



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au

BSB40215 Certificate IV in Business

Record of Assessment Outcome

Unit of Competency:	BSBITU404 Produce complex desktop published documents		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Portfolio of Activities	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Assignment	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/> Not Yet Competent <input type="checkbox"/>			
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Prepare to produce desktop published documents		<input type="checkbox"/>	<input type="checkbox"/>
2. Design desktop published documents		<input type="checkbox"/>	<input type="checkbox"/>
3. Create desktop published documents		<input type="checkbox"/>	<input type="checkbox"/>
4. Finalise desktop published documents		<input type="checkbox"/>	<input type="checkbox"/>
5. Produce desktop published documents		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

“THIS PAGE IS INTENTIONALLY LEFT BLANK”



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au

BSB40215 Certificate IV in Business

BSBITU404 Produce complex desktop published documents

Assessment 1 – Portfolio of Activities

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				

Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

Performance objective

You are to demonstrate your understanding of the desktop publishing process and apply organisational and task requirements, along with design principles and elements, to design and lay out a suite of business stationery. This will include designing matching business card, letterhead 'with compliments' slip and 'congratulations' card.

You will also need to create alternate designs in draft form and undertake a consultation process to select the final design

Assessment description

For every house sold by the company, Max Lionel Realty provides a welcoming gift basket to the purchaser. To accompany this gift basket, is a 'with compliments' slip, and a greeting card congratulating the new homeowner. As his business grows, he is selling more houses, and it would save the company time and money to have these pre-printed. Max Lionel would also like to develop a customised company greeting card to look more professional.

Max Lionel Realty has had letterhead and business cards printed in the past, but the two designs did not match. Max Lionel sees this as an opportunity to consolidate the company stationery design. He doesn't think either the previous letterhead or business card designs are transferrable to other formats and has decided that a new design is the most appropriate course of action.

You will assist Max Lionel Realty in the design and layout of their new suite of business stationery.

Procedure

There are two parts to this task. You will need to complete each one as part of this Assessment Task.

1. Thumbnail sketches and consultation notes.
2. Suite of business stationery including:
 - a. letterhead
 - b. 'with compliments' slip
 - c. greeting card
 - d. business card.

Each design must conform to the Max Lionel Realty Style Guide (refer Appendix 1) and incorporate the design elements listed below. Your facilitator will provide you with the Max Lionel Realty logo file.

Thumbnail sketches and consultation notes

You will be required to draft thumbnail sketches of three different designs for your business card. Present these thumbnail sketches to your facilitator or group members and consult with them on which design is more effective. You will need to submit your thumbnail sketches and notes on your consultation process, the design you have chosen as a result and the reasons for this choice.

Business Stationery

Letterhead

The letterhead should include the following:

1. A4 .pub file.
2. The following Max Lionel Realty elements must be included in the design:
 - a. logo
 - b. slogan
 - c. colour palette
 - d. company contact details (address and phone number).

‘With compliments’ slip

The ‘with compliments’ slip should include the following:

1. 21.59 cm x 9.43 cm .pub file – blank with compliments card preset layout.
2. The phrase ‘Please enjoy, with compliments’ prominently displayed.
3. The following Max Lionel Realty elements must be included in the design:
 - a. logo
 - b. slogan
 - c. colour palette
 - d. company contact details (address and phone number).

Greeting card

The greeting card should include the following:

1. 13.97 cm x 21.59 cm .pub file – blank greeting card preset layout (side fold card).
2. Card cover should include:
 - a. phrase ‘Congratulations!’
 - b. images of balloons and/or champagne or other celebratory motifs
 - c. image/s to be recoloured to match Max Lionel Realty colour palette.
3. Inside right page to display the following message:
 - a. ‘Congratulations on the purchase of your new home!
Best wishes from the team at Max Lionel Realty’.
4. The following Max Lionel Realty elements must be included in the design refer to Appendix 1 for publishing guidelines:
 - a. logo
 - b. slogan
 - c. colour palette
 - d. company contact details (address and phone number).

Business card

The business card should include the following:

Note: This document will be used as a template for all staff members, so the personal details will be left blank.

1. 8.5 cm x 5.5 cm .pub file – blank business card preset layout.
2. Both sides of card to be incorporated in design.
3. Place holders for <Full Name> and <Position Title> to be prominently displayed.
4. The following Max Lionel Realty elements must be included in the design:
 - a. logo
 - b. slogan



- c. colour palette
- d. company contact details

Specifications

You must provide:

- Hard copies of the three thumbnail design sketch drafts of your business card
- Hard copies of your consultation notes
- Four separate .pub files:
 - Letterhead
 - Business card
 - 'with compliments' slip
 - Greeting card.
- To be submitted in the format (CD-ROM, USB, email, etc.) Required by your assessor
- Colour printouts with printer's marks and bleed of each piece of stationery.

Your assessor will be looking for:

- Designs that conform to the Max Lionel Realty Style Guide requirements
- Uniform design
- Inclusion of all required design elements.

Appendix 1 – Corporate Publications Style Guide

Max Lionel Realty - The little company with the big roar!

Logo

The Max Lionel Realty logo is our brand identity. This logo is to appear on all publications, internal and external, excluding only formal contract agreements.

The logo has been designed to represent the service we provide to customers. There are two elements to the logo: the lion motif, which ties in with the company name; and the brand, Max Lionel Realty. The lion represents our commitment to our clients' needs. We understand the real estate business can be difficult and taxing for clients. We will fiercely protect their interests, while offering them the 'royal' treatment they deserve. While the informal style of the lion image presents us as an approachable company.

The brand, named after Max Lionel, who started the business, presents the personal touch. The logo's font 'Narkisim Regular' is to be associated with the logo, and to maximise impact it should not appear elsewhere.

The two elements should always appear together and never separately.

Logo size



Largest promotional logo. Size should never exceed 557x1863 mm.



Standard sized promotional logo, 351x1175 mm.



Smallest allowable promotional logo. Size should never be less than 142x480 mm.

The logo should never overlap an image and should always be presented on a white background for maximum affect.

The logo should be presented in colour where possible. If document is not to be printed in colour, the one of the two following pre-formatted grey-scaled logos is to be used instead, conforming to the above size requirements.

Grey-scaled:



Grey-scaled and lightened:



Corporate Slogan: *'The little company with the big roar!'*

The Max Lionel Realty corporate slogan, 'The little company with the big roar!' references the 'lion' motif in the business name and logo and highlights the qualities of our service. It also serves to reinforce that a large-sized company has little to do with sales success.

The corporate slogan should be used at all times, and should sit either near the logo, or prominently at the bottom of the page.

It should generally be presented in Century Gothic, italicised, and with 'roar' in bold. See below example:

*The little company with the big **roar!***

Corporate Colour Palette

The corporate colours of teal and orange form an integral component of the Max Lionel Realty corporate identity. These have been chosen for their visual cues. The dominant colour of teal represents security, sophistication and prosperity. The orange represents warmth and energy.



There are two variations of each colour.

Teal

Dark: **C100 M17 Y2.35 K29** **R0 G107 B125**
Light: **C70 M15 Y0 K0** **R89 G161 B207**

Orange

Dark: **C5 M70 Y90 K0** **R226 G107 B56**
Light: **C0 M30 Y70 K0** **R249 G180 B98**

The four colour process (CMYK) breakdown should be used for commercial printing. The RGB equivalents are to be used for screen or web based communication.

Corporate Typefaces

Max Lionel Realty uses two typefaces for promotional and internal material, Century Gothic, and Times New Roman.

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Bold

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Bold

Styles

Documents should conform to the styles set out in this guide. There are three main styles of type used by Max Lionel Realty.

Text style	Formatting	Example
First level headings	Should appear in the sans serif font Century Gothic, bold, font size 16 pt., with 18 pt. before and 18 pt. after paragraph spacing. First level headings also include bottom border. Left aligned.	Heading 1
Second level headings	Should appear in the sans serif font Century Gothic, bold, font size 11 pt., with 12 pt. before and 4 pt. after paragraph spacing. Left aligned.	Heading 2
Body text	Should appear in the serif font Times New Roman, size 11, with 6 pt. before and after paragraph spacing. Left aligned.	Body text

Bulleted Lists

Bulleted lists are a dynamic way to present information and break up bulk text. Bulleted lists also present opportunity to 'break down' the information and get straight to the point. At Max Lionel Realty, we preference the use of quick, short bursts of bullet points for every 500 words of bulk text, to keep the reader interested.

Bulleted lists should be formatted to match the 'Body text' style noted above – 11 pt. Times New Roman, 6 pt. space before and after paragraph spacing, however, bullet lists should always be indented (left: 1 cm, hanging: 1 cm and aligned: 0.63 cm and indent: 1.27 cm). Ensure the 'Don't add space between paragraphs of the same style' box is **not** ticked – the line spacing will not work and the entries will all be squished together, defeating the purpose of the dynamic list!

Max Lionel Realty documents require the use of the (➤) symbol at all times, rather than the default black dot. No other symbol should be used either.

Bullets should be capitalised and punctuated as though they are full sentences, but there are two ways in which a bulleted list can operate as a sentence.

- Lists consisting of single items or phrases:
 - no punctuation necessary after each item
 - lists introduced with colon and ended with full stop
 - only proper nouns are capitalised
 - take this list as an example.
- Lists consisting of full sentences should be set out as follows.
 - This style uses initial capitals and full stops for each entry.
 - Each item is its own sentence; do not use an introductory colon.
 - If the entry is quite long, you are able to insert punctuation marks as you would if the entry was in paragraph form. If the entry is so long that it contains multiple sentences, you don't need to split them into separate bullet entries, as long as the sentences all match the point the overall bullet entry is making.
 - This list is an example of the appropriate style.

In most cases, the rules outlined above will be easy to follow, however, in cases where it is not clear, edit each entry so they all conform to the same style.

An easy way to tell the difference between bullet list styles is to look at the sentence that precedes the list. Do the entries make sense without it? Look at the whole list – could it be a single sentence with commas instead?

All bulleted lists must conform to one of the above two styles. There should be **no** semi-colons or other punctuation that is not listed above.

Bullets and numbers can both be used in the same document but the styles should not be mixed in the same list.

Images

Photographs are a key marketing tool in our business. Therefore, it's important that we present them in the highest quality.

When selecting photographs, it is imperative to select the most attractive photograph to be the featured photo to present the property in its best light. Priority should be given to photographs that present the front of the property. Should this not be the most appropriate photograph, an image of the property's best feature, such as its garden, or an indoor area, should be used. However, approval for such an alternative need to sought from management prior to publication.

Preference should be given to daylight photographs, but if not available, photos taken in the evening are only viable with extensive indoor and porch lighting.

Colour photographs should be given high priority, grey-scaled images should only be used in special cases.

Layout

The layout of the document is extremely important in sharing the information we wish to convey. Our priority in every instance is to promote the company first, as not all recipients will be interested in the particular property. The logo should appear prominently in each publication resting in the top left corner of the document, with the office contact information resting in the top right corner.



Figure: Placement of elements: logo, contact info, property, and agent

The property's feature photo should then take the next priority. See the sample advert with the elements in the correct positions.

Different types of publications may require variation of this theme, and approval should be sought from Max Lionel for each instance.

Language

It is extremely important that the language in external documents is consistent. This relates to the terminology and the voice used to communicate to our current and potential clients.

Terminology

Abbreviated terms or acronyms are only to be used in small, paragraph-length adverts in print and on the web, and are to be presented consistently, and must be clearly punctuated.

- Built in Robes – BIRs. Acronym all in capitals, and a lowercase 's'.
- Lock-up garage – LUG.

Larger, half- to full-page adverts are to be spelt out, and if possible, features and elements of the property are to be separated in a bulleted list. Bulleted lists are to be clean, evenly aligned, with simple black bullet points – no novelty symbols (see above).

Voice

In promotional materials, voice is extremely important in maintaining our company profile. Max Lionel Realty is a small business, catering to our clients with a familiar, personal touch. But this doesn't mean our promotional material should be informal. These materials should be presented in a professional, formal voice at all times.

Text should always incorporate Australian spellings – 'organisation', 'recognise', 'colour', 'harbour', etc. Language settings should always be set to 'English – AUS'.

First level headings should always be presented with full capitals, which second level headings should always be presented with sentence-case capitals.

Company Contact Information

The following Max Lionel Realty office contact information should appear on all external publications and most of those internal.

Max Lionel Realty
Suite 2, 196 Randall St
Preston VIC 3072
Phone: (03) 6954 3000
Fax: (03) 6954 3001
Email: info@maxlionel.com.au
Web: www.maxlionel.com.au

Where appropriate, Max Lionel's personal details are as follows:

Max Lionel
CEO
Max Lionel Realty
Mobile: 0734 203 201

Email: Max.Lionel@maxlionel.com.au

Contact formatting

Formatting should conform to usual style guide requirements. Links (email and website addresses) should always appear as usual text – no underlines or italics and no hyperlink colours.



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au

BSB40215 Certificate IV in Business

BSBITU404 Produce complex desktop published documents

Assessment 2 – Project

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			

Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

You are to demonstrate your understanding of complex software functions and set up a new 'normal' template and use that template to create a mail merge form letter.

Assessment description

Max Lionel is very happy with the way his desktop publishing processes have been going but has realised he can save even more time by creating a new 'Normal' Word template for all the computers in the company office. That way, his staff won't have to set up styles palettes in every document they create – they'll default to the required settings.

Max wants this new template set up right away so he can test its efficiency on some upcoming documents, including a scheduled tenant mail-out.

Max Lionel Realty must notify all tenants of upcoming maintenance required due to recent government legislation updating health and safety standards surrounding the provision of water heaters. Complying with this new legislation will be a massive undertaking, so Max has decided to do ten houses per week (two per day). He thinks it will be most efficient if organised by suburb, grouping nearby houses together.

You will assist Max Lionel Realty by creating their customised 'Normal' Word template, and then use it to create a mail merge, and output the first batch of letters.

Procedure

There are three parts to this Assessment Task. You will need to complete each one as part of this Assessment Task.

1. Create the template.
2. Paste or type the letter into the template and apply required styles.
3. Complete a mail merge list using this letter.

Template

This task is to create a new default template for the Max Lionel Realty office. These are common elements that have been pre-set and can be used or switched off at user discretion. Final document submitted should contain all of the below but be a blank page (as when opening a new document in Word).

1. Create a customised 'Normal' template using Word.
2. The template must incorporate the following Max Lionel Realty requirements:
 - a. Page dimensions to allow space for letterhead, and measure 5.5 cm from the top, and 2.54 cm on all other sides.
 - b. Footers to sit 1.5 cm from edge of page.
 - c. Styles to be formatted to Max Lionel Realty Style Guide (Heading 1, 2 and Normal, etc.) and all unnecessary styles to be removed.
 - d. Create a new style for bullet lists with the following formatting:
 - i. the symbol displayed is the (➤) symbol

- ii. line spacing matches that of the updated 'Normal' style
- iii. left indented 1 cm
- iv. name style 'Bullet List'
- e. Macro is to be recorded and saved of the insertion of a watermark:
 - i. custom text watermark
 - ii. text to read 'PRIVATE AND CONFIDENTIAL'
 - iii. watermark to be semi-transparent
 - iv. font to correlate with heading style required by Max Lionel Style Guide.
- f. When finished, save as 'MLRNormal.dot' (or .dotx).

Letter

1. Open a new document using your saved template file.
2. Copy and paste letter content from the file supplied by your assessor into your new template document. Alternatively, you can type the letter into your template.
3. Apply required styles to the text.

Mail merge

1. Using the tenant information spreadsheet provided by your assessor, you are to run a mail merge.
2. You will first need to sort the spreadsheet to be ordered by 'maintenance date'.
3. In the letter, the following common fields are required:
 - a. tenant name/s
 - b. property address
 - c. date of maintenance
 - d. time of maintenance
 - e. property manager's phone number
 - f. property manager's name.
4. Output the first week's ten letters.

Specifications

You must provide:

- Your .dot or .dotx template file
- The electronic copies of all mail merge letters (.doc or .docx)
- A document submitted in the format (CD-ROM, USB, email, etc.) required by your assessor.

Your assessor will be looking for:

- Styles that conform to the Max Lionel Realty Style Guide requirements
- All required elements included in the template
- All required fields included in the mail merge.



Appendix 1 – Letter

<Date>

<Addressee>

<Address>

Dear <Tenant>,

Re: <Property Address>

As part of our ongoing service to our landlords and tenants, the above named property is due for maintenance.

Due to recent legislation around the provision of water heaters, property owners must:

- ensure that all water heating equipment is in safe, working order
- ensure that all water heating equipment complies with the new industry health and safety standards set by the legislation
- ensure that all maintenance and replacement of units is completed by 31 December 2020.

In order to comply with the new legislation, the landlord requires access to the above named property on **<date>** at **<time>**.

If this is inconvenient, please do not hesitate to contact me directly on <phone number> to arrange a mutually agreeable time.

Yours sincerely,

<Property Manager>

Rental Property Manager



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au



Current Tenant List

#	Street	Suburb	Property Type	# Beds	# Baths	OS Parking	LUG Y/N	BIRs Y/N	Garden	Floor Surface	Tenant 1 Name	Tenant 2 Name	Tenant 3 Name	Tenant 4 Name	Lease Commenced	Inspection Due	Rent P/W	Property Manager	PM Phone #
67	Miller Street	Preston	House	3	2	2	Y	Y	Y	Carpet	Grace Haines	David Haines			22/06/2018	22/12/2020	\$ 620.00	Susan Hunter	0411-222-333
33	Alexandra Avenue	Abbotsford	House	2	1	1	N	Y	Y	Carpet	Peter Hickman				19/07/2019	19/07/2020	\$ 510.00	Dominic Lazaro	0411-222-444
789	Carter Road	Collingwood	House	2	1	1	N	N	N	Polished	Priscilla Schwartz	Andrea Lewis			12/08/2019	12/08/2020	\$ 497.00	Susan Hunter	0411-222-333
45	Main Street	Epping	Townhouse	3	1	1	N	Y	N	Carpet	Phong Lil	Michael North	Xin Ling		5/03/2019	5/09/2020	\$ 407.00	Susan Hunter	0411-222-333
22b	Chestnut Street	Northcote	Apartment	1	1	0	N	Y	N	Polished	Wendy Stuart				7/01/2019	7/07/2020	\$ 359.00	Dominic Lazaro	0411-222-444
12/445	Commercial Road	South Preston	Flat	3	2	1	Y	Y	N	Carpet	Sarah Tatou	Sydney Kellett			17/12/2016	17/12/2020	\$ 438.00	Susan Hunter	0411-222-333
72	Hoddle Street	Collingwood	Apartment	1	1	0	N	Y	N	Carpet	Tom Casper	Amanda Casper			3/06/2017	3/12/2020	\$ 526.00	Dominic Lazaro	0411-222-444
18	Abbotsford Street	Westgarth	Apartment	2	1	0	N	Y	N	Polished	John Dean	Brett Ellis			23/04/2019	23/10/2020	\$ 550.00	Susan Hunter	0411-222-333
3	Rooney Court	Fitzroy	Townhouse	3	1	2	N	Y	Y	Carpet	James Rothfield	Maria Teasdale	Ben Dubois		15/01/2018	15/07/2020	\$ 589.00	Susan Hunter	0411-222-333
60	Kaola Street	Coburg	House	5	2	2	Y	N	Y	Polished	Nigel Cooper	Melissa O'Brien	Dan Di Donato	Elena Charles	28/02/2020	28/08/2020	\$ 532.00	Dominic Lazaro	0411-222-444
57	Rathdowne Street	Thornbury	House	4	2	2	Y	N	Y	Carpet	Joanne Evers	Craig Avery	Kip McNeil	Brendan Gorman	12/02/2020	12/08/2020	\$ 650.00	Susan Hunter	0411-222-333
1	Totzetti Court	Carlton	Flat	1	1	0	N	Y	Y	Polished	Tina Pullman				6/05/2019	6/11/2020	\$ 565.00	Susan Hunter	0411-222-333
22	Darling Street	South Preston	House	4	2	2	Y	N	N	Carpet	Maggie Stanton	Penny Victor			9/09/2019	9/09/2020	\$ 498.00	Dominic Lazaro	0411-222-444
13	Darebin Road	Northcote	House	2	1	1	N	Y	Y	Carpet	Reece Swan	Sarah Swan			27/07/2019	27/07/2020	\$ 484.00	Dominic Lazaro	0411-222-444
1/427	Lygon Street	Carlton	Apartment	2	1	0	N	Y	N	Polished	Anna Lomen	Kelly Cheetham			27/06/2019	27/12/2020	\$ 563.00	Susan Hunter	0411-222-333
39	Southill Street	Preston	Townhouse	3	1	1	Y	Y	Y	Carpet	Louise Appleton	Gino Patony	Quan Tho		27/01/2020	27/07/2020	\$ 456.00	Susan Hunter	0411-222-333
14/64	Brownes Road	Thornbury	Apartment	3	2	2	Y	Y	N	Polished	Jack Morgan	Sadie Morgan			31/05/2020	1/12/2020	\$ 580.00	Susan Hunter	0411-222-333
58	Johnston Street	Northcote	Flat	2	1	0	N	Y	Y	Carpet	Jim Percy	Paul Percy			3/01/2020	3/07/2020	\$ 650.00	Susan Hunter	0411-222-333
20	St Georges Road	Brunswick	Apartment	1	1	1	Y	Y	N	Carpet	Owen Smythe				8/09/2019	8/09/2020	\$ 646.00	Dominic Lazaro	0411-222-444
74	Harrow Street	Fitzroy	Townhouse	3	2	2	N	Y	N	Polished	David D'Angelo	Carla D'Angelo			10/04/2020	10/10/2020	\$ 689.00	Susan Hunter	0411-222-333
502	Wilson Street	Preston	House	4	2	2	Y	N	Y	Carpet	Zita Nicholson	Andy Nicholson			11/05/2020	11/11/2020	\$ 665.00	Susan Hunter	0411-222-333
8	Moore Court	Coburg	House	3	2	2	Y	N	Y	Carpet	Cecelia Barton	Audrey Amber	Kate Kingsley		22/01/2020	22/07/2020	\$ 510.00	Dominic Lazaro	0411-222-444
4	Beattie Crescent	Westgarth	Townhouse	2	1	0	N	Y	Y	Polished	Julian Milliken	Geoff Katz			29/08/2019	29/08/2020	\$ 540.00	Dominic Lazaro	0411-222-444
39	Hunters Road	Preston	House	3	2	1	N	N	N	Carpet	Minh Chi	Lin Waan	Gracie Jiu		27/01/2020	27/07/2020	\$ 610.00	Susan Hunter	0411-222-333
15	Waldron Ave	Brunswick	House	2	1	0	N	Y	Y	Carpet	Benjamin Drew	Bella Salera			7/11/2016	7/11/2020	\$ 589.00	Susan Hunter	0411-222-333
211	Gower Street	Thornbury	House	3	2	1	N	Y	N	Carpet	Tahir Singh	Eashan Tendulkar	Tajdar Deuskar		14/06/2017	14/12/2020	\$ 550.00	Dominic Lazaro	0411-222-444
41/27	Butler Street	Collingwood	Apartment	1	1	0	N	Y	N	Polished	Helena Swain				23/02/2018	23/08/2020	\$ 567.00	Susan Hunter	0411-222-333

“THIS PAGE IS INTENTIONALLY LEFT BLANK”



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au

BSB40215 Certificate IV in Business

BSBITU404 Produce complex desktop published documents

Assessment 3 – Assignment

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				



Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

Performance objective

You are to demonstrate your understanding of the desktop publishing process and apply organisational and task requirements, along with design principles and elements, to design and lay out a large report document. This document will incorporate many design elements and complex software functions.

Assessment description

Peter Williams, Residential Sales Manager, in conjunction with Accounts Manager Catherine O'Connell is about to produce the latest quarterly residential sales report for Max Lionel Realty. All of the information has been gathered, and all they need to do now is to design and lay out the document.

Max Lionel Realty has decided that from now on, the quarterly report will not just be used as a financial record, but also as a promotional document to entice prospective sellers to use the services of the company. As such, the previous internal document design is no longer appropriate. The new design will be a sizable and complex report incorporating a large amount of text and various visual elements. The report will be printed in full colour by a commercial printer.

Max wants the report to include information on all sales made in this quarter, and to include for each sale a brief profile that includes a photograph of the property, property address, the expected sale price, the actual sale price and the mode of sale.

The sales data from the current quarter will need to be compared to the previous quarter, as well as to the same quarter in previous years. These will need to be represented in chart form.

You will assist Max Lionel Realty in the design and layout of their latest quarterly report.

Procedure

There are two parts to this task. You will need to complete each one as part of this Assessment Task.

1. Cover
2. Internal pages.

Each design must conform to the Max Lionel Realty Style Guide and incorporate the design elements listed below. Your facilitator will provide you with the Max Lionel Realty logo file, the sales data file, and the placeholder text file.



Cover

The cover should include the following:

1. Custom-sized 'Booklet', 13 cm x 19.8 cm .pub file.
2. A front and back cover must be included (in the same file).
3. Master pages must be used.
4. The cover design must be simple, and colourful.
5. The following Max Lionel Realty elements must be included in the cover design:
 - a. logo
 - b. slogan
 - c. colour palette
 - d. company contact details
 - e. title of document:

Quarterly Residential Sales Report:
October–December 2020.

Internal pages

The internal pages should include the following:

1. Custom-sized 'Booklet', 13 cm x 19.8 cm .pub file.
2. The Max Lionel Realty Corporate Publications Style Guide, especially the colour palette, must be adhered to throughout.
3. Master pages must be used.
4. A title page should be included.
5. You will need to consider how the design of the text, images and chart data elements will be arranged throughout the internal pages as well as how the master page layout designs look.

Some design questions you should consider include:

- a. Will you include all the text in one section and all the property profiles in another?
 - b. Or, will you disperse the property profiles throughout the document in break-out panels?
 - c. Will you include the charted elements alongside the relevant text, or put the charts together in a separate section?
6. The following design elements should be included:
 - a. body text
 - b. headers and footers
 - c. styles
 - d. chart/s for sales data
 - e. StyleRef fields for any section headings, and to be placed in headers or footers
 - f. photographs of properties
 - g. bulleted lists
 - h. Max Lionel Realty logo where appropriate.



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au

7. The following Max Lionel Realty elements must be included in the headers and footers:
 - a. company name (with copyright symbol)
 - b. company slogan
 - c. title of document
 - d. publication date
 - e. page numbers
 - f. section headings if required
 - g. odd and even pages.
8. The following sales data elements must be included in each property's profile:
 - a. external photograph
 - b. property address
 - c. expected sale price
 - d. actual sale price
 - e. mode of sale – auction, private sale, etc.
9. The following sales data comparisons should be included in the chart/s:
 - a. current quarter
 - b. previous quarter
 - c. same quarter one year previous
 - d. same quarter five years previous.

Specifications

You must provide:

- Hard copies of thumbnail design sketch drafts for the cover, the internal pages designs (odd, even, and overall content flow)
- Two separate .pub files:
 - Cover
 - Internal pages
- Your documents submitted in the format (CD-ROM, USB, email, etc.) required by your assessor
- Colour printout of the cover with printer's marks and bleed
- Black and white printouts of the internal pages with printer's marks and bleed.

Your assessor will be looking for:

- Designs to have conformed to the Max Lionel Realty Style Guide requirements
- Uniform design
- All required design elements have been included
- Master pages have been used.

**Magill College Pty Ltd Trading as Magill College Sydney**

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au**Max Lionel Realty Quarterly Residential Sales Report data: Oct-Dec 2020****Residential Property Sales**

Property Address		Expected Sale Price		Actual Sale Price	Mode of Sale		MLR Sale Commission (2%)
57 Rathdowne Street Preston	\$	675,000.00	\$	780,000.00	Auction	\$	15,600.00
2/53 Wilson Street Thornbury	\$	525,000.00	\$	583,900.00	Sale	\$	11,678.00
26 Gower Street Collingwood	\$	850,000.00	\$	993,000.00	Auction	\$	19,860.00
77 Miller Street Preston	\$	835,000.00	\$	837,500.00	Auction	\$	16,750.00
115 Jensen Road Fitzroy	\$	900,000.00	\$	948,000.00	Auction	\$	18,960.00
14 Sussex Avenue Preston	\$	655,000.00	\$	712,000.00	Auction	\$	14,240.00
28 Cormack Street Reservoir	\$	600,000.00	\$	631,000.00	Sale	\$	12,620.00
69 Killarney Road Coburg	\$	600,000.00	\$	609,600.00	Auction	\$	12,192.00
12 Moorside Avenue Preston East	\$	550,000.00	\$	589,000.00	Sale	\$	11,780.00
45 St Helena Street Heidelberg	\$	1,050,000.00	\$	1,091,300.00	Auction	\$	21,826.00



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au

Quarterly Residential Sales Revenue

Quarter	Total Sales	
Current quarter (Oct-Dec 2020)	\$	155,506.00
Previous quarter (Jul-Sep 2020)	\$	197,965.00
Previous matched quarter (Oct-Dec 2019)	\$	240,562.00
5 years previous matched quarter (Oct-Dec 2015)*	\$	13,785.00

* Max Lionel Realty established December 2015.