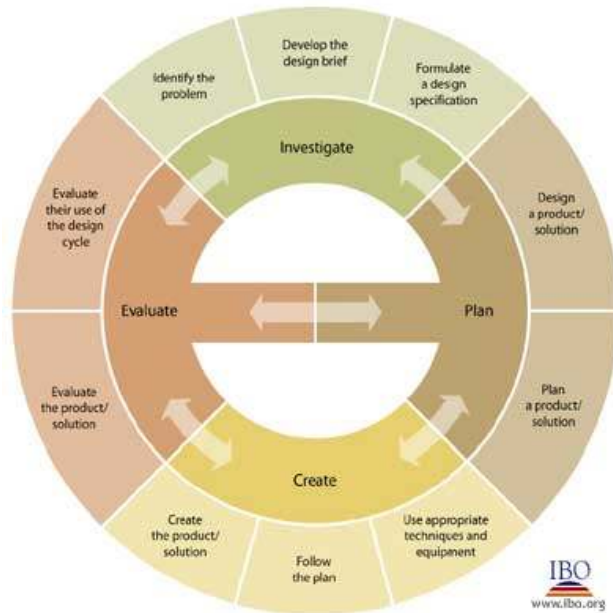


Design Assessment Task



Grading Criteria:

A: Investigate	6
B: Design	6
C: Plan	6
D: Create	6
E: Evaluate	6
F: Attitudes in technology	6

Business Documents

Businesses use documentation to communicate information to their customers, staff, suppliers and others. The documentation businesses use is very important for portraying their public image; therefore, design and choice of formatting are important.

You will investigate the different types of business documentation and also the advantages of merging data from a database with a business letter.

Examples of business documentation include:

- business card
- letter
- leaflet/brochure
- memo
- minutes
- *plus more....*

Guiding Questions/ Problem:

How can I make my business documentation look professional?
How can I send personalised letters to multiple recipients quickly?

Areas of Interaction:

Approaches to Learning
Human Ingenuity
Community and Service

Investigate (Criteria A) (6 Marks)

1. Explain the problem.
2. Discuss the relevance (importance) of the problem.
3. Investigate/research business documentation:
 - a. What are the different documents that might be used by a business?
 - b. What are they used for?
 - c. What do they look like?
 - d. How should a business letter be laid out?
 - e. How can a database be used to help a business send out personalised letters?

Use a variety of different sources (e.g. Internet, parents, family friends...).

4. Produce a bibliography (*use Son of Citation to help you*) – correct layout is essential.
5. Evaluate your sources – how useful are these sources and how accurate are they?
6. Develop a **Design Brief** (*why/what/where/who and how*).

Look here for ideas → <http://www.technologystudent.com/designpro/problem1.htm> (for Design Technology but still useful).

7. Formulate a **Design Specification** – give a detailed description of the conditions, requirements and restrictions there are for producing your chosen business document. (*For example*: software limitations, printing preferences, size, colour, fonts used, information to be put in/on, etc).

Look here for ideas → <http://www.technologystudent.com/designpro/spec1.htm> (for Design Technology but still useful).

8. Describe, in detail, how you will test your product.

If you intend to use a questionnaire, include that here.

Achievement Levels	Descriptor
0	You have not reached a standard described by any of the descriptors given below or You have not handed in the investigation part.
1 – 2	You have only stated the problem. You have attempted to investigate the problem – writing a design brief - but it is weak. You have collected some information but not correctly sourced them.
3 – 4	You have described the problem and mentioned its relevance. You have investigated the problem – writing a satisfactory design brief . You have selected the information you have collected and sourced it correctly. You have attempted to write a design specification – but it is brief.
5 - 6	You have explained the problem and discussed its relevance. You have critically investigated the problem – writing a good design brief . You have evaluated the information you have collected and sourced it correctly . You have written a good design specification . You have described in detail how to test your product.

Design (Criteria B) (6 Marks)

1. **Draw** at least **3 different designs** - they must meet the design specifications.
2. **Evaluate all designs** – for each design say what are the strengths and weaknesses of the design.
3. **Evaluate the resources/materials** you will need – are they easy to come by; difficult to use.
4. Choose 1 of your designs to be the final creation and say why you chose this one.
5. **Evaluate your choice in detail** – explain why you think your choice meets the design specifications.

Achievement Level	Descriptor
0	You have not reached a standard described by any of the descriptors given below or You did not produce any designs and did not attempt to evaluate them.
1 – 2	You have only produced one design. You have attempted to explain your choice against the design specifications, but it is poor.
3 – 4	You have produced only two designs. You have explained your choice of final design. You have attempted to evaluate this choice against the design specifications .
5 - 6	You have produced three or more designs all meeting the guiding question. You have evaluated all designs against the design specifications. You have explained your choice of final design. You have evaluated this choice against the design specifications .

Planning (Criteria C) (6 Marks)

1. You will be allowed 120 minutes to create your business document.
2. Make a **Gantt** chart to show how you intend to use your time for the creation of the document – *include resources needed*.
3. **Critically evaluate** your plan – judge the quality of the time plan.
Include what you think are the strengths and weaknesses of it.
4. When you have critically evaluated your plan you may decide that you have to modify your final **design** in some way. Justify any **modifications** made to your **design**.

Achievement Level	Descriptor
0	You have not reached a standard described by any of the descriptors given below or You did not produce a time plan.
1 – 2	You have produced a time plan but it is weak. There are some steps and an explanation of what you will do . There may or may not be resources listed .
3 – 4	You have produced a satisfactory time plan . There are a number of logical steps and explanations of what you will do . There are resources and length of time .
5 - 6	You have produced a good time plan. There are a number of logical steps and detailed explanations of what you will do . There are detailed lists of resources and length of time . You have critically evaluated your plan. You have justified any modifications to your design.

Create a product (Criteria D) (6 Marks)

1. Make the product.
2. You **must** follow the time plan you created.
3. Justify any modifications to the designs you have made whilst you have been creating your product.
4. Produce a process journal for the creation of the product.

After each stamped piece of work include:

- a written explanation of the process you took in creating the product,
- the tools you used and for what.

Achievement Level	Descriptor
0	You have not reached a standard described by any of the descriptors given below or You do not create the product or you do not follow the design.
1 – 2	You have tried to follow your design and time plan but not successfully. You have created part of the product. There is an attempt at a process journal.
3 – 4	You have used appropriate techniques and equipment . You have followed your design and time plan You may have mentioned modifications you have made whilst creating the product. There is a satisfactory process journal. You have produced a good quality product.
5 - 6	You have competently used appropriate techniques and equipment . You have followed your design and time plan You have explained any modifications you have made whilst creating the product. The process journal is thorough and detailed. You have produced an excellent quality product.

Evaluation (Criteria E) (6 Marks)

1. **Evaluate your performance** during **criteria A, B, C and D** – what did you do well and what did you do badly? Suggest **2 improvements** you would make for each criterion.

The next part must be written after you have tested your business document.

2. **Evaluate the success of your business document.**
 - a. Does it have a professional appearance?
 - b. Who are the intended users and are they pleased with the outcome?
 - c. Is it possible to send the same letter to multiple recipients yet also be personalised?
3. **Evaluate the impact of your business document on society** – following your testing and the evaluation written for question 2, do you think your business document would survive in the business world? Explain in detail.
4. **Explain how your business document could be improved** – following your testing and the evaluation written for question 2 you should have an idea how you could further improve your final product, explain in detail.

Achievement Level	Descriptor
0	You have not reached a standard described by any of the descriptors given below or have not produced an evaluation.
1 – 2	You have evaluated the business document or your own performance but not both. You have attempted to test the business document.
3 – 4	You have tested the business document. You have evaluated the business document and your own performance. You have suggested ways in which your performance could be improved, but not for all criteria.
5 – 6	You have tested your business document. You have evaluated the success of the business document in an objective manner, based on the results of the testing, and the views of the intended user of the business document. You have evaluated your performance at each stage of the design cycle and suggested improvements. You provided an appropriate evaluation of the impact of the business document on society. You have explained how you could improve your business document.

Attitudes in Technology (Criteria F) (6 Marks)

Achievement Level	Descriptor
0	You have not reached a standard described by any of the descriptors given below.
1 - 2	You are occasionally motivated, you try to work independently, you have a satisfactory attitude to the topic or you attempt to cooperate and show respect to others. You occasionally work safely.
3 - 4	You are frequently motivated, you can work independently most of the time, you have a good attitude to the topic and you can cooperate and show respect to others. You frequently work safely.
5 – 6	You are consistently motivated, you are able to work independently, you have an excellent attitude to the topic and you can cooperate and show respect to others. You consistently work safely.