

**UNIT TITLE:** Understanding how to Publish a Pamphlet

**LEVEL:** Three  
**CREDIT VALUE:** 3  
**GLH:** 21  
**NOCN UNIT CODE:** KH1/3/QQ/005  
**ACCREDITED UNIT NO:** Y/500/5739

This unit has 6 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
1. Understand and apply health and safety measures relating to publishing.	1.1 Work safely with regard to all health and safety procedures in publishing.
2. Design a pamphlet.	2.1. Produce pagination and flatplan for a small pamphlet. 2.2. Design a page layout for a small pamphlet. 2.3. Critically evaluate work throughout the process and make changes as necessary.
3. Produce a type spec, proof read and produce camera ready copy.	3.1. Write a type spec for the pamphlet. 3.2. Proof read the pamphlet. 3.3. Critically evaluate own work during the process and make changes as necessary.
4. Produce a cover design including blurb.	4.1. Select typography and graphics for cover which effectively represents both content and intended reader appeal. 4.2. Design the layout for cover which demonstrates a creative approach. 4.3. Write an effective blurb. 4.4. Critically evaluate own work justifying choices made.
5. Publish and launch a pamphlet.	5.1. Organise the printing and production of a finished pamphlet. 5.2. Write a press release. 5.3. Organise a reading to launch the pamphlet.
6. Develop critical abilities in relation to own work.	6.1. Critically assess own work throughout showing technical and aesthetic considerations. 6.2. Reflect on own work in relation to professional practice.

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### ASSESSMENT INFORMATION

#### Guidance:

This grid gives details of the assessment activities to be used with the unit attached. Please refer to the NOCN Centre Handbook for definitions of each activity and the expectations for assessment practice and evidence for moderation.

**The assessment activities for this unit are indicated in the table below:**

**Key: P = Prescribed** – this assessment method *must* be used to assess the unit.

**O = Optional** – this assessment method *could* be used to assess the unit.

Case study		Project	O
Written question & answer/test/exam	O	Role play/simulation	
Essay	O	Practical demonstration	O
Report	O	Group discussion	
Oral question and answer	O	Performance/exhibition	
Written description	O	Production of artefact	P
Reflective log / diary		Practice file	

### Signposting Key Skills

This unit offers clear opportunities for learners to provide evidence of achievement in Key Skills achievement in the following skill area/s:

<b>Key Skill</b>		<b>Wider Key Skill</b>	
Communication	✓	Working with others	
Information Technology	✓	Problem solving	✓
Application of Number		Improving Own Learning and Performance	✓