

Levels 1 and 2 Desktop Publishing (8983)

Examination Support Guide

100/4890/X Level 1

100/4891/1 Level 2



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Contents

1	Level 1 Desktop Publishing	7
1.1	General points	7
1.2	Examination	7
1.3	Duration	8
1.4	Standards	8
1.5	Results	9
1.6	General Marking Scheme – Level 1	10
1.7	Weakness reports	11
1.8	Types of error Subheading (Sentence case)	12
1.9	Conventions	12
2	Relationships to other qualifications	13
3	General advice for centres	14
3.1	Guided learning hours	14
3.2	Hardware and software	14
3.3	Copyright/piracy	15
3.4	Health and safety	15
3.5	Viruses	15
4	Specialist tutor instructions	16
5	Advice for candidates	18
6	Techniques and standards	19
6.1	Standards	19
6.2	Consistency	19
6.3	Alignment	19
6.4	Margin settings	20
6.5	Moving and copying text	20
7	Typographical/typesetting conventions	21
7.1	Introduction	21
7.2	Spacing	21
7.3	Quotation marks and apostrophes	22
7.4	Ligatures	22
7.5	Font versions	23
7.6	Small caps	23
7.7	Typefaces	23
7.8	Column balancing	24
7.9	White space	25
7.10	Hyphenation	25
7.11	Widows and orphans	26

8	Supplementary syllabus detail	27
8.1	Introduction	27
8.2	Fonts	27
8.3	Graphic objects	28
8.4	Typographical dimensions	30
8.5	Terminology	31
8.6	Margins and alignment	32
8.7	Multiple page publications	33
9	Setting Checklist	34
10	Sample examination paper	36
11	Level 2 Desktop Publishing	48
11.1	General points	48
11.2	Examination	48
11.3	Duration	49
11.4	Standards	49
11.5	Results	50
11.6	General marking scheme – level 2	51
11.7	Weakness reports	52
11.8	Types of error	53
11.9	Conventions	53
12	Relationships to other qualifications	54
13	General advice for centres	55
13.1	Guided learning hours	55
13.2	Hardware and software	55
13.3	Copyright/piracy	56
13.4	Health and safety	56
13.5	Viruses	56
14	Specialist tutor instructions	57
15	Advice for candidates	59
16	Techniques and standards	60
16.1	Standards	60
16.2	Consistency	60
16.3	Alignment	60
16.4	Paper Sizes	61
16.5	Margin settings	61
16.6	Moving and copying text	61
16.7	Leader dots, Rules, Boxes	62
17	Typographical/typesetting conventions	63
17.1	Introduction	63
17.2	Spacing	64
17.3	Quotation marks and apostrophes	65
17.4	Ligatures	65
17.5	Font versions	66

17.6	Small caps	66
17.7	Typefaces	67
17.8	Column balancing	68
17.9	White space	68
17.10	Hyphenation	69
17.11	Widows and orphans	70
18	Terminology	71
18.1	Introduction	71
18.2	Fonts	71
18.3	Hierarchy of text terms	72
18.4	Graphic objects	73
18.5	Typographical dimensions	74
18.6	Aspect ratio	75
18.7	Gutter	75
18.8	Margins and alignment	76
18.9	Multiple page publications	77
19	Level 2 Setting checklist	78
20	Sample examination paper	80

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1 Level 1 Desktop Publishing

1.1 General points

The examination will consist of the creation and design of a one or two page publication in A4, A5 or A6 format. Exact measurements will be given in metric and imperial.

Publications will be created by importing given text and graphic objects and following specific instructions.

This examination is used to test the skills and knowledge in using Desktop Publishing software combined with an understanding of appropriate technical terms.

Candidates must submit final copies only of each publication. Only one draft copy printout is allowed to check that the publication matches the specification. This must not be submitted.

Text to be imported will be between 230 and 250 words. Candidates will be required to key in text of between 10 and 15 additional words.

All tasks must be completed within one and a half hours, excluding final printing time.

1.2 Examination

Candidates must complete all tasks within the examination time and produce publications as required, in line with the City & Guilds examination regulations.

Candidate's performance will be assessed on their ability to

- follow instructions correctly
- produce a publication to a specified layout
- import and manipulate text and graphic objects
- accurately key in text
- meet the objectives
- complete the assignments in the time available.

Recognition will be given for the application of typographical conventions and appropriate and effective design.

1 Level 1 Desktop Publishing

1.3 Duration

The examination will be one and a half hours in length. All tasks will relate to a single topic and be as authentic as possible.

The examination will test the candidate's ability to manipulate graphic objects and text. Particular emphasis will be placed on the candidate's ability to follow detailed layout instructions to produce an accurate publication.

1.4 Standards

All examination papers are written to stringent test specifications. This means that each paper tests the same number and type of functions. All papers are then carefully moderated to ensure that the standard is correct and that there are no problems with the topic or level of language used.

The candidate's name should be included on each task, but failure to do so will not be penalised. Where candidates attempt an assessment objective and make a keying in error, they will be penalised under the Accuracy objectives.

If candidates do not attempt an objective required by the examination or make an incorrect attempt, they will be subject to a Meeting Objectives error.

Wherever possible, the files on the CD-ROM should be used to create the candidate copies. Should the specialist tutor have to key in the text, it is essential that this copy is returned with the candidate's scripts. Any errors made by the specialist tutor when keying in, will not incur an error for the candidate. However, it can be off-putting to the candidates and cause them to lose time.

Assessment is made in the three areas of Production rate, Accuracy and Meeting objectives.

Production rate

Candidates must complete all parts of the assignment. There is no separate mark for production rate but incomplete work will be reflected in the accuracy mark.

Accuracy

Any text that is to be keyed in must be copied exactly as presented, including initial capitals, apostrophes and any other punctuation.

An accuracy error will be deducted for each incorrect or missing word/character for example:

- transposition
- spelling
- missing or extra character.

Meeting objectives

Candidates must meet the objectives listed in the syllabus; errors are incurred for each objective that is not met. All text, graphic objects and publication layouts must be produced as instructed. An error is given for each objective that is not met for example:

- graphic resized without maintaining aspect ratio
- margin settings not as specified
- inconsistencies within the text formats.

1.5 Results

Marks are totalled separately for the two areas of accuracy and meeting objectives, and there are two levels of pass and one level of fail.

The following criteria apply for the award of a First Class Pass and Pass.

	First Class Pass	Pass
Accuracy	1	3
Meeting Objectives	4	8

First Class Pass

A First Class Pass is awarded when the candidate makes no more than the number of errors allowed, as shown in the above table.

Pass

A Pass is awarded when the candidate makes more than the number of errors allowed for a First Class Pass, but no more than the number allowed for a Pass, as shown in the above table.

Fail

A Fail is given where the candidate makes more than the number of errors allowed for a Pass in either criteria. In the case of a Fail, a weakness report is completed.

1 Level 1 Desktop Publishing

1.6 General Marking Scheme – Level 1

Production Rate

Candidates will fail on production rate if any of the following printouts are not included.

- Complete publication not printed out.
- Draft copies submitted instead of final copies.
- In multi page publications, all pages are not submitted, eg two copies of page 1 and no page 2.

Accuracy errors – one per occurrence

A1 Word error ie spelling, keying-in, missing character/word, extra character

A2 Text import error, eg incorrect or incomplete text

Meeting Objectives errors – one per occurrence

M1 Publication not as specified

M2 One or more margins incorrect – one per occurrence

M3 Number of columns not as specified

M4 Page orientation not as specified

M5 Page size not as specified

M6 Line spacing incorrect

M7 DTP conventions not used, eg smart quotes, ligatures, etc

M8 Hyphenation not as specified

M9 Fonts not as specified, eg serif, sans serif, script, size, colour, style

M10 Special effect not as specified, eg small caps, drop caps, subscripts, superscripts, fills etc

M11 Page and column balance error, eg white space, widows and orphans, text wrapped to graphic

M12 Alignment incorrect, eg left, right, centred, fully justified

M13 Text manipulation error, eg move, copy, edit, delete

M14 Graphic object manipulation error, eg move, copy, delete, resize, flip, mirror, rotate and crop

M15 Drawing object error, eg lines, circles, boxes, arrows, polygons, box, etc

M16 Add a box around text or place text inside a box

1 Level 1 Desktop Publishing

1.7 Weakness reports

The weakness report is helpful in deciding how much further practice unsuccessful candidates require before retaking the examination, and which skills require particular attention. Weaknesses are detailed on the results slip of an unsuccessful candidate and on the results summary, which is sent to centres listing candidates' results.

The examiner completes a weakness report as shown in the example below. Ticking those areas where a candidate has shown a particular weakness.

A	Failed narrowly
B	Production rate
C	Accuracy
D	Meeting objectives
E	Inadequate control of graphic objects
F	Inadequate control of drawing objects
G	Inadequate control of text
H	Inadequate control of page layout functions
J	Insufficient work submitted

1 Level 1 Desktop Publishing

1.8 Types of error Subheading (Sentence case)

The following are the most common accuracy errors.

Text

Lost when resizing fonts.

Serif and sans serif fonts used incorrectly.

Graphical

Graphic objects are positioned, sized or formatted incorrectly, eg when resizing graphics, do not take account of any white space, the graphic element should be exactly as specified.

Layout

A publication has not been laid out to the given specifications, and consistency has not been maintained.

Drawing

Objects are not drawn or positioned as specified, eg rules not margin to margin, or to edge of page when instructed

Typesetting

The rules of desktop publishing have not been adhered to, for example white space, balancing etc.

Consistency

Inconsistency throughout the publication, where for example different spacing, margins, layouts and styles are used for different pages of a publication. This also counts for a large number of examination errors.

1.9 Conventions

Examination syllabuses and papers will, where appropriate, use decimal currencies including £, € and \$, metric and imperial units, including centimetres and inches and the 24 hour clock.

Global contexts and scenarios will be used where appropriate, including names, addresses and date formats worldwide.

2 Relationships to other qualifications

This suite of qualifications complements the range of City & Guilds Qualifications: Office Procedures, Accounting and Business Studies, in addition to English for Vocational and Specific Purposes, and English for Speakers of Other Languages.

The Information Technology related qualifications include e-Equals, Spreadsheet Processing Techniques, Word Processing Techniques, Practical Data Processing, Visual Presentations and Computerised Accounts.

3 General advice for centres

3.1 Guided learning hours

City & Guilds do not determine a length of course, or the number of hours of study required. The best indicator is when candidates have covered all areas of the syllabus and can successfully complete a sample test paper within the allowed time and produce an accurate copy on more than one occasion.

Successful candidates will be able to meet all of the objectives that will be tested. Practice on the sample papers will enable candidates to know what is expected of them in an examination.

The recommended guided learning hours for this unit are 30 hours, depending on the candidate's ability and previous experience.

3.2 Hardware and software

There are no specifications as to the type of hardware or software that is to be used in the examination. Hardware will need to have sufficient processing speed, available memory (RAM) and adequate disk storage space to run desktop publishing software efficiently. Candidates must also be able to access information from either a CD-ROM, floppy disk or a local or network hard disk drive.

Candidates should have access to and be able to use a colour printer of sufficient quality to enable output, which has a professional level of presentation. However, if centres do not have adequate colour printing facilities, candidates will not be penalised for producing greyscale output during the examination. Black and white copies, however, will not be acceptable.

Centres will need to use desktop publishing software that fulfils the objectives of the syllabus, and centres will need to check that the functions and facilities available on their systems enable candidates to successfully complete the examinations at the level(s) they wish to offer. In many cases, there is more than one method of achieving a particular function. However if a solution cannot be found, it may be advisable to update the hardware and software.

It is advisable that a Specialist Tutor or technician be on duty to deal with hardware or software faults during the course of the examination.

3 General advice for centres

3.3 Copyright/piracy

Centres should ensure that they abide by local and international laws relating to data and software copyright and software piracy. They should convey the requirements of this legislation to candidates. Centres providing candidates with alternative images for this examination must ensure they comply with copyright legislation.

3.4 Health and safety

Centres need to ensure that all health and safety regulations are observed. In particular, the following should be considered.

Seating

Seating should be adjustable to take account of the differing statures of candidates. The type of seating and height of worktops should enable all candidates to maintain a comfortable working position.

Lighting

Screens should be positioned and lighting chosen to avoid glare. Blinds may need to be used to reduce glare from windows.

Breaks

The length of sessions should be restricted to enable candidates to take breaks away from the screen at regular intervals. This includes breaks from looking at the screen, for example when proofreading.

Physical safety

Trailing leads, bags and other obstructions should be removed.

Electrical safety

Regular checks should be made on all electrical equipment.

3.5 Viruses

Centres need to have strategies in place to prevent infection of systems by computer viruses. Candidates should be made aware of the dangers of such viruses and methods used to prevent them from being spread.

4 Specialist tutor instructions

Before the examination

The Specialist Tutor must ensure that before the examination takes place, all candidates are able to access the files required.

It is advisable that the Specialist Tutor checks that all hardware and software functions are available to enable the candidates to complete all of the examination objectives within the time available.

Preparation

The Specialist Tutor will be required before the start of the examination to create the files needed for the examination and to save in a secure area. These files must be protected against access by other users of the equipment and the content of the examination must not be divulged. The names of these files appear on the candidate paper, any change of name must be announced to the candidates at the start of the examination.

If the supplied graphic images cannot be copied from the CD-ROM, select suitable graphics from your own bank as substitutes, ensure that they are the sizes specified on the examination paper.

If the text files cannot be accessed, the files can be created using the hard copy supplied.

Files

All information required for the examination will be supplied in hard copy and on a CD-ROM. The Specialist Tutor should check the files on the CD-ROM, prior to the examination, to ensure that they are as specified in the Specialist Tutor hard copy eg correct size image, correct font type and size, etc. If files are not as specified on the hard copy, the Specialist Tutor should correct the files and produce a printout and return with the candidates' scripts to ensure that candidates are not penalised.

If the file names specified on the examination paper are unsuitable, provide substitutes and inform candidates.

Keying in text

If you need to key in text, ensure that you copy this exactly, eg serif, sans serif or script type faces must be used as indicated. Thorough checking is essential. If you make mistakes in the Specialist Teacher copy, these will be identified from your printout by the marker and the candidates will not be penalised.

Print out one example copy of all input set up for this examination and hand it to the Examinations Secretary for safekeeping.

Printers

Ensure that the printer is set up correctly so that the margins on the paper match those set in the software and that the quality of print is of sufficient quality for the output to be read by the examiner.

Candidates are allowed to print out one draft copy of each page for proofreading and checking purposes.

After the examination

Candidate printouts should be separated and each sheet should be clearly marked with the candidate's name. They should be attached to the front sheet of the examination paper containing the candidate's name. All draft copies must be destroyed.

A copy of each document created by the specialist tutor must be printed out and returned with the examination scripts. The files created must be erased from the storage medium.

The CD-ROM containing the 'live' examination must also be returned to City & Guilds with all the documentation and the candidates' final printouts after the examination.

All material must be deleted from the storage medium after the examination and when all printing has been completed.

5 Advice for candidates

Practice

Before the examination, make sure you have plenty of practice at editing and manipulating text and graphic objects and creating a variety of publications using DTP software. Use the sample paper and practise following instructions, ensuring you understand how to interpret them.

Particular emphasis should be placed on practising the accurate placement of objects and balancing the layout of your publications.

You should be able to demonstrate all the skills listed in the objectives as well as an understanding of the underpinning knowledge and skills. Take into account the advice on design guidelines to help you lay out your publication.

Terminology

Make sure you are familiar with the conventions listed in the syllabus and can apply these appropriately. Ensure you are familiar with any terminology and use the information provided in the guidance section of the syllabus for help.

During the examination

Read the tasks through carefully at the start of the examination, and make sure you know exactly what you have to do. Follow all instructions in the examination paper. Layout diagrams are only a representation of the page to be produced. Candidates should follow the written instructions carefully and use the layout diagrams as a guide. A dotted line on these diagrams indicates page margins.

Set up the page(s) as specified and ensure consistency throughout the publication in your use of fonts, margins, alignment, etc. When using columns, ensure that you balance these appropriately.

Work systematically through the tasks in the order they are presented. If you have prepared properly for the examination, you will be able to complete all the tasks and leave sufficient time at the end to check your work.

Leave yourself enough time to check through your work carefully.

Software facilities

Make use of the facilities in the desktop publishing software such as layout guides and grids, frames, master pages, etc.

There may be more than one way of completing the tasks. Decide which is the best for you and which will allow you to complete the tasks most accurately within the available time.

6 Techniques and standards

6.1 Standards

There are no specific rules of design or specific standards that should be applied when creating desktop publishing publications, but the following guidelines should help you to create professional looking output.

6.2 Consistency

Candidates will be expected to retain consistency of all formatting and layout throughout their publication. All headings should be the same size and format unless otherwise specified. Line, character and paragraph formatting should also remain consistent throughout the publication.

Lines should have the same thickness, fonts should be of the same format and margins should be the same for every page of the publication.

Candidates should choose one unit of measure (centimetres or inches) and keep to it throughout the entire publication.

Paper sizes will be given and are as follows:

A4 21 cm x 29.5 cm (8.2" x 11.6")

A5 14.5 cm x 21 cm (5.8" x 8.2")

A6 10.5 cm x 14.5 cm (4.2" x 5.8")

Websites and e-mail addresses may automatically underline in blue. Should this occur, it would not be penalised.

6.3 Alignment

Everything on a page and within a publication should line up with something else. Use guides, grids, rulers etc to ensure your text and graphic objects align exactly. If no alignment positions are specified, the graphic objects and text should align to the margins. Never align by eye. When using more than one column, the column widths should be of equal size and the space between (gutter) set to 0.5 cm (0.2") unless specified otherwise.

6 Techniques and standards

6.4 Margin settings

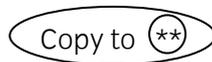
Default settings for margins are not specified, as in all cases candidates will be expected to change margins in the examination tasks. All margin measurements will be specified in centimetres and inches. Unless specified otherwise, all margins should remain consistent on all pages of a publication, ie top, bottom, left, and right, except in the case of publications requiring facing pages, where inside and outside margins must remain consistent.

6.5 Moving and copying text

Text which is to be moved is removed from its original position and inserted elsewhere as instructed. The new position may be indicated by an arrow or by a letter or asterisks, with a ballooned instruction in the margin.

When text is copied, the original text is retained in its original position and a copy of it is inserted in the new position as instructed.

For example



7 Typographical/typesetting conventions

7.1 Introduction

Typography is the art and practice of designing type and other printed material according to basic principles. A typesetter is a machine that is used for setting out type, ready for output to a printed medium.

On a keyboard, some characters have several uses, for example feet and inches marks appear the same as quote marks.

Example

"quote" 'quote'
6' 2"

With the use of digital fonts, True Type or Postscript, there are many additional characters available and these should be used when compiling desktop publishing publications.

The following typographical examples are good practice conventions that should be applied in the examination wherever appropriate.

7.2 Spacing

After full stop or period

A single space is now sufficient as originally the double space was used on manual typewriters to get the full stop to fit closer to the ending sentence than to the following one. With digital fonts this is now unnecessary as the automatic character spacing will make sure that the full stop is closer to the character to the left.

Paragraph spacing

On a manual typewriter, the only way to separate one paragraph from another was to use two blank spaces. Desktop publishing allows you to control the amount of space before and after paragraphs, and ultimately gives a better overall appearance to your publication as well as allowing more text to be placed on a page.

Line spacing

The space between lines is known as leading (pronounced led-ding) and the measurement is usually based on the amount of space from baseline to baseline. This is measured in points.

This text has 18 pt spacing

or leading applied to it

Character spacing

The spacing between characters or pairs of letters is known as kerning. This feature allows space to be added or removed between pairs of characters that otherwise would not appear visually pleasing, for example,

Non-kerned

KO

Kerned

KO

Capital letters, large font sizes and headlines usually appear better with kerning setting applied.

Tracking

Tracking is the adjustment of spacing for a selection of text, to improve the visual appearance within a specific area of a publication or page. Tracking can allow you to fit more words onto a line, or paragraph to stop the text flowing into another column or page.

7.3 Quotation marks and apostrophes

Rather than straight typewriter quotes that are also used as feet and inch marks, use smart quotes, as shown below.

“smart” ”straight”

7.4 Ligatures

A ligature is a combination of two letters. In certain typefaces, pairs of letters do not work well together, for example lowercase f and i, where the dot of the ‘i’ combines with the top of the ‘f’. These groups of letters can be replaced by another character or symbol as below.

normal characters **fi** and ligatures **fi**

7 Typographical/typesetting conventions

7.5 Font versions

Italic or bold text should only be achieved with the correct italic or bold version of the font. If there is not a bold or italic version of the font available, many software packages will enable a normal font to slant or embolden, creating an effect that is quite different from a true designed italic or bold font.

This is normal text

This is using a bold version of the font

This is normal text with bold formatting applied

Some fonts have condensed versions available also:

This is normal text

This is the same font, using a condensed version

7.6 Small caps

Text written in uppercase or capital letters is harder to read than lowercase text. When text must be entered in capitals, use small caps instead.

This text is in lower case

THIS TEXT IS IN CAPITALS

THIS TEXT APPEARS IN SMALL CAPS

7.7 Typefaces

As a general rule, no more than two different typefaces should be used in each publication, and when mixing typefaces, use a serif font for body text and a sans serif font for headings, and a script font where specified.

Headings, sub-headings, body text and headers/footers should be appropriately sized in relation to each other. Headings should be larger than sub-headings. Body text should be smaller than sub-headings and headers. Footers should be smaller than body text.

This is a heading

This is a sub heading

This is body text

This is a footer

Body text should be between 11 and 14 pts and the headings should be at least 16 pts and be in relation to the size of the body text.

7.8 Column balancing

Unless there is a specific reason, large areas of unused space should be avoided in a publication. Where multiple columns are used and the text does not fit equally across, column balancing should be used. This along with the different options for spacing of lines, text and paragraphs will give a visually pleasing publication.

This text does not appear to be balanced. There is a large amount of white space at the bottom of the last paragraph. This text does not appear to be balanced. There is a large amount of white space at the bottom of the last paragraph. This text does not appear to be balanced. There is a large amount of white space at the bottom of the last paragraph. This text does not appear to be balanced. There is a large amount of white space at the bottom of the last paragraph. This text does not appear to be balanced. There is a large amount of white space at the bottom of the last paragraph.

This text does not appear to be balanced. There is a large amount of white space at the bottom of the last paragraph. This text does not appear to be balanced. There is a large amount of white space at the bottom of the last paragraph.

This text appears to be balanced. There is no longer a large amount of white space at the bottom of the last paragraph.

This text appears to be balanced. There is no longer a large amount of white space at the bottom of the last paragraph.

This text appears to be balanced. There is no longer a large amount of white space at the bottom of the last paragraph.

This text appears to be balanced. There is no longer a large amount of white space at the bottom of the last paragraph.

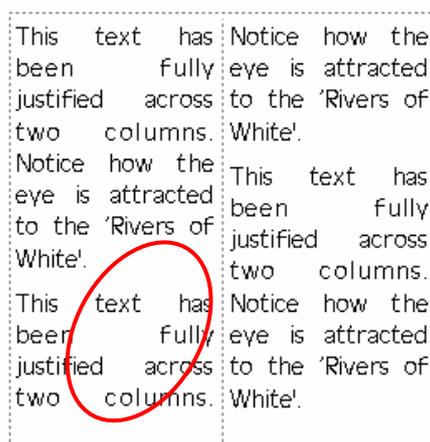
This text appears to be balanced. There is no longer a large amount of white space at the bottom of the last paragraph.

This text appears to be balanced. There is no longer a large amount of white space at the bottom of the last paragraph.

7 Typographical/typesetting conventions

7.9 White space

Where text is fully justified across a column or page, this can cause large areas of white space between words. When this appears on several lines of text, this appears unsightly and is known as 'rivers of white', a bad example is shown below:



7.10 Hyphenation

Usually when a word is too long to fit in the space available, the word is placed at the start of a new line. This can cause large amounts of white space to occur when long words or narrow columns are used. To reduce this, words can be hyphenated. Use of automatic hyphenation often creates a ladder effect ie three or more lines with hyphens. To prevent this, automatic hyphenation should be switched off and the candidate should manually hyphenate the text.

Dashes

There are two different dash symbols, which can be used. The 'en' dash is entered with a space on either side and appears slightly longer than the minus character. The 'em' dash is entered with no spaces either side of it and it appears slightly longer again. These should be used rather than the standard keyboard minus sign to represent dashes in between words.

This is a minus character -
This is an en dash –
This is an em dash —

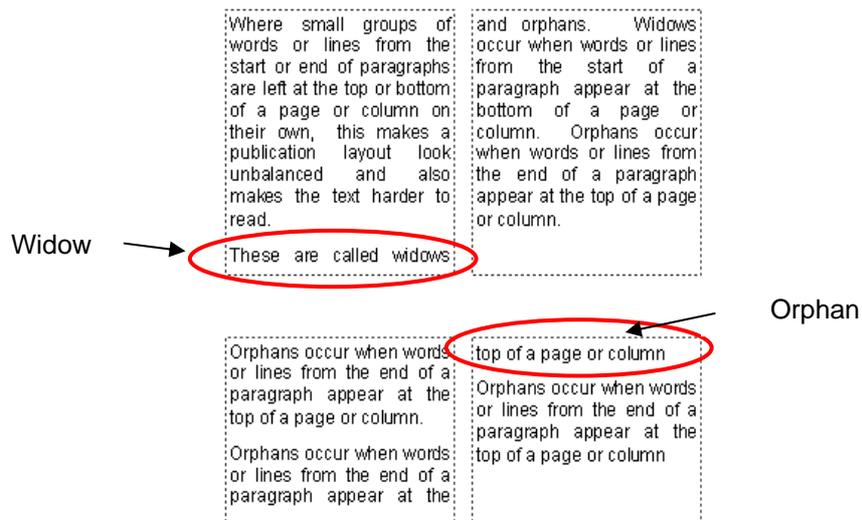
Examples

En dash 4 – 8 May
Em dash Good day—yes

7 Typographical/typesetting conventions

7.11 Widows and orphans

Where small groups of words or lines from the start or end of paragraphs are left at the top or bottom of a page or column on their own, this makes a publication layout look unbalanced and makes the text harder to read. These are called widows and orphans. Widows occur when words or lines from the start of a paragraph appear at the bottom of a page or column. Orphans occur when words or lines from the end of a paragraph appear at the top of a page or column.



8 Supplementary syllabus detail

8.1 Introduction

This section of the syllabus has been created to give centres and candidates clearer information regarding some of the terms used within the syllabus. It is not intended to be used as a fully comprehensive glossary of terms as there may be other explanations and terminology used within the desktop publishing environment that have not been used within the syllabus or which do not apply within this context.

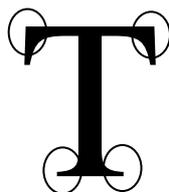
8.2 Fonts

A font is described as a member of a typeface family. Times New Roman italic is a font or font file in the Times New Roman typeface family.

Specific fonts and typefaces will not be specified, as the names vary from one system to another. The fonts to be used therefore will be specified as serif, sans serif or script only. Candidates will need to know the difference between these fonts. Candidates should also know which of the typefaces are available on their computer.

Serif fonts

A serif is a small cross stroke, or tail at the end of the main stroke of the letter, indicated on the diagram below with circles.



This is an example of a serif font

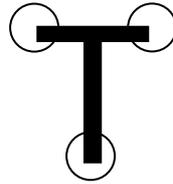
This is an example of a serif font

This is an example of a serif font

This is an example of a serif font

Sans serif fonts

Sans means without. Sans serif fonts are fonts without serifs or cross strokes or tails, as indicated in the diagram below.



This is an example of a sans serif font
This is an example of a sans serif font
This is an example of a sans serif font
This is an example of a sans serif font

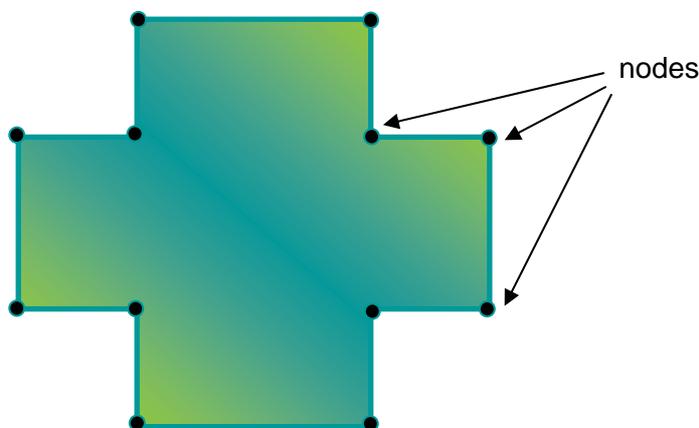
8.3 Graphic objects

There are two main types of graphic objects, vector and bitmap. Candidates will need to know the difference between vector and bitmap images as well as recognise them. A quick method of determining whether an image is a vector or bitmap is to re-size it, so that it is as large as possible. If the image remains crisp, it is likely to be a vector graphic, if the image becomes blurry, it is likely to be a bitmap image.

Vector graphics

These are also known as object oriented graphics. The image is composed of various shapes and lines, each of which has their own attributes, such as colour and shading. Vector images are defined by the location of their nodes, which is expressed as a specific mathematical location within the file.

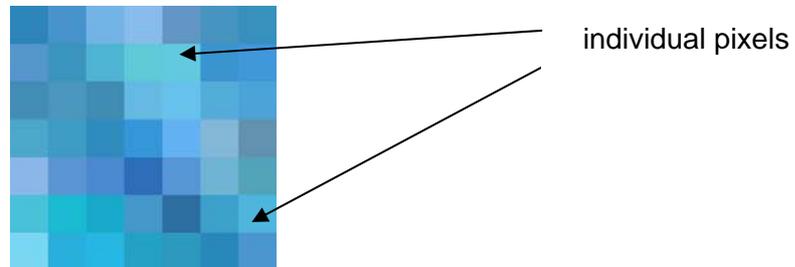
Vector graphics are just as clear when viewed close up as from a distance and the size of the file is not dependant on the physical size of the image.



Bitmap graphics

These are also known as raster graphics. A bitmap image is composed of a series of pixels, each of which has a specific colour. When a bitmap is viewed from a distance, the eye does not interpret each pixel individually, resulting in the colours blending to produce an optically correct image.

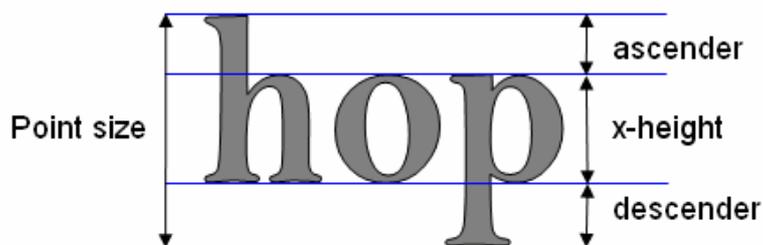
Bitmaps can be quite large in terms of memory size, because each pixel is different and more information is needed the more pixels there are.



Bitmap images can lose some of their resolution when the size of the image is enlarged.

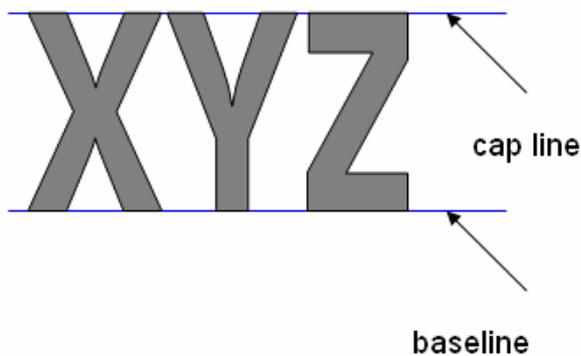
8.4 Typographical dimensions

The x-height of a letter is the height of a letter excluding any ascenders or descenders. The ascender is any part of a letter extending above the x-height. The descender is any part of a letter extending below the x-height.



The body size or point size is the height measured from the top of the ascender to the bottom of the descender. A point is the standard unit of type size. There are 72 points to the inch.

The imaginary line that appears at the top of capital letters is called the cap line and the line at the bottom is known as the baseline.



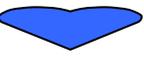
The distance between the cap line and the baseline is known as the cap size.

8 Supplementary syllabus detail

8.5 Terminology

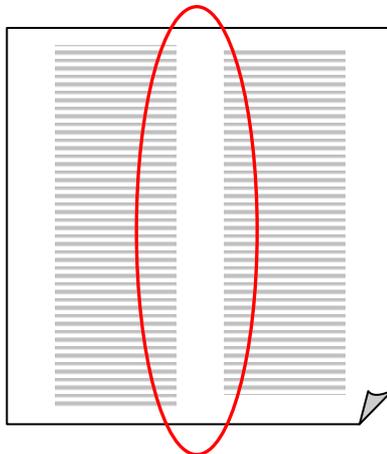
Aspect ratio

The aspect ratio of an image is the ratio of the width of an image to its height. When inserting, moving or re-sizing a graphic object, it is essential that the graphic object is not distorted; the aspect ratio should be maintained at all times.

Original Image	Re-sized image, aspect ratio maintained	Re-sized image, aspect ratio NOT maintained	
			

Gutter

A gutter or column gutter is the space between columns of text on a page, as shown in the diagram below.



8.6 Margins and alignment

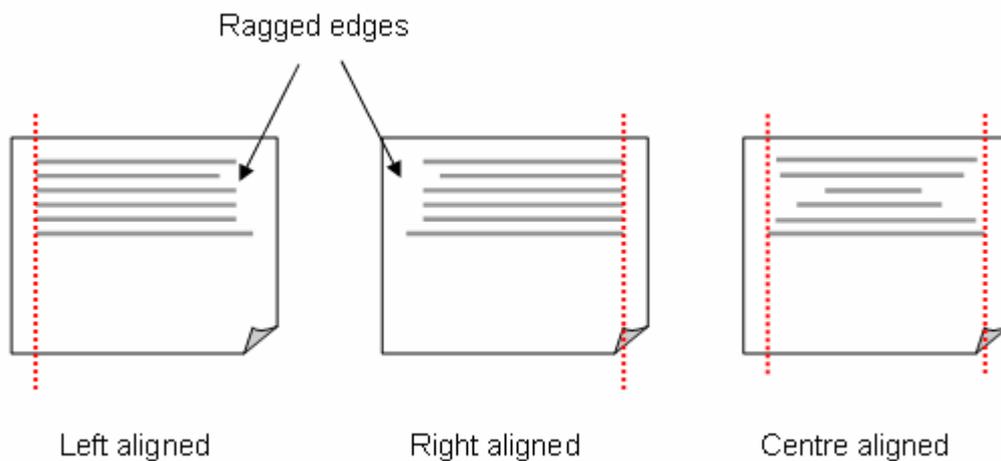
Margins

Margins are the blank space between the edge of the page and the text or objects contained on the page. For single sided publications, margins are described as top, bottom, left and right.

Alignment

The horizontal alignment of text is attributed to the way in which the edge of the text lines up within the page margins, or in a specified area. The edge of text, which is not flush with the margins, is called a 'ragged' edge.

Left aligned text appears flush with the left margin, right aligned text appears flush with the right margin and centre aligned text appears equally between the left and right margins.



Justification

Fully justified text produces lines of equal width so that the text appears flush with both the right and left margins. In order to do this, the space between words is automatically increased as shown below. This is also referred to as full justification.

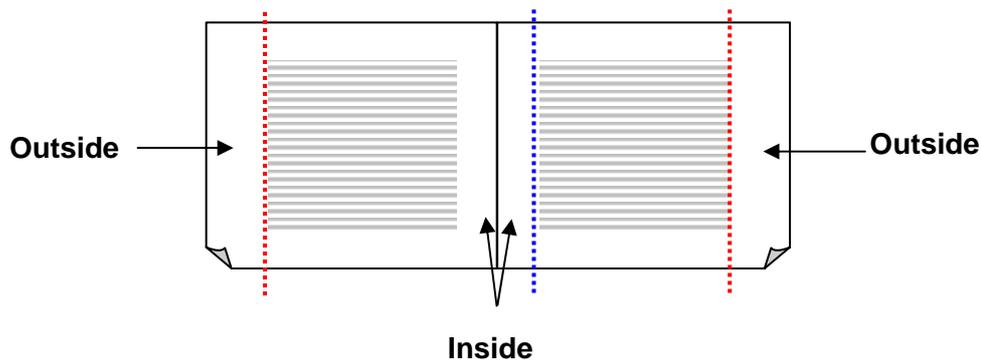
Words are spaced out between margins so that all lines are of equal width. Depending on the length of words and space available, there will be a variable amount of spacing on each line.

8 Supplementary syllabus detail

8.7 Multiple page publications

Multiple paged publications will be printed either as a single sided publication or in booklet form. For single sided publications, all margins and layouts will be the same for each page, unless specified otherwise.

For publications that are to be produced in a booklet form, inside and outside margins are specified instead of left and right, as shown below:



Where pages face each other, in a booklet type publication, it is common for pages that open out together to mirror each other. Alternate pages must be set up to reflect this, for example, all odd numbered pages contain the opposite settings to even numbered pages.

9 Setting Checklist

Level 1 Desktop Publishing

The table below indicates the practical skills that will be tested in the examination at Level 1. Every item on the checklist will be tested at least once in every paper except where specified options exist. The imported text file will consist of 230 – 250 words and each paper will require keyed in text of between 10-15 words.

Description	Task 1	Task 2
Access DTP software		
Create a new DTP file and save		
Save with a new name		
Specify margins Top Bottom Left Right		
Specify columns Set up 1 or 2 columns Specify gutter – if appropriate		
Text frame Full page Specific areas		
Set page size – always specify sizes in feet and inches A4 – 21 cm x 29.5 cm (8.3" x 11.6") A5 – 14.5 cm x 21 cm (5.7" x 8.3") A6 – 10.5 cm x 14.5 cm (4.1" x 5.7")		
Set page orientation Portrait or landscape		
Create imported text file for Specialist Tutor Specify font face and size eg serif/sans serif		
Key in text – eg heading Specify font attributes – size, style, alignment, colour		
Align text Justify, centre, left, right Across page In column Within box/frame		
Balance columns / page elements		
Use drawing elements – 2 from Lines Circles / ellipse Boxes Arrows Polygons Shapes, eg stars, hearts etc Specify size, colour, alignment etc		
Provide a bitmap/vector/digital graphic object for import Specify size in cm and inches		

Description	Task 1	Task 2
Use text wrapping for image Ensure image is placed within text		
Apply conventions – 2 from Spacing / leading / kerning / tracking Quotation marks/smart quotes Ligatures Hyphenation Font versions – Arial Black Small caps Typefaces – Times new Roman, Arial White space Widows and orphans The most commonly used conventions are in bold		
Change the attributes of a font – 2 from Serif / sans serif / script Size Colour Change imported text		
Change text formats – 2 from Bold Italic Dropped/raised caps Subscript/superscript		
Move and/or copy text		
Apply effect to selected area Border or fill		
Edit graphic object by – 2 from Move Copy Delete		
Edit graphic object by – 2 from Re-size Rotate Crop		
Produce output		

10 Sample examination paper

Level 1 Desktop Publishing

This sample paper creates a two-page A5 publication. Here, Task 1 and Task 2 produce the separate pages. Although two separate file names are provided, Task 2 should be printed at the end of the examination, as this will be the complete publication. A master page/style sheet should be used to produce the pages to ensure consistent margins between Page 1 and Page 2.

Desktop Publishing

Level 1

This paper must be returned with the candidate's work, otherwise the entry will be void and no result will be issued.



8983-11-011
(IT-NDTP 11)
00000

Candidate's name (Block letters please)

Centre no

Date

Time allowed: **1 hour 30 minutes**
(excluding printing time).

This examination paper contains:

Instructions to Candidates
Printing Instructions
Scenario
2 Publication layouts.

Please ensure that your paper is complete.

You must attempt all pages of the publication and carry them out in the order given. Each page will contain instructions on filename(s) to use when saving your work.

You should read through the examination paper carefully before you begin.

Take care to proofread and correct any errors before final printing takes place at the end of the examination. You should ensure that your paper is complete, pages are collated in the correct order, and that your name is written on each page.

Metric and imperial measurements are both given but you should keep to one unit of measure throughout the examination. Centimetres are abbreviated as cm and inches as ".

For examiner's use only

Production rate	Accuracy	Meeting objectives

Instructions to Candidates

Read **all** the instructions carefully and study the layout before starting work.

The files you will need to use are as follows:

- 1 DESIGN – text file
- 2 TEL – image file
- 3 LOGO – image file

Your specialist tutor or examination invigilator will give you information regarding the location of the files.

Printing Instructions

You may print out **one draft copy only** of each task during the examination for proof reading and checking. At the end of the examination, print the publication. Only final printouts must be submitted at the end of the examination, draft printouts must be destroyed.

Scenario

You are employed by a web design company as an assistant designer. Your company develops websites for small businesses and they have asked you to design a new form.

Task 1

Set up a new page to the following specifications using either centimetres or inches throughout. All font colours are black unless otherwise specified. Complete the task and save as FORM1.

Paper size	A5 landscape, 21 cm (8.3") x 14.5 cm (5.7")
Left margin	2.5 cm (1")
Right margin	2 cm (0.8")
Top margin	2 cm (0.8")
Bottom margin	3 cm (1.2")
Columns	2
Gutter	0.5 cm (0.2")

Produce Task 1 and save as FORM1 before starting on Task 2

Insert LOGO graphic. Resize to 1.5 cm (0.6") x 4.5 cm (1.8"). Align to margins

Insert heading, **Your Website**, in a serif font, 20 pt bold, initial capitals, and red, centred across both columns. Balance to logo as shown

Insert 12 pt rule starting 2.5 cm from top margin to bottom margin

LOGO

Your Website

Contact name

Business name

Mailing Address

Town, Postcode

e-mail address

TEL

Description

Key in text as shown, 16 pt serif font

Insert TEL graphic and resize to fit

Balance with vertical rule and gutter margin. Align to bottom margin

Key in text as shown, fill box with light grey, and align to margins

Task 2

Insert a second page into your publication.

Save as FORM2

Copy the heading from Task 1 and change to sans serif, bold and italic. Align to left and top margins

Copy the logo from Task 1 and position at the right and top margin

Your Website

LOGO

Insert text file DESIGN using a script font and a suitable size to fill the box. Fully justify the text and balance the columns

End of examination

Desktop Publishing

Level 1

8983-11-011
(IT-NDTP 11)
00000

This paper must be returned
with the candidate's work.
Failure to do so will result in
delay in processing the
candidates' scripts.



Instructions for Specialist Tutor and Invigilator

Before the Examination

Please note: the files for the examination are supplied on disk. If you are unable to access these files, create them as detailed below.

1 Create the following files and save. If your system does not allow you to use the file name indicated, substitute an appropriate file name.

1.1 Create a file named DESIGN and copy the attached text, either by scanning or first keying into word processing software using any serif typeface, 12 pt and fully justified. Please copy text as shown.

1.2 Create a file named TEL and copy the attached graphic into that file.

NB If you are unable to copy the graphic supplied, select a suitable graphic from your own bank as a substitute. Ensure that it measures approximately height 2.5 cm (1") x weight 2.5 cm (1").

1.3 Create a file named LOGO and copy the attached graphic into that file.

NB If you are unable to copy the graphic supplied, select a suitable graphic from your own bank as a substitute. Ensure that it measures approximately height 2.5 cm (1") x weight 7.5 cm (3").

2 Print out one copy of each file, which must be returned with the candidates' scripts at the end of the examination.

3 Copy the above files on to the system(s) to be used by the candidates. These files must be protected against access by other users of the equipment and the content of the examination must not be divulged. The names of these files appear on the candidate paper; any change of name must be announced to the candidates at the commencement of the examination.

4 The document(s) to be saved and printed by the candidate as part of the examination should be saved separately as FORM1 and FORM2. If these file names are unsuitable, provide substitutes and inform the candidates.

- 5 Serif, sans serif or script typefaces must be used as indicated. However, if the specified point size is not available, another suitable size may be substituted. Any changes must be stated on the Attestation Form and candidates informed at the commencement of the examination.
- 6 The Specialist Tutor's instructions, disk and printout of files must be sealed in an envelope and handed to the Examinations Officer for safekeeping.

At the start of the Examination

- 1 The time allowed for the examination is 1 hour 30 minutes, excluding printing time. Candidates should be reminded to save their files under appropriate file names if printing is to take place at the conclusion of the examination.
- 2 Any printing required is stated in the Candidate's Instructions.

At the end of the Examination

- 1 Candidates' final printouts should be separated and each sheet clearly marked with the candidate's name. They should be attached to the front sheet of the examination paper containing the candidate's name. All draft printouts must be destroyed.
- 2 All the copies of the source documents must be returned to City and Guilds with the candidates' papers, Specialist Tutor copies, the Result Entry Form and the Attestation Form.
- 3 The files created for the examination must be erased from all storage media.
- 4 The Attestation Form must be signed by the Specialist Tutor and the Invigilator, attesting that the procedures outlined above were followed.

Text for the DESIGN file (key in using a 12 pt serif font and fully justified)

When completing this form remember to note down briefly what your requirements will be.

Your website may contain text, hyperlinks, your own logo, or any number of graphics etc. It may offer interactivity in the form of downloads, a contact e-mail, an online enquiry form. Other interactivity may be in the form of navigation aids, response boxes, and pop up messages. Functionality such as new windows opening to display specific information can be incorporated.

A palette of web safe colours should always be used to ensure that your website pages appear correctly.

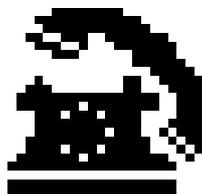
If you already have a domain name, note it down here. Please include a guide as to how many pages (approximately) your site will need. Note down too if you already have photographs of your company, logos or artwork to be incorporated.

In order for users to locate your website, it is recommended that you register with several of the leading search engines.

You should always include a disclaimer in case any information you display on your website happens to be incorrect. We have some standard wording for disclaimers, which can be provided.

Please provide as much information as possible and we will be able to give you a professional estimate.

Graphic for the TEL file – height 2.5 cm (1") x width 2.5 cm (1")



Graphic for the LOGO file – height 2.5 cm (1") x width 7.5 cm (3")



Worked copy of publication with deliberate errors

Logo not resized and incorrectly positioned

Keying in error in Website

Text incorrect size and should be within the shaded box

Box out of alignment

Text not displayed as shown on exam paper, but would be acceptable

Graphic incorrectly positioned – not as shown on paper

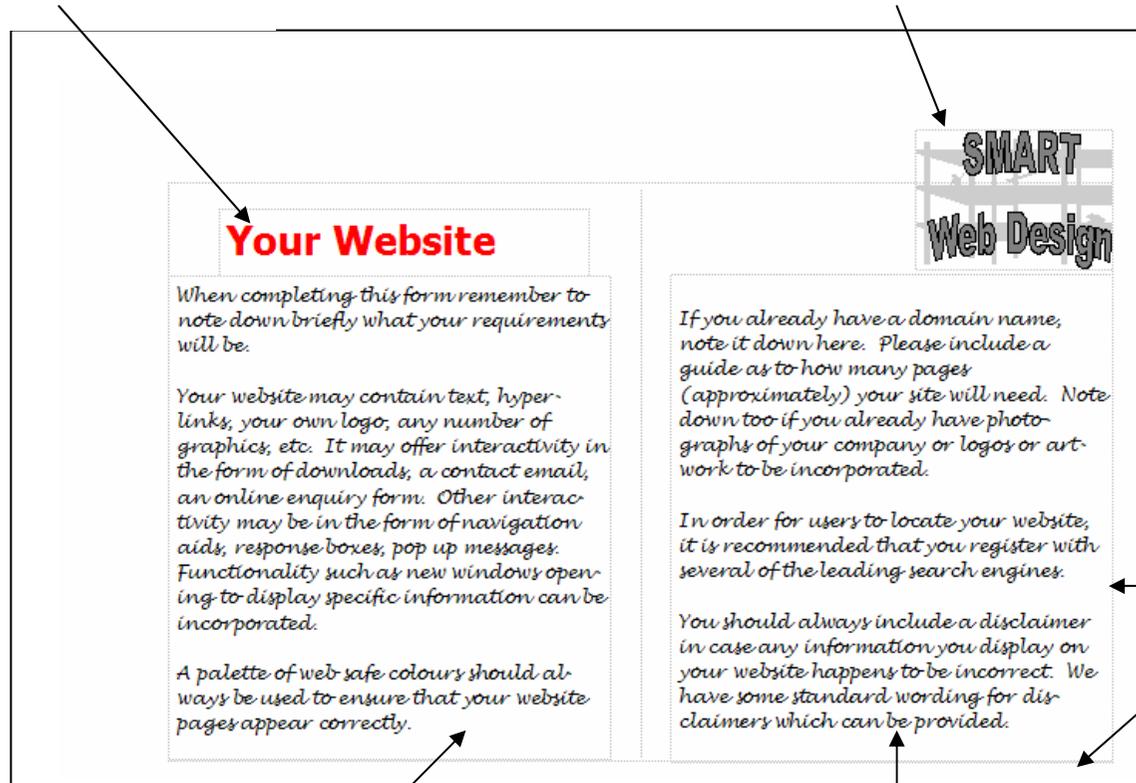
Rule not 12 pt as specified

The diagram shows a web page layout with the following elements and errors:

- Logo:** "SMART Web Design" is displayed in a large, bold, grey font. An arrow points to it with the label "Logo not resized and incorrectly positioned".
- Text:** "Your Web site" is written in red. An arrow points to it with the label "Keying in error in Website".
- Form:** A form with several input fields:
 - "Contact Name" with a text box.
 - "Business Name" with a text box.
 - "Mailing Address" with a text box.
 - "Town" and "Postcode" with text boxes.
 - "E-mail Address" with a text box.
- Shaded Box:** A large grey shaded area on the right side of the form. An arrow points to it with the label "Text incorrect size and should be within the shaded box".
- Text:** "Description" is written above the shaded box.
- Graphic:** A small graphic of a person is positioned below the "E-mail Address" field. An arrow points to it with the label "Graphic incorrectly positioned – not as shown on paper".
- Rule:** A vertical line separates the form fields from the shaded box. An arrow points to it with the label "Rule not 12 pt as specified".
- Alignment:** An arrow points to the "Business Name" field with the label "Box out of alignment".
- Text:** An arrow points to the "Town" and "Postcode" labels with the label "Text not displayed as shown on exam paper, but would be acceptable".

Heading out of alignment, not italic and not copied as original heading had an error

Logo not maintaining aspect ratio when copied



Text not justified

Text missing – accuracy error for each missing word

Second page of publication margins not consistent

11 Level 2 Desktop Publishing

11.1 General points

The examination will consist of the creation and design of a multi-page publication in A4, A5 or A6 format or a themed set of publications eg a curriculum vitae and business card. Exact measurements will be given in imperial and metric sizes.

Publications will be created by importing text and graphic objects following specific instructions.

This examination is designed to test the skills and knowledge in using Desktop Publishing software combined with an understanding of appropriate technical terms.

Candidates must submit final copies only of either the multi page publication or the themed set of publications. One draft copy printout is allowed to check that the publication matches the specification. This must not be submitted.

Text to be imported will be between 350 and 400 words. Candidates will be required to key in text between 40 to 60 additional words.

All tasks must be completed within 2 hours, excluding final printing time.

11.2 Examination

Candidates must complete all tasks within the examination time and produce publications as required, in line with City & Guilds examination regulations.

Candidate's performance will be assessed on their ability to

- follow instructions correctly
- produce a publication to a specified layout
- import and manipulate text and graphic objects
- accurately key in text
- meet the objectives
- complete the tasks in the time available.

Recognition will be given for the application of typographical conventions and appropriate and effective design.

11 Level 2 Desktop Publishing

11.3 Duration

The examination will be 2 hours in length. All tasks will relate to a single topic and be as authentic as possible.

The examination will test the candidate's ability to manipulate graphic objects and text. Particular emphasis will be placed on the candidate's ability to follow detailed layout instructions to produce an accurate multi-page publication and to use copyfitting methods to balance layout.

11.4 Standards

All examination papers are written to stringent test specifications. This means that each paper tests the same number and type of functions. All papers are then carefully moderated to ensure that the standard is correct and that there are no problems with the topic or level of language used. An intermediate level of English is recommended for candidates taking this examination.

The task number and the candidate's name should be included on each task, but failure to do so will not be penalised. Where candidates attempt an assessment objective and make a keying in error, they will be penalised under the Accuracy objectives.

If candidates do not attempt an objective required by the examination or make an incorrect attempt, they will be subject to a Meeting Objectives error.

Wherever possible, the files on the CD-ROM should be used to create the candidate copies. Should the specialist tutor have to key in the text, it is essential that this copy is returned with the candidates' scripts. Any errors made by the specialist tutor when keying in, will not incur an error for the candidate. However, it can be off-putting to the candidates and cause them to lose time.

Assessment is made in the three areas of Production rate, Accuracy and Meeting objectives.

Production rate

Candidates must complete all parts of the assignment. There is no separate mark for production rate but incomplete work will be reflected in the accuracy mark.

Accuracy

Any text that is to be keyed-in, must be copied exactly as presented, including initial capitals, apostrophes and any other punctuation.

A mark will be deducted for each incorrect or missing word/character for example:

- Transposition
- Spelling
- Missing or extra character

Meeting objectives

Candidates must meet the objectives listed in the syllabus; errors are incurred for each objective that is not met. All text, graphic objects and publication layouts must be produced as instructed. An error is given for each objective that is not met eg

- graphic resized without maintaining aspect ratio
- margin settings not as specified
- inconsistencies within the text formats
- columns not balanced
- rivers of white space within publication.

11.5 Results

Marks are totalled separately for the two areas of accuracy and meeting objectives. There are two levels of pass and one level of fail.

The following criteria apply for the award of a First Class Pass and Pass.

	First Class Pass	Pass
Accuracy	1	3
Meeting Objectives	4	8

First Class Pass

A First Class Pass is awarded when the candidate makes no more than the number of errors allowed, as shown in the above table.

Pass

A Pass is awarded when the candidate makes more than the number of errors allowed for a First Class Pass, but no more than the number allowed for a Pass, as shown in the above table.

Fail

A Fail is given where the candidate makes more than the number of errors allowed for a Pass in either criteria. In the case of a Fail, a weakness report is completed.

11 Level 2 Desktop Publishing

11.6 General marking scheme – level 2

Production Rate

Candidates will fail on production rate if any of the following printouts are not included

- Complete publication not printed out
- Draft copies submitted instead of final copies
- In multi page publications, all pages are not submitted, eg two copies of page 1 and no page 2

Meeting Objectives errors – one per occurrence

M1	Publication not as specified
M2	One or more margins incorrect including gutters
M3	Number of columns not as specified
M4	Page orientation not as specified
M5	Page size not as specified
M6	Line spacing incorrect
M7	DTP conventions not used, eg smart quotes, ligatures, hyphenation, dashes etc
M8	Hyphenation not as specified
M9	Fonts not as specified, eg serif, sans serif, script, size, colour, style
M10	Special text effect not as specified, eg small caps, drop caps, raised caps, subscripts, superscripts, reversed text etc
M11	Page and column balance error, eg white space, widows and orphans, text wrapped to graphic, leading/kerning not applied
M12	Alignment incorrect, eg left, right, centred, fully justified, indent
M13	Text manipulation error, eg move, copy, edit, delete
M14	Graphic object manipulation error, eg move, copy, delete, resize, flip, mirror, rotate and crop
M15	Drawing object error – missing or not as specified eg lines, circles, boxes, arrows, polygons, box, speech bubbles, rotated skewed text etc
M16	Drawing object attribute error – point size, colour, style background, etc
M17	Add a box around text or place text inside a box error
M18	Background not as specified or missing
M19	Header/footer missing or not as specified
M20	Page numbering missing or not as specified
M21	Lists incorrect, eg bullets, numbers not as specified
M22	Rules, lines, leaders, borders – missing or not as specified
M23	Special characters, symbols, fractions – missing or not as specified
M24	Text wrapping error eg incorrect margin, wrap to frame, wrap to image, not as specified
M25	Grouping error – not as specified, eg aspect ratio not maintained, missing object etc
M26	Layering error – not as specified, eg bring to front, send to back, watermark, etc

Accuracy errors – one per occurrence

A1 Word error ie spelling, keying-in, missing character/word, extra character

A2 Text import error, eg incorrect or incomplete text

11.7 Weakness reports

The weakness report is helpful in deciding how much further practice is required by unsuccessful candidates before retaking the examination, and which skills require particular attention. Weaknesses are detailed on the results slip of an unsuccessful candidate and on the results summary, which is sent to Centres listing the candidates' results.

The examiner completes a weakness report as shown in the example below. Ticking those areas where a candidate has shown a particular weakness.

A	Failed narrowly
B	Production rate
C	Accuracy
D	Meeting objectives
E	Inadequate control of graphic objects
F	Inadequate control of drawing objects
G	Inadequate control of text
H	Inadequate control of page layout functions
J	Insufficient work submitted

11 Level 2 Desktop Publishing

11.8 Types of error

The most common accuracy errors are where:

Text

Text lost when editing or repositioning a text frame.

Lists are incorrect eg inconsistent or missing a bullet, incorrect numbering system.

Incorrect attribute eg colour, style, size.

Graphical

Aspect ratio altered when resizing, copying or repositioning an image.

Layout

Objects not layered correctly.

Columns do not balance.

Drawing

Objects are incorrectly manipulated eg flip, rotate, resize, mirror, crop, group etc.

Typesetting

Rivers of white not corrected.

Ladder effects not corrected ie when automatic hyphenation used; en and em dashes, smart quotes, etc are incorrectly used.

Consistency

Where master pages/style sheets have not been used to maintain consistency eg margins etc.

11.9 Conventions

Examination syllabuses and papers will, where appropriate, use decimal currencies including £, € and \$, metric and imperial units, including centimetres and inches and the 24 hour clock.

Global contexts and scenarios will be used where appropriate, including names, addresses and date formats worldwide.

12 Relationships to other qualifications

This suite of qualifications complements the range of City & Guilds Qualifications: Office Procedures, Accounting and Business Studies, in addition to Art and Design and English qualifications eg English for Vocational and Specific Purposes, and English for Speakers of Other Languages.

The Information Technology related qualifications include e-Equals, Spreadsheet Processing Techniques, Word Processing Techniques, Practical Data Processing and Computerised Accounts.

13 General advice for centres

13.1 Guided learning hours

City & Guilds do not determine a length of course, or the number of hours of study required. The best indicator is when candidates have covered all areas of the syllabus and can successfully complete a sample test paper within the allowed time and produce an error free copy on more than one occasion.

Successful candidates will be able to meet all the objectives. Practice on the sample paper will enable candidates to know what is expected of them in an examination.

The recommended guided learning hours for this unit are 30 hours, depending on the candidate's ability and previous experience.

13.2 Hardware and software

There are no specifications as to the type of hardware or software that is to be used in the examination. Hardware will need to have sufficient processing speed, available memory (RAM) and adequate disk storage space to run desktop publishing software efficiently. Candidates must also be able to access information from either a CD-ROM, floppy disk or a local or network hard disk drive.

Candidates should have access to and be able to use a colour printer, which is of sufficient quality to enable output, which has the professional presentation required by the aims of this syllabus. However, candidates will not be penalised for producing greyscale output during the examination if the Centre does not have adequate colour printing facilities. Black and white copies, however, will not be acceptable.

Centres will need to use desktop publishing software that fulfils the objectives of the syllabus, and centres will need to check that the functions and facilities available on their systems enable candidates to successfully complete the examinations at the level(s) they wish to offer. In many cases, there is more than one method of achieving a particular function. However if a solution cannot be found, it may be advisable to update the hardware and software.

It is advisable that a Specialist Tutor or technician be on duty to deal with hardware or software faults during the course of the examination.

13.3 Copyright/piracy

Centres should ensure that they abide by local and international laws relating to data and software copyright and software piracy. They should convey the requirements of this legislation to candidates. Centres providing candidates with alternative images for this examination must ensure they comply with copyright legislation.

13.4 Health and safety

Centres need to ensure that all health and safety regulations are observed. In particular, the following should be considered:

Seating

Seats should be adjustable to take account of the differing statures of candidates. The type of seating and height of worktops should enable all candidates to maintain a comfortable working position.

Lighting

Screens should be positioned and lighting chosen to avoid glare. Blinds may need to be used to reduce glare from windows.

Breaks

The length of sessions should be restricted to enable candidates to take breaks away from the screen at regular intervals. This includes breaks from looking at the screen, for example when proof-reading.

Physical safety

Trailing leads, bags and other obstructions should be removed.

Electrical safety

Regular checks should be made on all electrical equipment.

13.5 Viruses

Centres need to have strategies in place to prevent infection of systems by computer viruses. Candidates should be made aware of the dangers of such viruses and methods used to prevent them from being spread.

14 Specialist tutor instructions

Before the examination

The Specialist Tutor must ensure that before the examination takes place, all Candidates are able to access the files required.

It is advisable that the Specialist Tutor checks that all hardware and software functions are available to enable the Candidates to complete all of the examination objectives within the time available.

Preparation

The Specialist Tutor will be required, before the start of the examination, to create the files needed for the examination and to save them in a secure area. These files must be protected against access by other users of the equipment and the content of the examination must not be divulged. The names of these files appear on the candidate paper, any change of name must be announced to the candidates at the start of the examination.

If the supplied graphic images cannot be copied from the CD-ROM, select suitable graphics from your own bank as a substitute. Ensure that they are the sizes specified on the examination paper.

If the text files cannot be accessed the files can be created using the hard copy supplied.

Files

All information required for the examination will be supplied in hard copy and on a CD-ROM. The Specialist Tutor should check the files on the CD-ROM, prior to the examination, to ensure that they are as specified in the Specialist Tutor hard copy eg correct size image, correct font type and size, etc. If files are not as specified on the hard copy, the Specialist Tutor should correct the files and produce a printout and return with the candidates' scripts to ensure that candidates are not penalised.

If the filenames specified on the examination paper are unsuitable, provide substitutes and inform candidates.

Keying in text

If you need to key in text, ensure that you copy this exactly, eg serif, sans serif or script typefaces must be used as indicated. Thorough checking is essential. If you make mistakes in the Specialist Teacher copy, these will be identified from your printout by the marker and the candidates will not be penalised.

Print out one example copy of all input set up for this examination and hand it to the Examinations Secretary for safekeeping.

Printers

Ensure that the printer is set up correctly so that the margins on the paper match those set in the software and that the quality of print is of sufficient quality for the output to be read by the examiner.

Candidates are allowed to print out one draft copy of each page for proofreading and checking purposes.

After the examination

Candidate printouts should be separated and each sheet should be clearly marked with the candidate's name. They should be attached to the front sheet of the examination paper containing the candidate's name. All draft copies must be destroyed.

A copy of each document created by the specialist tutor must be printed out and returned with the examination scripts. The files created must be erased from the storage medium.

The CD-ROM containing the 'live' examination must also be returned to City & Guilds with all the documentation and the candidates' final printouts after the examination.

All material must be deleted from the storage medium after the examination and when all printing has been completed.

15 Advice for candidates

Practice

Before the examination, make sure you have plenty of practice at editing and manipulating text and graphic objects and creating a variety of publications with different paper sizes using DTP software. Use the sample papers and practise following instructions, ensuring you understand how to interpret them. Practise interpreting representative page diagrams to lay out a publication.

Particular emphasis should be placed on practising the accurate placement of objects and balancing the layout of your publications using copyfitting methods.

You should be able to demonstrate all the skills listed in the objectives as well as an understanding of the underpinning knowledge and skills. Look at professional publications eg brochures and leaflets, and take into account the advice on design guidelines to help you lay out your publication.

Terminology

Make sure you are familiar with the typographical conventions listed in the syllabus and can apply them. Ensure you are familiar with any terminology used and use the information provided in the guidance section of the syllabus for help.

During the examination

Work systematically through the tasks in the order they are presented. If you have prepared properly for the examination, you will be able to complete all the tasks and leave sufficient time at the end to check your work.

Read the tasks through carefully at the start of the examination and make sure you know exactly what you have to do. Follow all instructions in the examination paper and the layout diagrams.

Layout diagrams are only a representation of the page to be produced. Candidates should follow the written instructions carefully and use the layout diagrams as a guide.

Set up the page as specified and ensure consistency throughout the publication in your use of fonts, margins, alignment, etc. When using columns, ensure that you balance these appropriately, using copyfitting methods.

Don't get carried away with artistic design skills – follow the instructions and complete the tasks.

Leave yourself enough time to check through your work carefully. A printout of each of the tasks is allowed during this examination. Use this printout to check the margins and layouts are consistent, all text is visible and that there are no accuracy errors in the keyed-in text.

Software solutions

Make use of the facilities in the desktop publishing software such as layout guides and grids, frames, master pages, etc.

There may be more than one way of completing the tasks. Decide which is the best for you and which will allow you to complete the tasks most accurately within the time given.

16 Techniques and standards

16.1 Standards

There are no specific rules of design or specific standards that should be applied when creating desktop publishing publications, but the following guidelines should help you to create professional looking output, which is fit for publication. This is not a word processing examination and desktop publishing software must be used in order to fulfil the requirements. Familiarity with typesetting conventions is required and candidates must be conversant with terminology eg font, sans serif, kerning, tracking, body text, headings, sub headings, etc.

16.2 Consistency

Candidates will be expected to retain consistency of all formatting and layout throughout their publication. All headings should be the same size and format unless otherwise specified. Line, character and paragraph formatting should also remain consistent throughout the publication.

Lines should have the same thickness, fonts should be of the same format and margins should be the same for every page of the publication.

Candidates should choose one unit of measure (for example inches or centimetres) and keep to it throughout the entire publication.

Websites and e-mail addresses may automatically underline in blue. Should this occur, it would not be penalised.

16.3 Alignment

Everything on a page and within a publication should line up with something else. Use guides, grids, rulers etc to ensure your text and graphic objects align exactly. If no alignment positions are specified, the graphic objects and text should align to the margins. Never align by eye. When using more than one column, the column widths should be of equal size and the space between (gutter) set to 0.5 cm (0.2") unless specified otherwise.

16 Techniques and standards

16.4 Paper Sizes

Publications should follow the measurements as specified. Paper sizes used will be A4, A5, A6 or custom. The measurements for these paper sizes will be included in the examination papers. Orientation could be either landscape or portrait. Multi-page publications or themed tasks consisting of two or more separate publications will be produced at this level.

Paper sizes are as follows:

A4	21 cm x 29.5 cm (8.2" x 11.6")
A5	14.5 cm x 21 cm (5.8" x 8.2")
A6	10.5 cm x 14.5 cm (4.2" x 5.8")

16.5 Margin settings

Default settings for margins are not specified, as in all cases candidates will be expected to change margins in the examination tasks. All margin measurements will be specified in centimetres and inches. Unless specified otherwise, all margins should remain consistent on all pages of a publication, ie top, bottom, left, right and gutter, except in the case of publications requiring facing pages, where inside and outside margins must remain consistent.

16.6 Moving and copying text

Text, which is to be moved, is removed from its original position and inserted elsewhere as instructed. The new position may be indicated by an arrow or by a letter or asterisks, with an instruction in the margin.

When text is copied, the original text is retained in its original position and a copy of it is inserted in the new position as instructed.

For example



16 Techniques and standards

16.7 Leader dots, Rules, Boxes

Leader dots should be used with tabs to ensure perfect lines (or dots). Leaders can be

solid lines _____

dots
.....
.....

dashes - - - - -

When using text within boxes or borders, ensure that the text does not touch the lines. Rules should be as specified eg correct point size and extend from margin to margin or edge to edge of the page.

17 Typographical/typesetting conventions

17.1 Introduction

Typography is the art and practice of designing type and other printed material according to basic principles. A typesetter is a machine that is used for setting out type, ready for output to a printed medium.

On a keyboard, some characters have several uses, for example feet and inches marks appear the same as quote marks.

Example

"quote" `quote`
6' 2"

With the use of digital fonts, True Type or Postscript, there are many additional characters available and these should be used when compiling desktop publishing publications.

The following typographical examples are good practice conventions that should be applied in the examination wherever appropriate.

17 Typographical/typesetting conventions

17.2 Spacing

After full stop or period

A single space is now sufficient as originally the double space was used on manual typewriters to get the full stop to fit closer to the ending sentence than to the following one. With digital fonts this is now unnecessary as the automatic character spacing will make sure that the full stop is closer to the character to the left.

Paragraph spacing

On a manual typewriter, the only way to separate one paragraph from another was to use two blank spaces. Desktop publishing allows you to control the amount of space before and after paragraphs, and ultimately gives a better overall appearance to your publication as well as allowing more text to be placed on a page.

Line spacing/Leading

The space between lines is known as leading (pronounced led-ding) and the measurement is usually based on the amount of space from baseline to baseline. This is measured in points – 72 points equals 1" or

2.5 cm. Leading is set automatically at a spacing equal to 120% of the type point size. For example, if a 10 pt type is to be set, the leading will be set to 120% of 10, which is 12 pt so that the leading will be 12 pt for 10 pt text – this is known as 10/12 pt setting.

The automatic leading system will search each line for the largest type used and lead accordingly, eg if using 10 pt mainly and one letter in 12 point, it will automatically change to 14 pt leading. This ensures that lines of text are never placed so close together to make reading difficult. This leading may need to be adjusted if one large letter in the text leads to extremely large line spacing for the main text.

Eg this is 10/12 leading automatically
but the spacing has been adjusted to take account of the
Large letters used for some of the text

Here is the same example with the leading adjusted to 12 pt.

Eg this is 10/12 leading automatically
But the spacing has been adjusted to take account of the
Large letters used for some of the text

Character spacing/Kerning

The spacing between characters or pairs of letters is known as kerning. This feature allows space to be added or removed between pairs of characters that otherwise would not appear visually pleasing, for example,

Non-kerned Kerned

ko ko

Capital letters, large font sizes and headlines usually appear better with kerning setting applied.

Tracking

Tracking is the adjustment of spacing for a selection of text, to improve the visual appearance within a specific area of a publication or page. Tracking can allow you to fit more words onto a line, or paragraph to stop the text flowing into another column or page. For example

City & Guilds Qualifications – 14 Pt

City & Guilds Qualifications – Expanded

City & Guilds Qualifications – Condensed

17.3 Quotation marks and apostrophes

Rather than straight typewriter quotes, that are also used as feet and inch marks, use smart quotes as shown below:

“smart” ”straight”

17.4 Ligatures

A ligature is a combination of two letters. In certain typefaces, pairs of letters do not work well together, for example lowercase f and i, where the dot of the ‘i’ combines with the top of the ‘f’. These groups of letters can be replaced by another character or symbol as below:

normal characters fi f and i ligature fi

17 Typographical/typesetting conventions

17.5 Font versions

Italic or bold text should only be achieved with the correct italic or bold version of the font. If there is not a bold or italic version of the font available, many software packages will enable a normal font to slant or embolden, creating an effect that is quite different from a true designed italic or bold font.

This is normal text

This is using a bold version of the font

This is normal text with bold formatting applied

Some fonts have condensed versions available also:

This is normal text

This is the same font, using a condensed version

17.6 Small caps

Text written in uppercase or capital letters is harder to read than lowercase text. If you must enter text in capitals, use small caps instead.

This text is in lower case

THIS TEXT IS IN CAPITALS

THIS TEXT APPEARS IN SMALL CAPS

17 Typographical/typesetting conventions

17.7 Typefaces

As a rule, no more than two or three different typefaces should be used in each publication. Unless specified otherwise, when mixing typefaces, use a serif font for body text, a sans serif font for headings and a display font for special effects.

Headings, sub-headings, body text and header/footers should be appropriately sized in relation to each other. Headings should be larger than sub-headings. Body text should be smaller than sub-headings and headers. Footers should be smaller than body text.

This is a heading

This is a sub heading

This is body text

This is a footer

Body text should be between 11 and 14 pts and the headings should be at least 16 pt and be in relation to the size of the body text. The closer in size to the body text, the harder it is to see the difference between the headings and the body text.

Choosing Fonts

Unless specified otherwise, a serif font should be used for body text with a sans serif font for the headings.

Similar typefaces should not be used together eg two script fonts or two sans serif fonts as there is not enough contrast between the fonts.

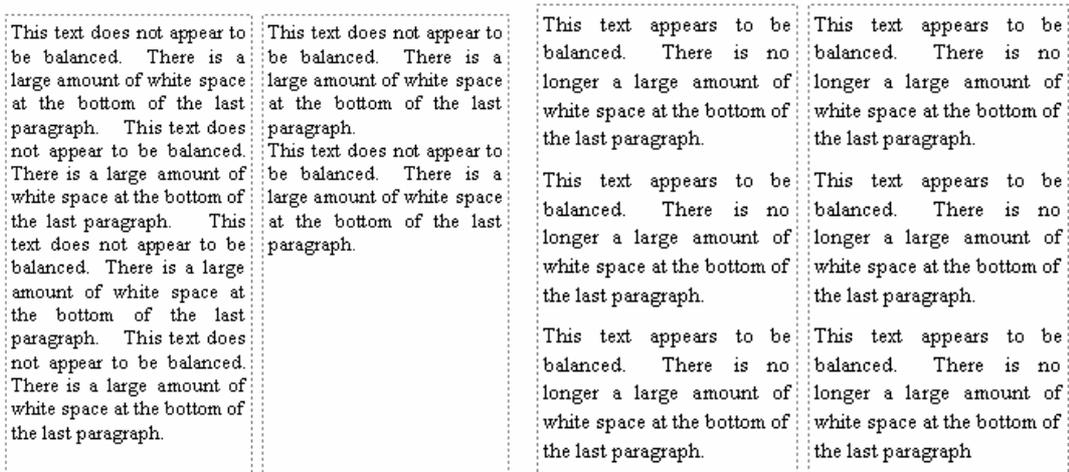
The number of different typefaces used in a single document should be no more than three or four.

Capital letters should only be used for emphasis. Capital letters should never be used for body text as it is harder to read and takes up more space than lower case letters.

17 Typographical/typesetting conventions

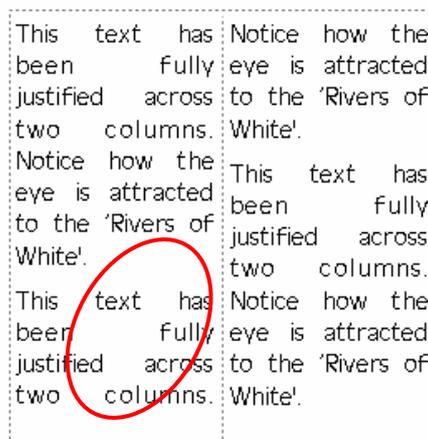
17.8 Column balancing

Columns should be of equal width unless otherwise specified. Large areas of unused space should be avoided in a publication. Where multiple columns are used and the text does not fit equally across, column balancing should be used. This, along with the different options for spacing of lines, text and paragraphs, will give a visually pleasing publication. At this level, copyfitting using leading, tracking and kerning will ensure that the publication is well-balanced rather than changing font sizes.



17.9 White space

Where text is fully justified across a column or page, be careful to avoid large areas of white space between words. When this appears on several lines of text, this appears unsightly and is known as 'rivers of white', a bad example is shown below: This can be corrected by applying hyphenation.



17 Typographical/typesetting conventions

17.10 Hyphenation

Usually when a word is too long to fit in the space available, the word is placed at the start of a new line. This can cause large amounts of white space to occur when long words or narrow columns are used. To reduce this, words can be hyphenated, either manually or automatically. Automatic hyphenation can often cause problems resulting in a ladder effect ie three or more lines with hyphens, particularly when text is justified. The way to prevent this is to switch automatic hyphenation off and manually hyphenate, choosing which words to hyphenate and which to leave out in full.

Dashes

There are two different dash symbols which can be used. The 'en' dash is entered with a space on either side and appears slightly longer than the minus character. The 'em' dash is entered with no spaces either side of it and appears slightly longer than the en dash. These should be used rather than the standard keyboard minus sign to represent dashes in words.

This is a minus character	-
This is an en dash	–
This is an em dash	—

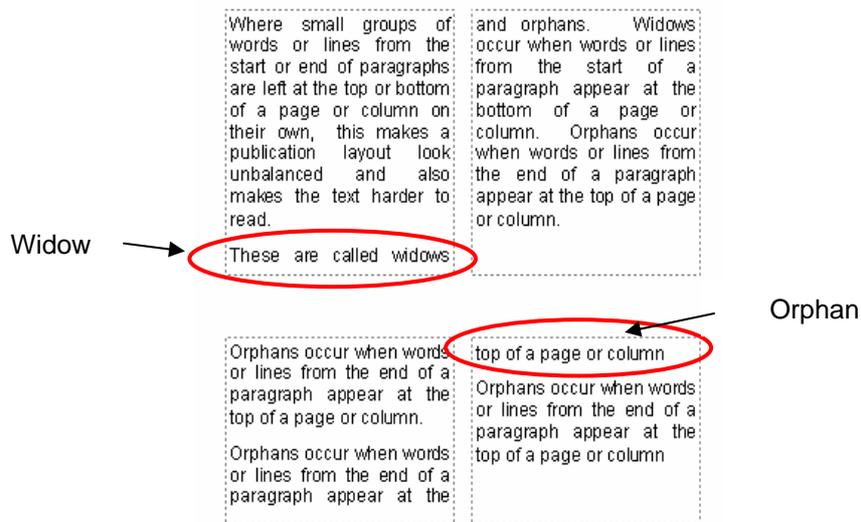
Examples

En dash	4 – 8 May
Em dash	Good day—yes

17 Typographical/typesetting conventions

17.11 Widows and orphans

Where small groups of words or lines from the start or end of paragraphs are left at the top or bottom of a page or column on their own, this makes a publication layout look unbalanced and also makes the text harder to read. These are called widows and orphans. Widows occur when words or a single line from the start of a paragraph appear at the bottom of a page or column. Orphans occur when words or a single line from the end of a paragraph appear at the top of a page or column.



18 Terminology

18.1 Introduction

This section of the syllabus has been created to give Centres and candidates clearer information regarding some of the terms used within the syllabus. It is not intended to be used as a fully comprehensive glossary of terms as there may be other explanations and terminology used within the desktop publishing environment that have not been used within the syllabus or which do not apply within this context.

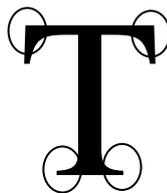
18.2 Fonts

A font is described as a member of a typeface family. Times New Roman italic is a font or font file in the Times New Roman typeface family.

Specific fonts and typefaces will not be specified, as the names vary from one system to another. The fonts to be used therefore will be specified as serif, script or sans serif only. Candidates will need to know the difference between them, which typefaces are available to them, and whether they are serif, script or sans serif.

Serif fonts

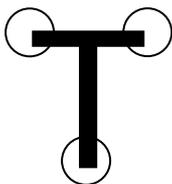
A serif is a small cross stroke, or tail at the end of the main stroke of the letter, indicated on the diagram below with circles.



This is an example of a serif font
This is an example of a serif font
This is an example of a serif font
This is an example of a serif font

Sans serif fonts

Sans means without. Sans serif fonts are fonts without serifs or cross strokes or tails, as indicated in the diagram below.



This is an example of a sans serif font
This is an example of a sans serif font
This is an example of a sans serif font
This is an example of a sans serif font

Script fonts

Script fonts are faux handwriting typefaces. Examples of script fonts are shown below.

This is an example of a script font

This is an example of a script font

This is an example of a script font

18.3 Hierarchy of text terms

A master page/style sheet should be set up with a hierarchy of text formats. All text should fall into one of these categories for example:

Main heading – large font size eg 16 pt upwards

Sub-heading – slightly smaller than main heading but larger than body text eg 14 pt

Body text – slightly smaller than sub-heading but larger than header/footer/caption eg 10-12 pt

Header/footer/caption – smallest text size eg 8 pt

18 Terminology

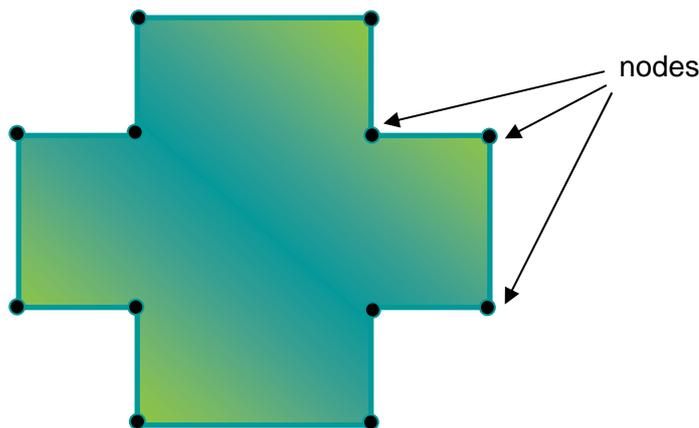
18.4 Graphic objects

There are two main types of graphic objects, vector and bitmap. Candidates will need to know the difference between them and how to recognise what type an image is. A quick method of determining whether an image is a vector or bitmap is to re-size it, so that it is as large as possible. If the image remains crisp, it is likely to be a vector graphic, if the image becomes blurry, it is likely to be a bitmap image.

Vector graphics

These are also known as object oriented graphics. The image is composed of various shapes and lines, each of which has their own attributes, such as colour and shading. Vector images are defined by the location of their nodes, expressed as a specific mathematical location within the file.

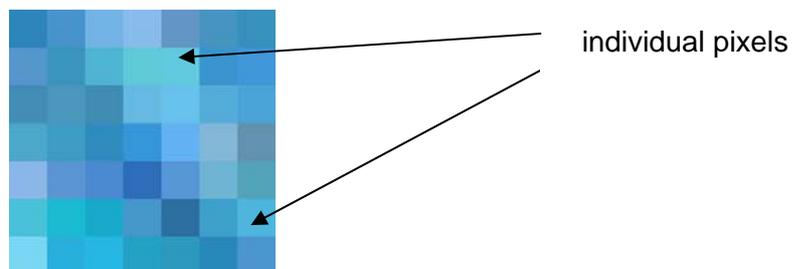
Vector graphics are just as clear when viewed close up as from a distance and the size of the file is not dependent on the physical size of the image.



Bitmap graphics

These are also known as raster graphics. A bitmap image is composed of a series of pixels, each of which has a specific colour. When a bitmap is viewed from a distance, the eye does not interpret each pixel individually, resulting in the colours blending to produce an optically correct image.

Bitmaps can be quite large in terms of memory size because each pixel is stored separately.

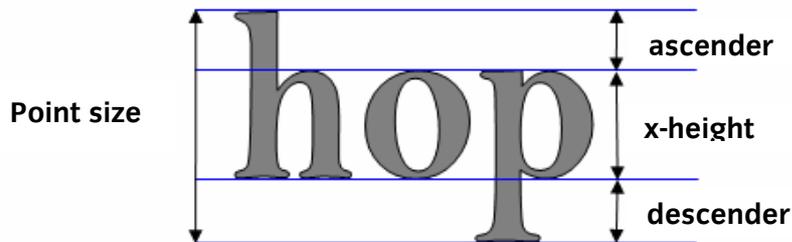


Bitmap images can also lose some of their resolution when the size of the image is enlarged.

18 Terminology

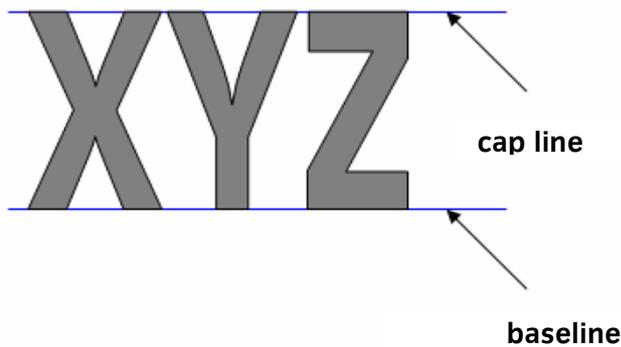
18.5 Typographical dimensions

The x-height of a letter is the height of a letter excluding any ascenders or descenders. The ascender is any part of a letter extending above the x-height. The descender is any part of a letter extending below the x-height.



The body size or point size is the height measured from the top of the ascender to the bottom of the descender. A point is the standard unit of type size. There are 72 points to the inch.

The imaginary line that appears at the top of capital letters is called the cap line and the line at the bottom is known as the baseline.



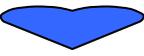
The distance between the cap line and the baseline is known as the cap size. Text is often produced within a frame – ensure that you align to the text and not to the frame.

When aligning rotated text, measure from the lowest point and not from the alignment of the first character.

18 Terminology

18.6 Aspect ratio

The aspect ratio of an image is the ratio of the width of an image to its height. When inserting, moving or re-sizing a graphic object, it is essential that the graphic object is not distorted; the aspect ratio should be maintained at all times.

Original Image	Re-sized image, aspect ratio maintained	Re-sized image, aspect ratio NOT maintained	
			

Size of Graphic Objects

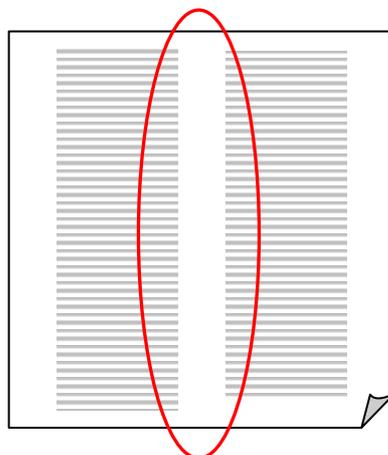
Ensure when resizing graphic objects that the graphic itself measures exactly as specified – do not include any white space that may surround the graphic object.

Placing Graphic Objects

Always use the grids and guides to position graphic objects – never align by eye.

18.7 Gutter

A gutter or column gutter is the space between columns of text on a page, as shown in the diagram below.



18 Terminology

18.8 Margins and alignment

Margins

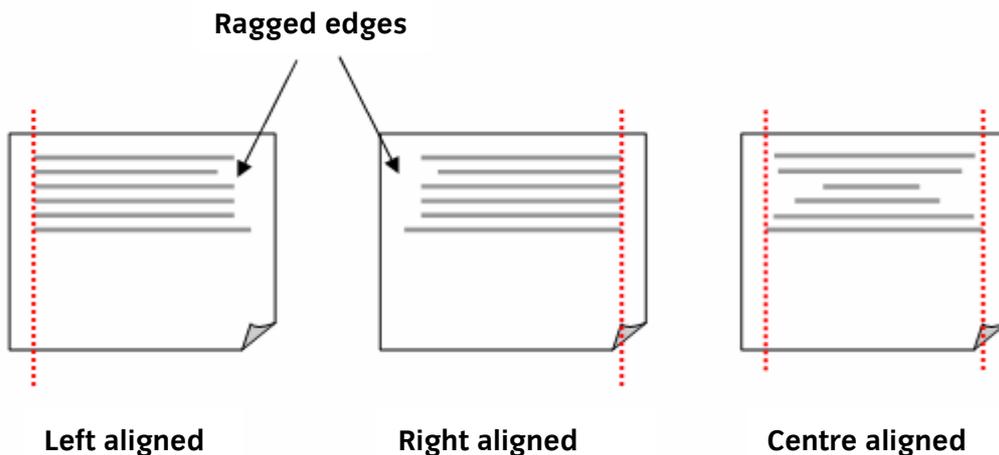
Margins are the blank space between the edge of the page and the text or objects contained on the page. For single sided publications, margins are described as top, bottom, left and right.

Alignment

The horizontal alignment of text is attributed to the way in which the edge of the text lines up within the page margins, or in a specified area. The edge of text, which is not flush with the margins, is called a 'ragged' edge.

Left aligned text appears flush with the left margin, right aligned text appears flush with the right margin and centre aligned text appears equally between the left and right margins. Never align by eye, as any text appearing off-centre will incur a meeting objective error.

All text and images/graphic objects should align to margins unless otherwise specified.



Justification

Fully justified text produces lines of equal width so that the text appears flush with both the right and left margins. In order to do this, the space between words is automatically increased as shown below. This is also referred to as full justification.

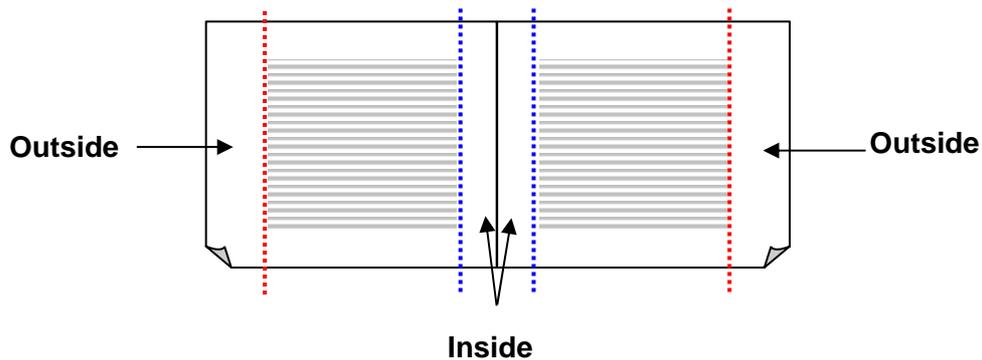
Words are spaced out between margins so that all lines are of equal width. Depending on the length of words and space available, there will be a variable amount of spacing on each line.

18 Terminology

18.9 Multiple page publications

Multiple paged publications will be printed either as a single sided publication or in booklet form. For single sided publications, all margins and layouts will be the same for each page, unless specified otherwise.

For publications that are to be produced in a booklet form, inside and outside margins are specified instead of left and right, as shown below.



Where pages face each other in a booklet type publication, it is common for pages that open out together to mirror each other. Alternate pages must be set up to reflect this, for example all odd numbered pages contain the opposite settings to even numbered pages.

19 Level 2 Setting checklist

Level 2 Desktop publishing

The table below indicates the practical skills that will be tested in the examination at Level 2. Every item on the checklist will be tested at least once in every paper except where specified options exist. The imported text file will consist of 350 – 400 words and each paper will require keyed in text of between 40-60 words. There will be a maximum of four graphics to be imported.

Description	Task 1	Task 2
Access DTP software		
Set up a master document to a given specification Specify margins Top Bottom Left Right Page orientation page size		
Create a multi-page publication or 2 or more themed publications – 4 from Columns Gutters header Footer Page numbers Background – to be shown on a custom page and specify crop marks		
Apply conventions – 4 from Spacing – alignment of text and images Quotation marks Hyphenation – on/off Font versions eg Arial Black, Arial Narrow, condensed fonts Small caps Typefaces eg Times New Roman, Arial White space Widows and orphans		
Use guides for positioning Text Graphic images Specify the exact location		
Use different text layouts – 4 from: Lists –bulleted, numbered Tabs / Indents Speech bubbles / callouts Rotated / skewed text Banner headlines Justification / alignment Dashes Ligatures / Spacing / Kerning / Leading / Tracking		

Description	Task 1	Task 2
Use different text enhancements – 4 from: Font type Font size Font style – bold/italics Subscript and superscript Dropped and raised capitals Reverse text Tinted backgrounds/fills/picture		
Use a design element eg form/table/questionnaire – 2 from: Position within page/column Fit text to layout Leader dots Rules Borders		
Input text – 2 from: Headings / Captions Free form text e-mail address / website text with a graphic		
Use symbols, special characters or fractions eg ™ ♥		
Change attributes of graphic / drawing object – 4 from: Line thickness Colour Style Resize / re-scale Position Shape Border Flip/mirror Rotate Crop		
Wrap text around graphic object – 1 from: Change text margin around the graphic (offset) to create white space around graphic Wrap to frame Wrap to image		
Group and/or ungroup graphic objects		
Re-order layers – 2 from: Send to back Bring to front In front of text Behind text Through text		
Adjust attributes of graphic object – 1 from: Watermark Greyscale Black/white Contrast/brightness		
Produce final copy		

20 Sample examination paper
Level 2 Desktop Publishing

Desktop Publishing

Level 2

This paper must be returned with the candidate's work, otherwise the entry will be void and no result will be issued.



8983-12-012
(IT-NDTP 12)
41053

Candidate's name (Block letters please)

Centre no

Date

Time allowed: **2 hours**
(excluding final printing time).

This examination paper contains:

Instructions to Candidates
Printing Instructions
Scenario
2 Publication Layouts.

Please ensure that your paper is complete.

You must attempt **all** pages of the publication and carry them out in the order given. Each page will contain instructions on filenames to use when saving your work.

You should read through the examination paper carefully before you begin.

Take care to proof-read and correct any errors before final printing takes place at the end of the examination. You should ensure that your paper is complete, pages are collated in the correct order and that your name is written on each page.

Metric and imperial measurements are both given but you should keep to one unit of measure throughout the examination. Centimetres are abbreviated as cm and inches as ".

For examiner's use only

Production Rate	Accuracy	Meeting Objectives

Instructions to Candidates

Read **all** the instructions carefully and study the layouts before starting work.

The files you will need to use are as follows:

- 1 INTERVIEW - text file
- 2 DRESS - text file
- 3 DAY - text file
- 4 HAND - image file
- 5 SUIT – image file

Your specialist tutor or examination invigilator will give you information regarding the location of the files.

Printing Instructions

You may print out **one draft copy only** of each task during the examination for proof reading and checking. At the end of the examination print the publication in colour. Only final printouts must be submitted at the end of the examination, draft printouts must be destroyed.

Scenario

You work for a company who specialises in personal and professional development. You are asked to create one of a series of leaflets on interview techniques.

Task

Set up a new publication to the following specifications using either centimetres or inches throughout.

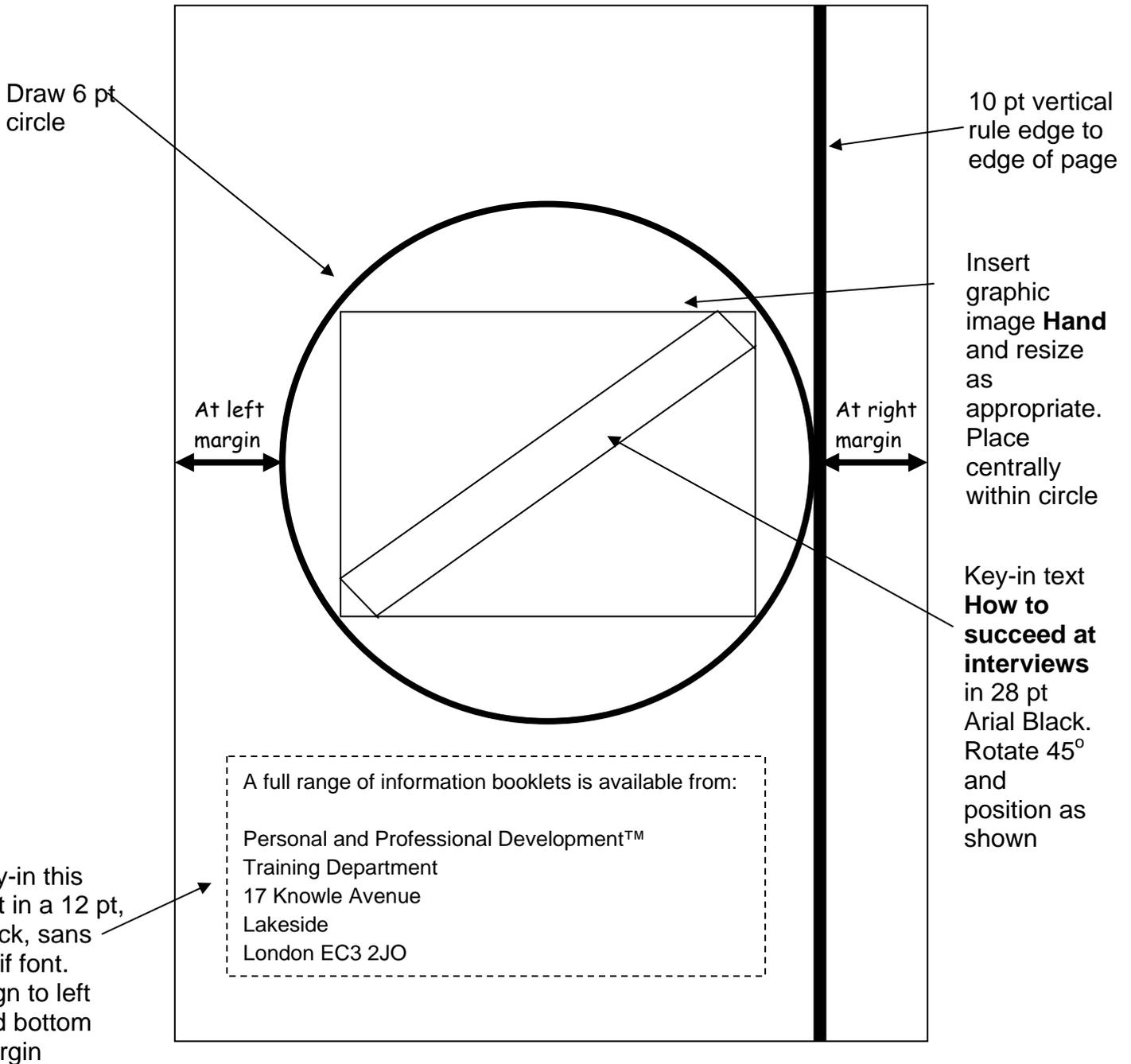
Set up a master style sheet document to ensure that all fonts are sans serif throughout unless otherwise specified.

Paper size	A5 portrait (14.5 cm x 21 cm (5.8" x 8.2"))
Left margin	2 cm (0.8")
Right margin	2 cm (0.8")
Top margin	2 cm (0.8")
Bottom margin	2 cm (0.8")
Columns	1
Background colour	blue
Header/Footer	footer, page number, not first page, align centrally

Prepare the pages for the leaflet as indicated using the measurements and layouts shown. Save as HINTS

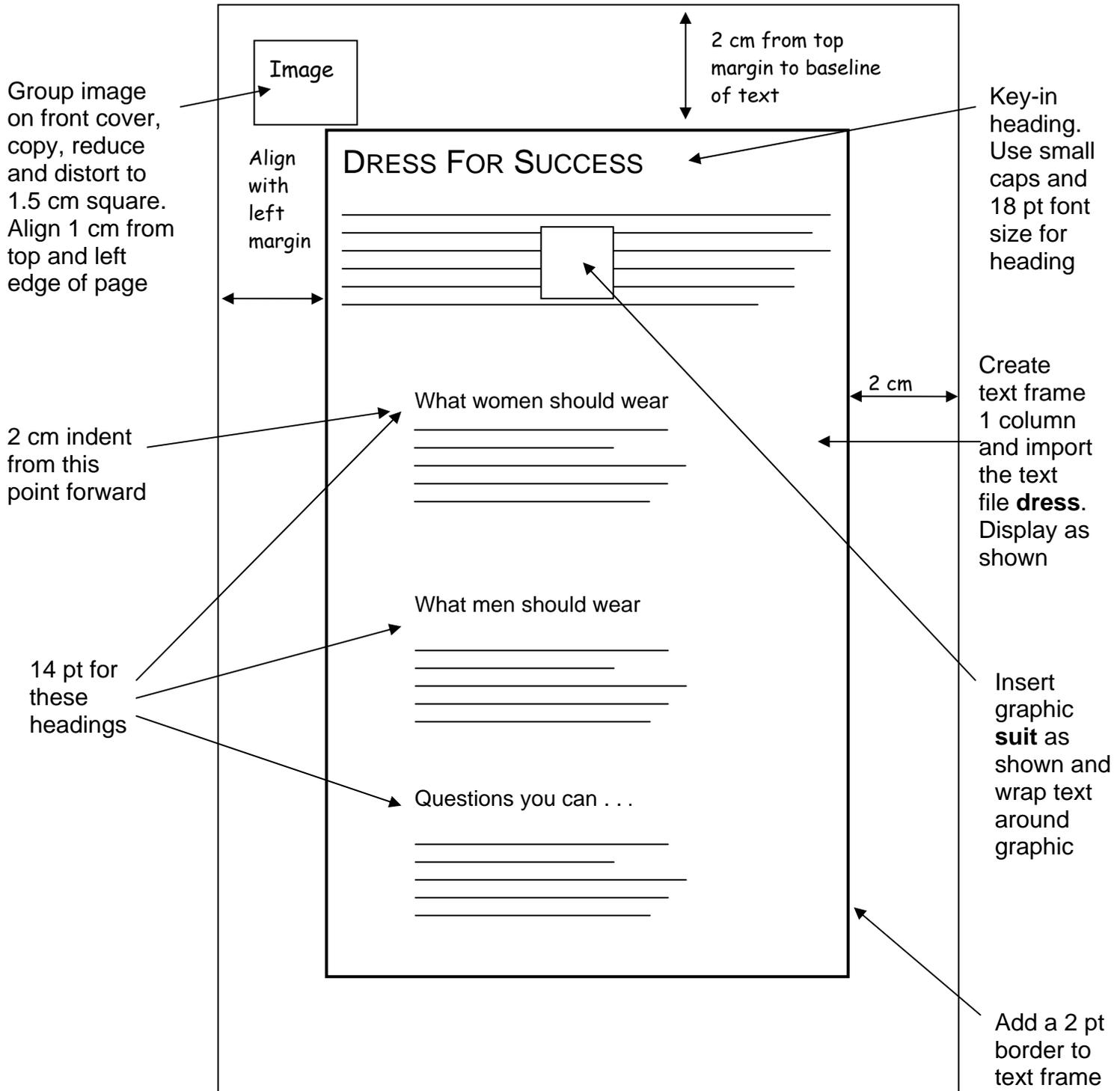
Page 1

Use a 10 pt sans serif font; left align the body text unless otherwise specified. Save your publication as INFO.



Page 2

Insert a second page into your publication. Use the text file DRESS and the image you created for the front cover. Resave.



Page 3

Insert a third page into your publication. Use the text file INTERVIEW complete the text boxes as shown. Justify the text in the boxes and resize the boxes to fit the text. Key in the questions using a different font to body text. Produce the question bubbles and connect to the text boxes using 4 pt arrows as shown. Copy the image you used for Page 2 and place as indicated. Resave.

Use small caps and 18 pt font size for heading

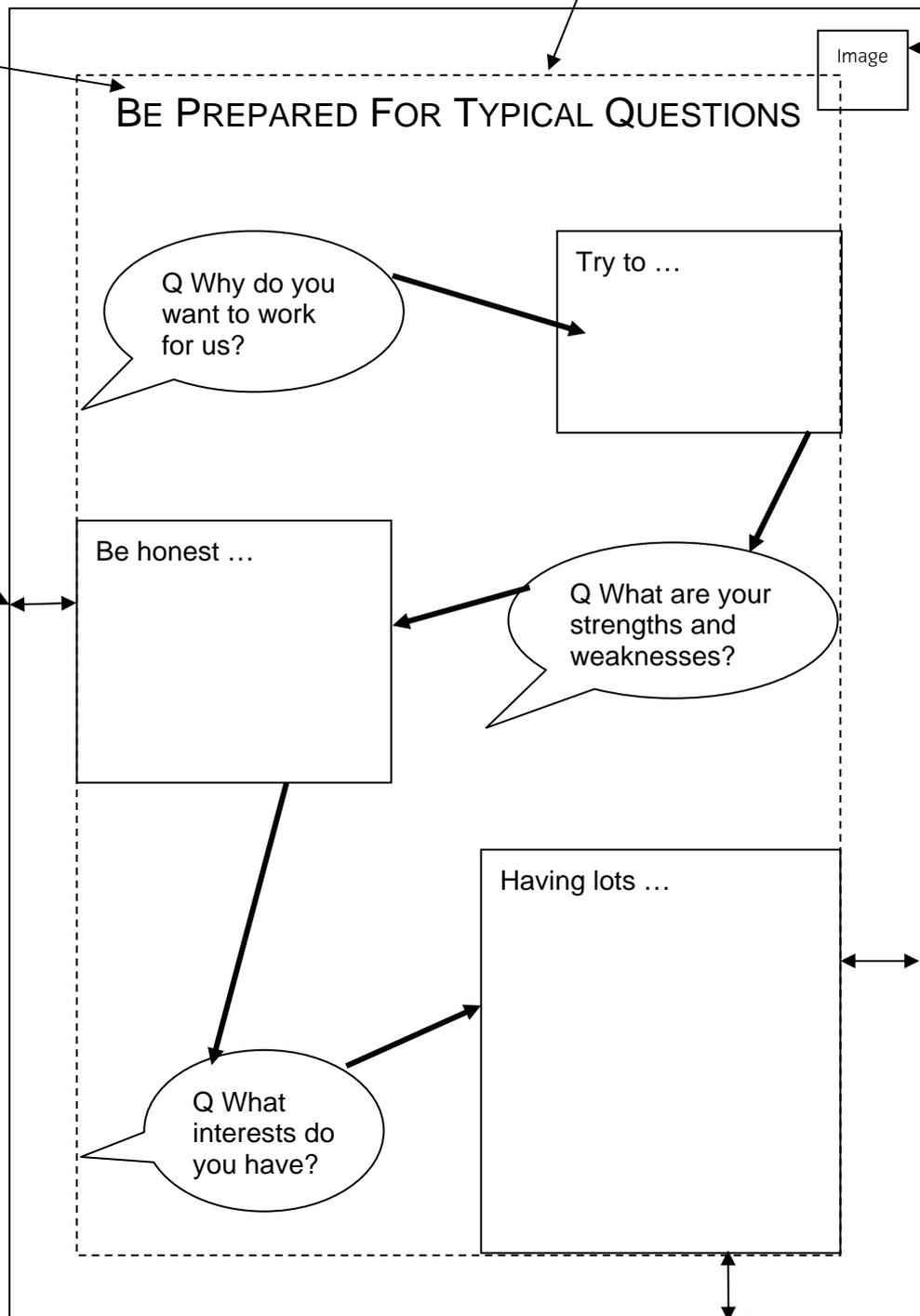
Key in this heading and balance with heading on Page 2

Align objects with left margin

Copy image from Page 2 – align 1 cm from top and right edge of page

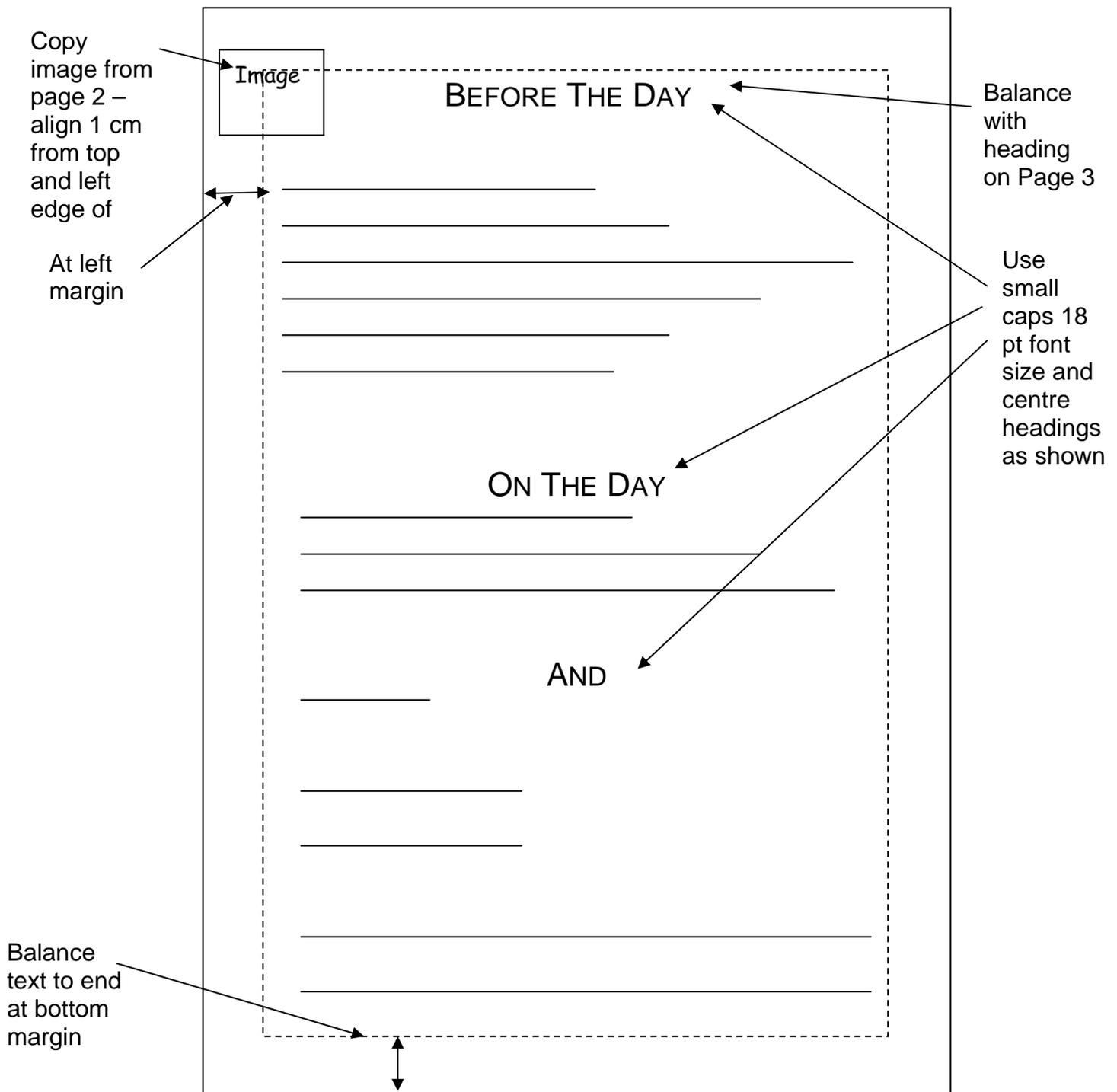
Align objects with right margin

Align objects with bottom



Page 4

Insert a fourth page into your publication. Use the text file DAY and create the numbered list. Copy the image you used for Page 2 and place as indicated. Resave.



Instructions for Specialist Tutor and Invigilator

Before the Examination

Please note that files for the examination are supplied on disk. If you are unable to access these files, create them as detailed below:

- 1 Create the following files and save. If your system does not allow you to use the file name indicated, substitute an appropriate filename.
 - 1.1 Create a file named INTERVIEW and copy the attached text, either by scanning or first keying into word processing software using any serif typeface 12 pt and a ragged right margin.
 - 1.2 Create a file named DRESS and copy the attached text (without heading), either by scanning or first keying into word processing software using any serif typeface 10 pt and a ragged right margin.
 - 1.3 Create a file named DAY and copy the attached text either by scanning or first keying into word processing software using any serif typeface 10 pt and a ragged right margin.
 - 1.4 Create a file named HAND and copy the attached graphic into that file.

NB If you are unable to copy the graphic supplied, select a suitable graphic from your own bank as a substitute. Ensure that it measures approximately height 10 cm (4") width 7 cm (2.6").

- 1.5 Create a file named SUIT and copy the attached graphic into that file.

NB If you are unable to copy the graphic supplied, select a suitable graphic from your own bank as a substitute. Ensure that it measures approximately height 2.5 cm (1") width 2.5 cm (1").

- 2 Print out one copy of each file, which must be returned with the candidates' scripts at the end of the examination.

- 3 Copy the above files on to the system(s) to be used by the candidates. These files must be protected against access by other users of the equipment and the content of the examination must not be divulged. The names of these files appear on the candidate paper; any change of name must be announced to the candidates at the commencement of the examination.
- 4 The publication to be saved and printed by the candidate as part of the examination should be saved as HINTS. If this filename is unsuitable, provide a substitute and inform the candidates.
- 5 Serif, sans serif or script typefaces must be used as specified. If the specified point size is not available, another suitable size may be substituted. Any changes must be stated on the Attestation Form and candidates informed at the commencement of the examination
- 6 The Specialist Tutor's instructions, disk and printout of files must be sealed in an envelope and handed to the Examinations Officer for safekeeping.

At the start of the Examination

- 1 The time allowed for the examination is 2 hours, excluding printing time. Candidates should be reminded to save their files under an appropriate filename if printing is to take place at the conclusion of the examination.
- 2 Any printing required is stated in the Candidate's Instructions.

At the end of the Examination

- 1 Candidates' printouts should be separated and each sheet clearly marked with the candidate's name. They should be attached to the front sheet of the examination paper containing the candidate's name. All draft printouts must be destroyed.
- 2 All the copies of the source documents must be returned to City and Guilds with the candidates' papers, Specialist Tutor copies, the Result Entry Form and the Attestation Form.
- 3 The files created for the examination must be erased from all storage media.
- 4 The Attestation Form must be signed by the Specialist Tutor and the Invigilator, attesting that the procedures outlined above were followed.

Text for the INTERVIEW file (key in using a serif font 12 pt and a ragged right margin)

Try to demonstrate your enthusiasm for the job. Be specific and explain why your training and experience match this company's requirements

Be honest and be self-critical. Don't say you have no weaknesses – try to show how you are addressing your weaknesses. For example – I'm not too good at public speaking but I've just joined a course to learn how to do this.

Having lots of interests shows you are a well-rounded person. You can mention 'reading' as an interest but it's best to include things which involve other people. If you really want to make an impression, explain how your interest could directly benefit this company.

Text for the DRESS file (key in using a sans serif font 10 pt and a ragged right margin)

It really does make a difference how you dress and act at interview. In the business world - appearances matter. In other environments it isn't as important. Business dress is often very formal – suits, shirts, subdued colours with discreet jewellery are the accepted convention. High fashion, bright colours, flamboyant dress, etc would be unacceptable in most companies, unless fashion and the production of clothes is the main aim of the business! However, it does make sense to dress your best for the interview, regardless of the dress code of the company. If you're in doubt about how to dress for an interview, it is best to be safe.

What women should wear

One colour business suit – navy, grey, etc

Coordinated blouse

Moderate shoes

Limited jewellery

Portfolio or briefcase

What men should wear

One colour business suit – navy, grey, etc

White long sleeved shirt

Moderate tie

Dark socks, professional shoes

No jewellery

Neat, professional hairstyle

Portfolio or briefcase

Questions you can ask at interview

What responsibilities will I have?

Will I be required to travel?

What training do you provide?

What is the next step?

Text for the DAY file (key in using a sans serif font 10 pt and a ragged right margin)

Plan your route
Research the company
Rehearse answers to typical questions
Prepare own questions to ask
Ensure outfit is suitable
Have an early night

On the day

Get up early
Allow plenty of time to arrive
If early, use time wisely – re-read notes
And
Relax!

Need more help?
Visit these websites

For more help with interviews - - www.interviewareus.coz
For help with finding your way - - www.findastreet.coz

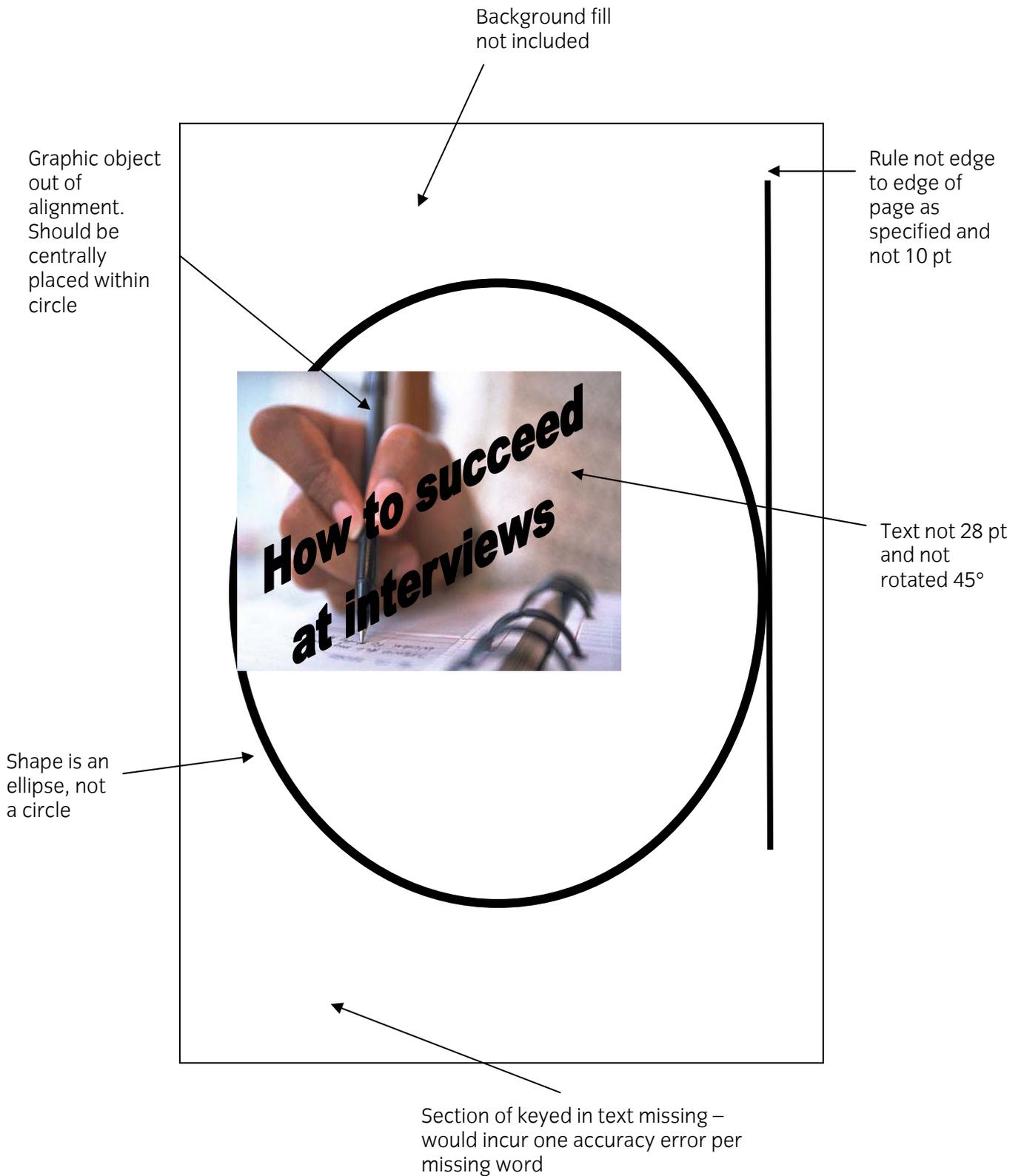
Graphic for the HAND file – height 7 cm (2.6") x width 10 cm (4")



Graphic for the SUIT file – height 2.5 cm (1") x width 2.5 cm (1")



Worked copy of publication with deliberate errors



Heading not small caps as specified and not at top margin

Incorrect margin – should be 2 cm. Ensure master page/style sheets are used

Logo missing

DRESS FOR SUCCESS



It really does make a difference how you dress and act at interview. In the business world - appearances matter. In other environments it isn't as important. Business dress is often very formal – suits, shirts, subdued colours with discreet jewellery are the accepted convention. High fashion, bright colours, flamboyant dress, etc would be unacceptable in most companies, unless fashion and the production of clothes is the main aim of the business! However, it does make sense to dress your best for the interview, regardless of the dress code of the company. If you're in doubt about how to dress for an interview, it is best to be safe.

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One colour business suit – navy, grey, etc
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Moderate shoes
Limited jewellery
Portfolio or briefcase

What men should wear

One colour business suit – navy, grey, etc
White long sleeved shirt
Moderate tie
Dark socks, professional shoes
No jewellery
Neat, professional hairstyle
Portfolio or briefcase

Questions you can ask at interview

What responsibilities will I have?
Will I be required to travel?
What training do you provide?
What is the next step?

Image wrapped incorrectly

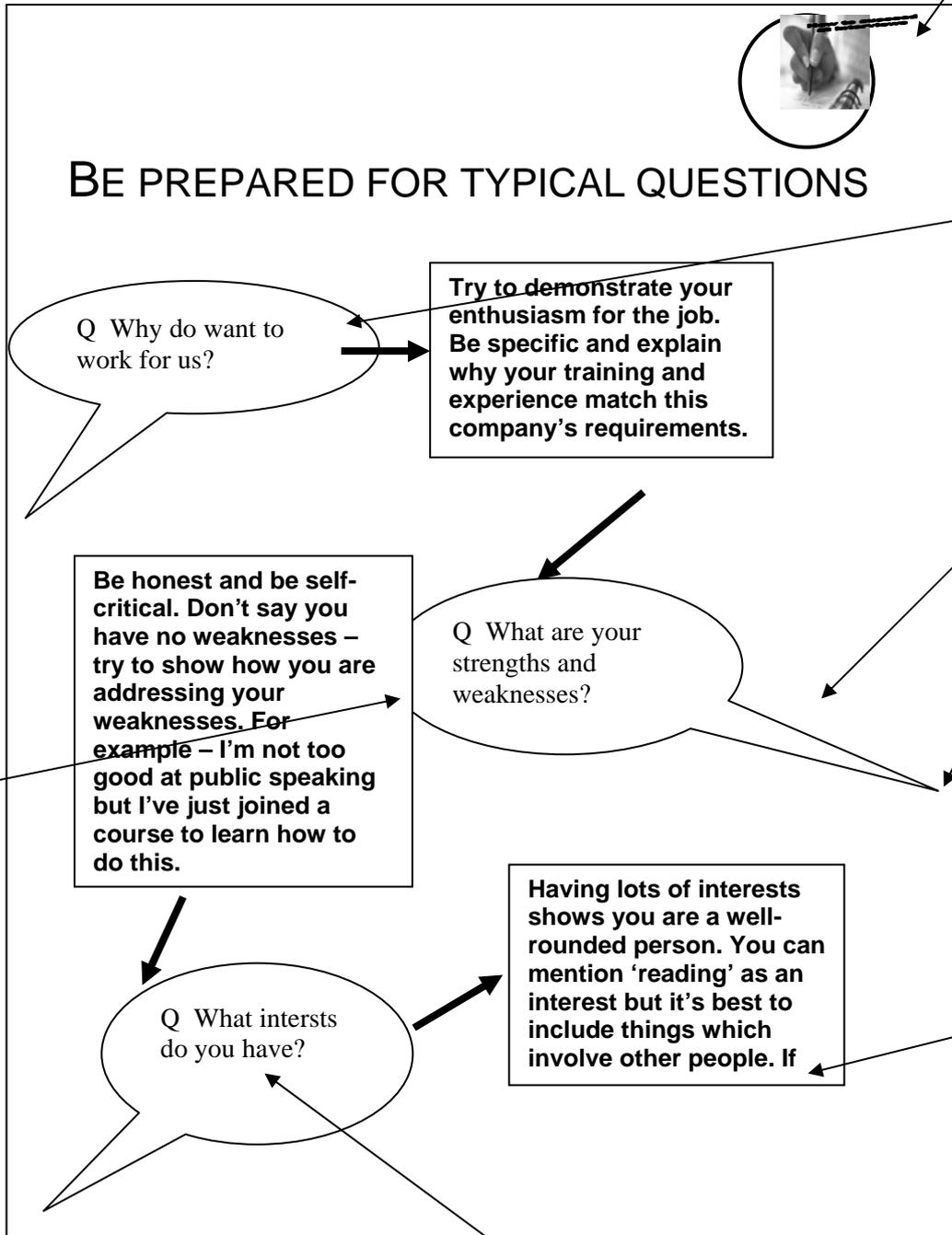
All text from this point forward should be indented

Line spacing not as indicated

Page balance error

No page number

Logo not grouped, incorrectly resized and not maintaining aspect ratio



Arrow within graphic object

Speech bubble pointing wrong way

Objects aligned incorrectly, should be to margin not edge of page

All text not visible

Accuracy error in keying in

Objects touching and arrow missing

Logo incorrectly copied. Line thickness incorrect

BEFORE THE DAY

1. Plan your route
2. Research the company
3. Rehearse answers to typical questions
4. Prepare own questions to ask
5. Ensure outfit is suitable
6. Have an early night

On the day

7. Get up early
8. Allow plenty of time to arrive
9. If early, use time wisely - re-read notes

And

10 Relax!

Need more help?
Visit these websites

For more help with interviews - www.interviewareus.coz
For help with finding your way - www.findastreet.coz

Number out of alignment and numbering system should be restarted

Incorrect style for body text

Should be small caps and centred

Incorrect style number

Text incorrectly indented

No Page number

Text not balanced to bottom margin

This page is intentionally blank

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