

Aspley State High School

Business & Information Technology Department

12 ICT - ICA20105 Certificate II in Information Technology

Competency Instrument 1 - Semester 3

Project – Integrated Project

Time: 4 Weeks

Project Issued: 30th January 2009

Project Due: 27th February 2009

Student Name:

Teacher: Mr. Longoria

INTEGRATED PROJECT

Competency:

- ICAU2013B Integrate commercial computing packages
- ICAU1128B Operate a personal computer
- ICAU2006B Operate computing packages
- ICAD2012B Design organisational documents using computing packages
- ICPMM263B Access and use the internet

Resources are on G:\Curriculum\Year 12\Business\ICT

TASK

You are to develop a business profile that will:

- Promote your business.
- Be printed and submitted in a Manilla folder with your business card attached to the front of the folder.
- Showcase the abilities and design skills you have gained over the last two years.
- Use suitable software that will enhance the professional presentation of each task.

In completing this task, you are to use the **internet** to gain relevant information regarding your business industry. By researching other businesses of a similar nature to yours, you are to obtain information for inclusion in the items to be completed. You are to compile a reference list of the websites consulted for inclusion in your project.

You are to complete the following items:

LOGO

Create a logo suitable for use on your business stationery. The logo must relate to your business type and business name.

BUSINESS CARD

Your design must include a business logo incorporating a variety of fonts styles and sizes and drawing features (lines, shapes etc), and graphics. Information to be included: business and/or postal address, contact numbers – phone, fax, e-mail where applicable, your name and position. Print one copy in colour and laminate.

LETTER OF INTRODUCTION

Create a letterhead that includes the business logo and the business name. Save as **letterhead**. Compose a letter on the letterhead to introduce yourself and your business. Add a date that will automatically update. The style of letter should conform to the letter display instructed by your teacher.

ADVERTISING BROCHURE

A 2 page (3 columns per page). The main purpose of the brochure is to advertise your business. The brochure must have business logo and business information. For example: location, addresses and contact details, information about the business, services/facilities provided, pricing guide etc.

CLIENT INFORMATION DATABASE

Prepare a client database for your business. It needs to be a detailed database with all necessary information required for your business to keep track of customer details. For example: name, address, services used, quoted prices.

MAIL MERGE

Prepare a mail merge letter using the database you have created, in your letter detail the address of the business, opening hours and a special marketing offer.

QUESTIONNAIRE

Prepare a questionnaire on letterhead to be completed by recent clients who wish to make comments about your business.

ENVELOPE

Address an envelope to yourself (your business address) that will accompany the questionnaire. Include your logo on the envelope.

AWARD CERTIFICATE














Design an award certificate to be presented to staff for a “Staff of the Month” award. Complete the certificate to be presented to “James Smith” for his outstanding performance.

BOOKMARK

Include as a complimentary gift bookmark advertising your business. Include business logo, name, contact information etc.

ASSIGNMENT CHECKLIST

Your completed project will include the following:

-  Manilla Folder
-  Title Page
-  Logo
-  Business Card
-  Letter of Introduction (including letterhead)
-  Advertising Brochure
-  Client Information Database
-  Mail Merge
-  Questionnaire
-  Envelope
-  Award Certificate
-  Bookmark
-  Reference list of websites consulted

CONDITIONS

- The project is to be completed individually.
- The project must include all new work.
- The school Assignment Policy must be strictly adhered to with regard to extensions.
- It is your responsibility to maintain a current backup of your project. The loss of data for any reason will not be accepted as grounds for an extension.