red Grape is hosting a Quiz Night on April 24th *24 April* and it 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 any further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8845 56 _____ or at _____

Thank you in anticipation for your support.

Kind Regards

Manager



little red grape

23rd March 2012

Mr

Rundle Mall
ADELAIDE SA 5000

Dear Mr

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, The Little Red Grape is a passionate supporter of World Vision, and each year we host a number of events that generate awareness and raise funds.

In our meeting on February 14th 2012, you expressed an interest in supporting our next function. The Little Red Grape is hosting a Quiz Night on April 24th and it 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 any further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8845 5 or at

Thank you in anticipation for your support.

Kind Regards

Manager



littleredgrape

23rd March 2012

Dr

PARKSIDE SA 5063

Dear Dr

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, The Little Red Grape is a passionate supporter of World Vision, and each year we host a number of events that generate awareness and raise funds.

In our meeting on February 8th 2012, you expressed an interest in supporting our next function. The Little Red Grape is hosting a Quiz Night on April 24th and it 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 any further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8845 _____ or at _____

Thank you in anticipation for your support.

Kind Regards

Manager



little red grape

23rd March 2012

Mr N

Super Road
THEBARTON, SA 5031

Dear Mr

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, The Little Red Grape is a passionate supporter of World Vision, and each year we host a number of events that generate awareness and raise funds.

In our meeting on February 4th 2012, you expressed an interest in supporting our next function. The Little Red Grape is hosting a Quiz Night on April 24th and it 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 any further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8845 5 _____ or at _____

Thank you in anticipation for your support.

Kind Regards

Manager



little red grape

23rd March 2012

Ms B.

North Avenue
TUSMORE, SA 5065

Dear Ms B.

RE: QUIZ NIGHT SPONSORSHIP

As you are no doubt aware, The Little Red Grape is a passionate supporter of World Vision, and each year we host a number of events that generate awareness and raise funds.

In our meeting on February 18th 2012, you expressed an interest in supporting our next function. The Little Red Grape is hosting a Quiz Night on April 24th and it 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 any further, or if there are any other opportunities for us to engage each other, please contact me on (08) 8845 56 or at

Thank you in anticipation for your support.

Kind Regards

Manager



MAIL MERGE - 200 WORD SUMMARY

EVALUATION

Reflection

This task required me to type and correctly format a hand written letter into a mail merge, ensuring that all details were correct. Looking back a week ago, I had no idea how to even begin. I had always seen those extra buttons on the toolbar, but never had the knowledge to go further. Mail Merge is an easy process in which business assistants can easily send letters to their clients in the simplest of ways. The process takes about 5-10 minutes, and saves you a very dreary and repetitive method of typing out the same message over and over. I have also gained new knowledge of business documentation, and this will become handy if I choose to one day become an assistant. The task was completed on the school's computers using Microsoft software.

Asking my teacher questions and then receiving feedback helped me to improve the layout of my letter. One problem encountered was getting the right measurements for my margin on my letterhead exact (45mm top and left), in order to see the logo correctly. The 3 Principles of Design are seen through the repetitive use of colour in the header and footer, Alignment of text and the Proximity between the paragraphs and text is also repetitive.

Words: 211

Assessment Comments

This response is illustrative of a B grade.

Development and Application

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

- Created own logo and letterhead
- Used appropriate software for keying in document and mail merge as well as selecting software for letterhead and logo creation
- Font style is easy to read

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

- Same mistakes have been made in every single letter indicating that mail merge has been used even though evidence of merge fields has not been presented
- Spelling check used

***Note** that all detail at on the top and left hand side was present on the original documents, however some detail has been lost in copying

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

- Contrast – text in contact details is too small and hard to read – poor contrast
- Letterhead – use of colour in logo
- Reverse text used for contact details
- Repetition – of brown colour in shape with contact details below
- Repetition of reverse text in contact details
- Proximity – vertical lines used in contact details to separate information
- Line spacing has been used to separate sections within the letter
- Inconsistent layout and punctuation of fully blocked letter
- Alignment – left alignment of letter text
- 3-5 returns between date and address details
- Letter needs to be vertically aligned
- More spacing could be left for signature

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

- To achieve final product it is evident that investigation has occurred otherwise they would not provide the detail that is evident in letterhead design and set up of merge fields
- Evident that they have a good understanding of the design principles and application of document layout
- Merge fields provided as evidence
- Final product

Analysis and Evaluation

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

- Please note that this response was created in 2012 prior to the amendment to specific feature AE2. For a more current response for assessment of AE2, please refer to Student Response 3.

Please note, the master document and data source document were not available for exemplification, however they were submitted with the original response.

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>