

Unit Title: Create bespoke business documents

OCR unit number: 14

Level: 3

Credit value: 4

Guided learning hours: 23

Unit reference number: T/506/1915

Unit aim and purpose

This unit aims to develop the knowledge and skills required to create bespoke business documents. Upon completion of this unit, learners will understand how to create bespoke business documents and will be able to apply this knowledge when designing and creating bespoke business documents.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to create bespoke business documents	The Learner can: 1.1 Explain the use of bespoke business documents 1.2 Describe the factors to be taken into account in selecting the appropriate method of presenting a business document 1.3 Describe the use of technology to create bespoke business documents 1.4 Explain the purpose and requirements of corporate identity in bespoke business documents	<p>Bespoke is something that has been tailored, personalised or custom made</p> <p>Technology may include:</p> <ul style="list-style-type: none"> • Word processing • Graphic design • Publishing software • Online publishing • Digital printing • Blog, vlog and other social media formats <p>Corporate identity is a collection of visual elements which are used in various applications to promote the image of an organisation</p>

Learning Outcomes	Assessment Criteria	Additional Guidance
	1.5 Analyse different design techniques used to create attractive bespoke business documents 1.6 Explain the factors to be taken into account in evaluating the impact of bespoke business documents	Design techniques may include: <ul style="list-style-type: none"> • Graphic design • Logotype • Fonts • Icons • Symbols
2 Be able to design bespoke business documents	2.1 Confirm the purpose, nature, content, style, quality standards, audience and deadline of the document 2.2 Identify the optimum method of presenting the document 2.3 Create design options that meet the specification 2.4 Take into account feedback from stakeholders	Stakeholders may include: <ul style="list-style-type: none"> • Shareholders • Directors • Colleagues and managers • Customers • The local community in which a business operates • Standards agencies
3 Be able to create bespoke business documents	3.1 Include content that meets the brief , is accurate and grammatically correct 3.2 Use design techniques to create documents that meet the specification 3.3 Integrate non-text items into the agreed layout 3.4 Present documents within the agreed timescale	A brief is a set of instructions about a job or task Non-text items may include: <ul style="list-style-type: none"> • Icons • Symbols • Images or diagrams • Graphs or charts • Tables • Photographs

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Business & Administration (2013) National Occupational Standards:	CFABAA212	<ul style="list-style-type: none"> Design and produce documents in a business environment

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk .