

Applied ICT Introductory Task

Obtain 3 leaflets or flyers from 3 different but similar organisations for example 3 banks, 3 charities or 3 mobile phone networks.

For each of the documents, write about the following points under each heading:

<p>Purpose: What is the purpose of the document? Who is the intended audience for the document? Suitability for Purpose: How well does each document meet its purpose? (link your identification of good and bad points about writing and presentation styles to the purpose of the document so that you can comment on each documents suitability for purpose) Does the document meet its purpose and why?</p>
<p>Presentation Style: What is good about the way the document is presented (e.g. use of bullets to emphasise points)? What is bad about the way in which the document is presented?</p>

When discussing and comparing how each of the documents is presented, consider the points below (not all of these will be relevant to each document).

<p>Page Layout: Paper Size Page Orientation Margin Header, Footer</p>	<p>Graphics: Auto Shape/ Line Arrow/ Drawing WordArt/ ClipArt Picture / Shadow/ 3D Shape Graph / Chart / Caption</p>
<p>Textual Style: Font Serif/ Font/ Sans Serif Font Point/Size Style i.e. Bold/Italic/Underline Heading Subscript/Superscript Text Orientation On-screen Animation</p>	<p>Position of: Name, Contact Details, Logo, Date, Reference, Sign Off, Signature</p>
<p>Paragraph Format: Horizontal Alignment/ Left/ Right/Centred/ Justified Line Spacing Hyphenation Tabulation Indent Paragraph Spacing Numbered Paragraphs Bullet Points Vertical Alignment</p>	<p>Special Styles: Text Colour Watermark Shading Border Line Page Border Text Box Contents Page/ Index / Appendix / Bibliography / Footnote / Endnote</p>

Comparing the Presentation Style of business documents

Write a paragraph comparing the presentation styles of the documents

Next, for each of the documents in turn write about the following points:

Writing Style:

What is good about the way each document is written (the type of language the document uses e.g. formal, informal, informative, persuasive 'plain English')?

What is bad about the way each document is written (e.g. does it use jargon)?

When discussing and comparing how each of the documents is written, consider the points below (not all of these will be relevant to each document).

Language used: Formal/Informal Complexity – likely reading age Descriptive terms and techniques Use of jargon or unfamiliar words Spelling or grammar errors Length and complexity of sentences Level of detail	Persuasive techniques: Rhetorical questions Dialog with the reader Emotional, expressive words Active/passive voice Use of Quotations Use of Adjectives to add interest
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Comparing the Writing Style of business documents

Write a paragraph comparing the writing styles of the documents

Lastly, discuss the following:

House style:

Do documents from the same company use a house style (e.g. use the same logo, colour scheme, font on each document)?

How is this house style demonstrated?

Improvements:

What improvements could be made to the documents? To get a good mark for this you need to explain how the improvements will make the document more fit for its purpose and you need to relate these to the bad points you identified earlier

This work needs to be word processed and should be handed in during your first ICT lesson. You need to have an electronic copy available.