Level 1 - Unit 102 - Digital Editing and Publishing (4 credits)

Relevant LINKS

BACK TO ITQ UNITS **[1]**

Handbook home page **[2]**

Overview

Digital Editing and Publishing at Silver Level requires the candidate to plan and choose the correct designs and layouts for publications for a specified purpose. This process will also incorporate a review and suitability check. Candidates will be able to input the information they find and make sure it is legally available to use and be able to import in the correct formats for different tasks. Once in, this data will need to be formatted and edited to make it work in the approved settings and then checked for accuracy and suitability.

A work activity will typically be 'straightforward or routine' because:

The task or context will be familiar and involve few variable aspects. The techniques used will be familiar or commonly undertaken.

Example of context – Creating a series of documents to promote a school or college based event such as a parent evening or sporting event.

Assessor's guide to interpreting the criteria

General Information

QCF general description for Level 1 qualifications

- Achievement at QCF level 1 (EQF Level 2) reflects the ability to use relevant knowledge, skills and procedures to complete routine tasks. It includes responsibility for completing tasks and procedures subject to direction or guidance.
- Use knowledge of facts, procedures and ideas to complete well-defined, routine tasks. Be aware of information relevant to the area of study or work
- Complete well-defined routine tasks. Use relevant skills and procedures. Select and use relevant information. Identify whether actions have been effective.
- Take responsibility for completing tasks and procedures subject to direction or guidance as needed

Requirements

- Standards must be confirmed by a trained Silver Level Assessor or higher

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- Assessors must at a minimum record assessment judgements as entries in the on-line mark book on the INGOTs.org certification site.

- Routine evidence of work used for judging assessment outcomes in the candidates' records of their day to day work will be available from their e-portfolios and on-line work. Assessors should ensure that relevant web pages are available to their account manager on request by supply of the URL.

- When the candidate provides evidence of matching all the criteria to the specification subject to the guidance below, the assessor can request the award using the link on the certification site. The Account Manager will request a random sample of evidence from candidates' work that verifies the assessor's judgement.

- When the Account Manager is satisfied that the evidence is sufficient to safely make an award, the candidate's success will be confirmed and the unit certificate will be printable from the web site.

- This unit should take an average level 1 learner 30 hours of work to complete.

Assessment Method

Assessors can score each of the criteria L, S, H. N indicates no evidence and is the default starting position. L indicates some capability but secure capability has not yet been achieved and some help is still required. S indicates that the candidate can match the criterion to its required specification. H indicates performance that goes beyond the expected in at least some aspects. Candidates are required to achieve at least S on all the criteria to achieve the unit. Candidates should be helped and encouraged to reference their work to the assessment criteria using assessment for learning process. e.g. IPU 1.1.2 for IPU Level 1 criterion 1.2. This will make it easier to provide the evidence required for the QA procedures when requested by the Account Manager. There is support for this from learner account profiles on the INGOT web site. PLTS is used to denote where there are opportunities to develop personal learning and thinking skills.

Expansion of the assessment criteria

1. The candidate will select and use appropriate designs and layouts for publications

1.1 I can identify the types of information needed in my work

Candidates should show that they can identify particular types of information, e.g. from a provided list or from search results, for documents relevant to their work.

Evidence: From documents produced by candidates and or centre devised tests/tasks.

Additional information and guidance

Types of information might include text or graphic sources, information that is free to use (relate to licensing and copyright) information that supports a particular view or perspective, information that counters a particular argument or claim. There should be some spread and variation across several documents in work submitted for evidence.

1.2 I can identify a suitable structure for presentation

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Candidates should show that they have evaluated a range of methods in order to determine the best one for their project. This will then determine how they organise the material for the remainder of the tasks.

Evidence: Candidate files and or centre devised tests/tasks.

Additional information and guidance

Candidates should show that they understand the different options available when editing and producing publishing materials and demonstrate that they can choose the best tools where appropriate subject to guidance in keeping with the RQF level 1 descriptor.

1.3 I can follow instructions to use the layout in accordance with guidelines

Candidates should show that they have understood the “brief” and that they have designed a template or final piece which meets those design guidelines.

Evidence: Assessor observations and candidate documents.

Additional information and guidance.

A number of examples could be produced to give a range of choices. The candidates must show that they can work to a pre-set guideline in keeping with the RQF level 1 descriptor.

1.4 I can select and use appropriate media for the publication

Candidates should demonstrate that they can choose paper or card of the appropriate weight for their publication, if it is a paper based project, for suitable colour, font and graphic choices for a digital project such as a web page.

Evidence: Documents, web based sites and/or centre devised test or task.

Additional information and guidance

In most cases desktop published materials go onto paper but publishing generally targeted on producing web pages is just as acceptable. However, flexibility in interpretation should be exercised in keeping with the Level 1 RQF descriptor. Main consideration is whether the learner has the competence to originate material in appropriate software.

1.5 I can evaluate a design in terms of its suitability for purpose

Candidates should demonstrate that they have a good understanding of what the intended purpose of their publication is and how closely they have met that requirement.

Evidence: Assessor feedback and candidate reflections.

Additional information and guidance

Candidates should be able to demonstrate how effectively they feel they were in meeting the publication objectives. They can use third party feedback, i.e. from peers, as long as these are based on the original design criteria they set for themselves. Some level of reflection on the purpose of the publication and what they did to meet this will suffice.

1.6 I can consider issues related to open systems

Candidates should demonstrate that they understand of open systems in relation to digital editing and publishing and how this may impact their work in terms of meeting requirements.

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Evidence: Assessor feedback and candidate work.

Additional information and guidance

The process of digital editing and publishing involves a great many people along the supply chain. In order for a candidate's design to be published, it needs to be worked on by other organisations. Once they have designed it, it may need to be modified for printing, and then sent to another company for the production. In all of these processes interoperability is desirable and open systems enable this without being locked into particular suppliers. A closed and proprietary system that was used anywhere in this chain could hamper the process and delay the final production. Candidates need to show an awareness of this reality.

2. The candidate will input and combine information within publications

2.1 I can identify copyright on information used for import

Candidates should demonstrate that they understand the legal constraints of copyright and protecting other people's intellectual work.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

The Internet has effectively removed most barriers to plagiarism and candidates need to show that they understand the legal aspects of copyright and that they employ this understanding when choosing material for their project.

2.2 I can identify file types suitable for import

Candidates should demonstrate an awareness of the file types and their associated applications.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

The production of the candidate's final work will more than likely entail the use of many different types of files as they research and develop the materials needed. Some of these files will be pre-formatted, for example .jpg files from the internet, and some they will need to produce for themselves, e.g. .svg files from an open application such as Inkscape [3]. Candidates need to show that they can work with these different file formats and begin to be aware of the limitations and restrictions of some types as it impacts on their project.

2.3 I can convert file typs to compatible formats

Candidates should demonstrate the ability and understanding of file types and how to manipulate these effectively for their own purposes.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

Image files can be notoriously large in terms of bytes (some files being many gigabytes), and some can be so compressed as to be unusable in a publication where image quality is essential. Candidates should be comfortable with a range of image manipulation software systems and be comfortable choosing the file format they need for the job. If the files are not in the format they need, they should show an ability to convert them by various means into what they require subject to guidance in line with the level 1 RQF descriptor.

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2.4 I can import information into a layout manager ready for editing and formatting

Candidates should demonstrate an understanding of different editing software requirements and content types, as well as layout considerations for purpose.

Evidence: Candidate work.

Additional information and guidance

Different systems have different ways of manipulating information once imported. Candidates need to show an awareness that importing proprietary word processed content into a web page will carry with it a huge amount of format information which will be hard to remove and impact on the final publication. Candidates should be encouraged in best practice such as using unformatted basic text files for content and to format in the final system once all of the text and associated files have been collected.

2.5 I can combine information to convey meaning to an audience

Candidates should demonstrate an understanding of their audience's needs and the best information to meet those needs.

Evidence: Candidate work.

Additional information and guidance

Information conveys meanings in different ways to different people. Many people are far more responsive to text based information, others to static images or even moving images. Candidates should show that they are aware of what their audience expects and deliver the material in a format appropriate to this. If the publication is a web site, this could therefore include links to more video based materials.

2.6 I can store and retrieve information in line with local guidelines

Candidates should demonstrate an understanding of their local IT systems and use best practices for data handling.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

In most cases, the candidates would not be able to produce their work if they were not competent and confident in the storage and retrieval of the necessary data. Some evidence of this knowledge would be required, though work itself is also evidence.

2.7 I can consider issues related to interoperability

Candidates should demonstrate an understanding of their work passing between various systems and the need therefore for interoperability throughout.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

Some of this evidence will come from the candidate's work and 2.4 above. They need to show that they can appreciate that their work might have to be passed to other people in a supply chain and therefore some type of open standard would be beneficial. A blog on this subject with some reflective writing on their part would be useful way of providing evidence.

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3. The candidate will use software techniques to edit and format publications

3.1 I can identify formatting and editing needs

Candidates should demonstrate an awareness of potential issues related to formatting and editing the various materials they intend to use.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

Candidates will be working with a variety of different file formats and systems and therefore need to be able to cope with different systems and know how to format and edit the different materials they use; be these text, images or video. As long as they identify that they know some of the issues, this should be enough. Opportunities to reinforce the advantages of agreed internationally recognised open standards as these reduce the complexity of commonly use applications that have converged to be very similar in most cases.

3.2 I can apply appropriate editing techniques to information components

Candidates should demonstrate an understanding of the needs of different components.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

Information is conveyed in different ways, so candidates should be able to show that they can edit a textual piece of information for understanding as well as manipulate a digital image in order to make it the right colour; for example making an image black and white or sepia to convey the impression it is from an older age. Their projects will incorporate an appropriate range of file types and they need to show they can deal with all of these effectively subject to the guidance detailed in the RQF level 1 descriptor.

3.3 I can apply appropriate formatting techniques to information components

As with 3.2, candidates should demonstrate an understanding of the needs of different components.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

Information is displayed in different ways, so candidates should be able to show that they can for example, format a textual piece of information for clarity and readability as well as manipulate a digital image in order to make it the right size; for example making an image 2/3 the original size to fit a frame on a page. Another example is spacing images and text with margins and similar techniques used to improve appearance.

3.4 I can evaluate the finished work in relation to intentions

Candidates should demonstrate an understanding of the needs of audience and be able to offer evidence about how well that need has been met.

Evidence: Assessor feedback and candidate work.

Additional information and guidance

The publication should have been planned based on the needs and requirements of the original “customer” and the candidate should be able to show the strengths and weaknesses they have

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identified as a result of completing the work. Strengths and weaknesses should relate to some of the following: format, layout, accuracy, structure, style, quality, clarity for audience. Getting candidates into the habit of using the strengths and weaknesses method and making an overall comment of judgement about the success of their work is recommended. They should get peers/intended audience to help them review and assess their outcomes.

3.5 I can assign a copyright license to finished work

Candidates should be able to apply a license to their finished work.

Evidence: Candidate work.

Additional information and guidance

Candidates need to be introduced to copyright licenses and how to obtain these via the Internet. They should make a declaration that they license their work for free use and that it is their own work and any sources of information are referenced to their owner. They should not use copyright tools or information without first gaining permission (or have it provided directly in the license). Any further local constraints can be included in this work but some description of the AUP and copyright should be present. There is no need to have a detailed understanding of very complex terms and conditions. At this stage an overview of the main purpose and key requirements is sufficient.

Moderation/verification

The assessor should keep a record of assessment judgements made for each candidate guided by the above guidance. Criteria should be interpreted in the context of the general descriptors of QCF Level 1 qualifications. They should make notes of any significant issues for any candidate and be in a position to advise candidates on suitable routes for progression. They must be prepared to enter into dialogue with their Account Manager and provide their assessment records to the Account Manager through the on-line mark book. They should be prepared to provide evidence as a basis for their judgements through reference to candidate e-portfolios. Before authorising certification, the Account Manager must be satisfied that the assessors judgements are sound. In the event of missing evidence, the assessor will be requested to gather appropriate information before the award can be made.

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Links
[1] http://theingots.org/community/ITQ_unit_development
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