

## Grading Master – Publishing is Big Business Communication

### Design Principles

### ICT Skills

<p>Creatively combines a range of design concepts to create attractive brochure layouts with sufficient information spaces .</p>	<p>Graphical and typographical design is consistent assisting the flow of information and how the eye travels through the brochure design.</p>	<p>Choose computer packages which suit the job and use multiple packages or elements of packages to create high quality products. Clearly show capacity to create using advanced features of software. Able to help others use technology and /or communicate “how to” information to others.</p>	<p><b>A</b></p>
<p>Combines key design principles to create a neat attractive design.</p>	<p>Graphical design places emphasis on key elements of the brochure.</p>	<p>Use software features to create interesting graphical effects and manage the file management and backup of own work.</p>	<p><b>B</b></p>
<p>Uses design principles to separate elements of the pages.</p>	<p>Design has sensible placement of headings, graphics, information blocks and signatures/logos .</p>	<p>Can use the features of software to create a product, save drafts and complete a final printed or digital product.</p>	<p><b>C</b></p>
			<p><b>U</b></p>