



## **ASSESSMENT BRIEF: Collection of Work Assignment 1**

Module Title: **Desktop Publishing**  
Module Code: **5N0785**  
Assessment Technique: **Collection of Work**  
Assessment Weighting: **8%**  
Assignment Title: **Single Page Document**

Submission Date: **Thursday 10<sup>th</sup> October**

Candidate Name: \_\_\_\_\_

**I confirm that the work handed up is my own original effort**

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**Note:** All work produced must be your **original effort** (Plagiarism through the presentation of someone else's ideas, arguments, concepts or work as your own by failing to reference or acknowledge properly is a very serious offence – see Student Handbook for sanctions that may apply).

## Scenario

You have recently been interviewed by a graphic design company 'Iconic Design'. As part of your interview you have been requested to create an **A4 Flyer**. The topic of the flyer is a subject of your choice within the following constraints:

1. They have requested that you design an original document.
2. You must advertise a business or event.
3. All relevant detail should be included covering the **What? Where? Who? Why? When?** of the business or the event.

## Assignment Details

### 1. Design Sketch Template

Provide a design sketch for your flyer indicating clearly in your design sketch template the following design considerations:

- colour scheme - ensure you choose a suitable colour scheme
- font scheme – titles and body text should be formatted appropriately
- images – style and positioning
- borders – page border/text box borders

### 2. Flyer Content & Layout

- Use a suitable desktop publishing package to create an A4 flyer design.
- Use wordart and text boxes to add the information in the document attached.
- The design should include a suitable text logo for the company 'Iconic Design' and company or events - name, address and contact details in a suitable position.
- Research and include related images (clip art, word art or photograph's) to improve the presentation of the flyer.
- Include borders to enhance your flyer design.

### 3. Evaluation

Upon completion provide a short evaluation of your flyer design to include:

- Strengths – identify 3 design strengths
- Weaknesses – identify 2 design weaknesses
- Improvements – suggest improvements to your flyer design

### 4. Presentation

- Provide a colour printout of the finished document and a printout of the evaluation.
- Provide a copy of the flyer document on electronic file.