**Week 8**

**Microsoft Word: BIS Advertising and Marketing Communications:**

**Objectives:**

**To understand and practice the following MS word features:**

1. Inserting Photo’s. / Clip Art

Positioning a Photo on the page

Picture Borders

Text Wrapping

1. Inserting Shapes

Adding Text to Shapes

1. Word Art.

Adding word Art

1. Headers and Footers
2. Page Layout Options
   1. Page Margins
   2. Columns
   3. Indenting Text
   4. Spacing
   5. Page Borders
3. Styles

Using Different Styles

Creating your own style

Introduction

This group assignment carries 60% of the total assessment marks available for this module (the remaining 40% coming from the examination). The total time to complete all parts of the assignment is estimated to be an average of 25 - 30 hours per person. A further breakdown of this estimate will be found within the assignment brief below.

The group assignment concerns the Bingo case study (attached), and is in two parts. The submission dates for each part differ and are given within the brief.

Part One

In teams, during term one, you will develop a problems-requirements list (PRL), a data model (entity relationship diagram plus list of attributes) and a level one data flow diagram for Bingo. The final version of these documents should be submitted for marking in the lecture on Monday January 28th. 2002. Model answers will then be issued for these elements in the lecture on 4th. February.

This part of the assignment will contribute 30% of the group assignment mark, each of the 3 documents being equally weighted. The PRL should be word processed. The remainder of the documentation may be produced by hand but you may choose to use Select or another CASE tool.

This part of the assignment is expected to take approximately 5 hours per person.

Part Two

The second part of the group assignment involves the construction of an Access database for Bingo, again in your existing teams, and carries the remaining 70% of the group assignment mark. Discs, system documentation and the team assessment documentation

(see below) should be submitted via the assignment boxes by Thursday March 21th.2002.The marks for the database will be awarded on the basis of functionality and usability i.e. what the database does and how easy it is to use. More information on the required functionality and/or usability for each ‘subdivision’ of the marking will be provided on 4th. February and so the following is for guidance only at this point.Up to 5% of the assignment mark will be available for the construction of a basic system in which all the required tables have been constructed, are appropriately linked and are populated with suitable sample records. If this is the only part of the system provided, it should be possible to enter and delete data via the datasheet view with some basic validation included via integrity checks, and to implement a simple query.

Up to 15% of the assignment mark will be available for an enhanced version of the basic system . The functionality of this system is essentially the same as above but data validation should be addressed.

Up to 10% of the assignment mark will allocated to enhancing the functionality of the system by providing additional tables, appropriately linked and populated. The validation and usability of this part of the system may be relatively basic but the tables must be documented and an outline description of the system be provided in narrative form (within the user guide if appropriate)..

Up to 15% of the assignment mark is available for enhancing the validation and usability of the revised functionality in c) above via the use of menus, forms and reports. A range of queries involving the use of more than one table should be implemented as reports. As well as the documentation specified in c) above, the structure of the system must be documented (e.g. via a menu hierarchy chart) as well as the screens, reports and queries.

Up to 15% of the assignment mark is available on a discretionary basis to recognise other achievements not specified above, for example the use of Access macros or Access/Visual Basic to enhance the operation of the system. Any such enhancements should also be documented e.g. by the inclusion of function descriptions.