You are the marketing designer for a fictitious outdoor equipment store in Yorkshire called GetOutThere. Your store sells camping equipment, outdoor clothing and mountain bikes and promotes an outdoor lifestyle.

This new store needs the following documents:

* A company Photo Identity (ID) Card for the mobile Sales Representative to prove her identity
* An A5 Flyer to advertise an upcoming sale
* A business letter to accompany the flyer

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| TASK 1: Photo ID Card | TASK 2: Business Flyer | TASK 3: Business Letter |
| The Sales Manager, Melissa Land, requires a photo ID card to present at meetings around the country, combining a standard business card with a passport size image and signature.  It should include:   * A new company logo and house style * A digital passport style photo * Space for a signature * Name, position, address and contact details * Standard Business Card Size: 8.5cm wide and 5.5cm high | To advertise an upcoming sale on relevant GetOutThere’ products of your choice, you have been asked to design an A5 flyer. This will be sent with the business letter and should contain the following:   * The company logo and house style * Company contact details * Details of the products on sale together with images and prices * A tear-off discount voucher should be included, saving 15% if taken to the sale * (A5 Size: 21cm high and 14.85cm wide) | You are writing the letter on behalf of the Managing Director, Simon Khan, introducing the upcoming sale, the enclosed flyer and any other promotional information you wish to add:   * The company logo and contact details. * A suitable message from the Managing Director * A signature * A suitable professional business layout. |

Use an editing package such as Audacity to create your work and read very carefully at the Assessment criteria at the bottom of the page.

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| Essential Skills | Post-Graduate Level Requirements | Masters Level Requirements | Doctorate Level Requirements |
| * Documents must be 'Fit for Purpose', looking like real documents a company might use * A House style - Including a logo, selection of fonts, colours and graphic styles for the business * Graphics from a range of sources - e.g. Own original work, Internet, Digital Camera, Clip-Art * Headers and Footers - e.g. Logo in letter or catalogue, Page Numbers in catalogue * Use of Tables - e.g. Product details in catalogue or on your flyer * Use of spelling and grammar checks. Proof reading - Visually checking draft versions of your documents for errors not picked up electronically. * Text formatting - Font, size, style, direction (horizontally and vertically). Paragraph formatting - Justification, indents, line spacing, bullet points and numbered lists | Students will design and create straight-forward business documents.   * These will include a letter and at least two other documents * At least one document will include graphics using more than one source, e.g. clip art, the World Wide Web, scanner, digital camera, drawing package * All documents will have been checked using software tools, but some errors may remain * Some formatting features, e.g. font style and size and paragraph justification will have been used * The final documents will be largely fit for purpose. | Students will design and create at least three types of business document.   * They will include graphics from a range of sources * They will use spelling and grammar checks and will edit the documents to improve and correct them so that few errors remain * There will be some consistency to the layout of the documents, although there may be some exceptions * There will be evidence of the use of a range of software tools/facilities and these will have been used appropriately * The final documents will be fit for purpose. | Students will design and create at least three types of business document.   * They will include graphics from a wide range of sources * Candidates will design a house style and will use this in the production of all documents * There will be evidence of the use of a wide range of software tools/facilities and these will have been used appropriately * All documents produced will have been thoroughly checked using spelling and grammar checks, and proofread, so that they are virtually error-free, and of a near-professional standard |