

Report

Comparing Professional Documents With My Own

In this report I shall be comparing my letter with three professional letters. The three professional letters are:

1. BT
2. Vodafone
3. Haydon School

In this report I will focus on:

Style
Layout
Type of information
Presentation technique
Standards

I will start with a description of my letter. My letter is intended for one person to thank them. There for I have chosen to write it in a formal tone and to make sure that it does its job well by say thank you. I have used language that I think is appropriate to make the reader know that we appreciate what he has done for the fame production.

I chose to use an A4 size page and portrait orientation because I think it is the most formal way to present a letter. I have used indented paragraphing format left blocked. I have added the fame logo at the bottom so the reader knows who its from straight away, also to fill the page and make it look more presentable. I chose to use font size 14 and Times New Roman because it makes the writing on the letter clear to read. I have included my address, which I have placed in the top right hand corner because it makes the letter look formal. The type of information that I have used is text and graphics. I tried to present my information clearly taking care that I make the letter sound apperceive, as I want to give a good impression so he/she will keep supporting the school. I have formatted the text bold I did this to make important parts standout in the letter. I named my file letter so that I knew what it is and I saved it under my documents. I have made sure my work is safe by sending it home so I have a copy if the work there.

The first professional letter document I shall describe is the BT. The main purpose of the document is to confirm that he has joined and to tell you about what he has got, what he can do now he has registered and the terms and conditions. It is intended for people who join BT. The letter is formal. The letter uses a very positive language.

The letter has been done on an A4 size page and portrait orientation because it is the most formal way to present a letter. It uses indented paragraphing format left blocked and bullet points. It has the BT logo at the top so the reader knows who its from straight away. They chose to use font size 8 and Times New Roman. It includes the person's address that it is sent to, which is placed in the top centre. The type of information that is used is text and the logo is graphics. The information is presented clearly. The text is formatted bold at the end, which is about BT and the terms and conditions are a much smaller font

The second professional letter document I shall describe is the vodafone. The main purpose of the document is to tell the reader special deals that are happening. It is intended for people who are with vodafone. The letter is formal. The letter uses a very positive language.

The letter has been done on an A4 size page and portrait orientation because it is the most formal way to present a letter. It has the vodafone logo at the top right hand corner so the reader knows who its from straight away. They chose to use font size 8 and Times New Roman. It includes the person's address that it is sent to, which is placed in the top left hand corner. The type of information that is used is text and the logo is graphics. The information is presented clearly.

The third professional letter document I shall describe is the Haydon School. The main purpose of the document is to tell the reader that Haydon School have acknowledged the sixth form application. It is intended for people who have sent a sixth form application. The letter is formal.

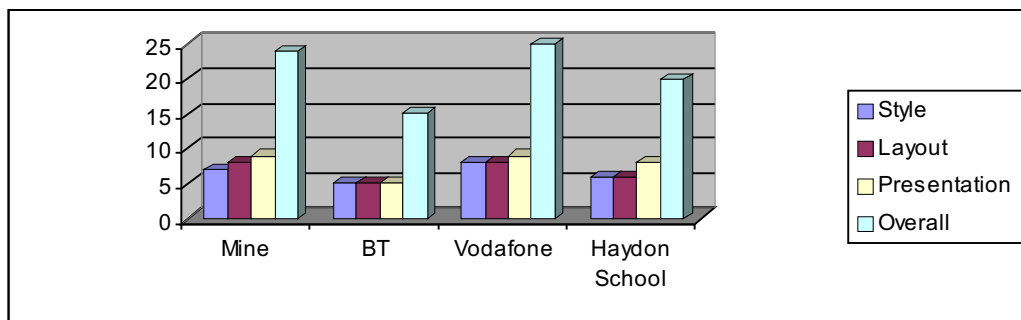
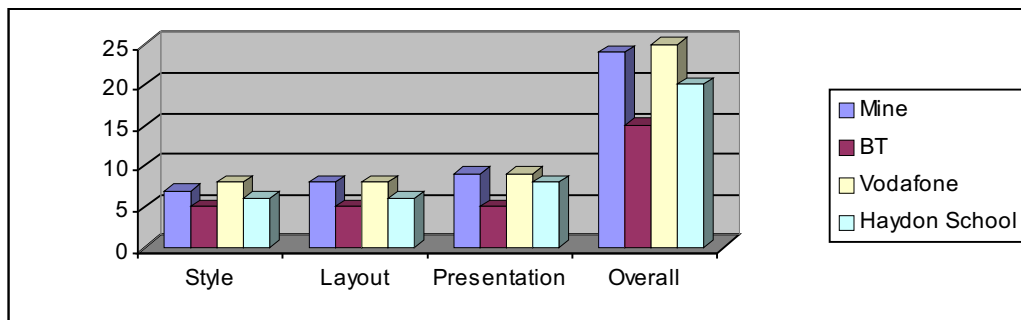
The letter has been done on an A4 size page and portrait orientation because it is the most formal way to present a letter. It has the Haydon School logo at the top right hand corner so the reader knows who its from straight away. They chose to use font size 10 and Times New Roman. The type of information that is used is text and the logo is graphics. The information is presented clearly.

I think the main similarities between my letter and the professional documents are They all have a logo, they all have an address of some kind, they all start with Dear, and they all end it yours sincerely. I think that the main differences between my letter and the professional documents are my text is bigger than the others, my logo is bigger, the others are signed, mien is a lot clearer and all of the letters are different lengths.

If I did my letter again I would improve it by writing a lot more in more detail, make it more interesting and add the address it is going to. On the whole I think my letter is very good and it does it job very well. Having compared the documents I feel that the best one is vodafone letter followed by mine then the Haydon School and last the BT

To show my results in a graph I have given the documents a mark out of 10 for style layout and presentation.

Document	Style	Layout	Presentation	Overall
Mine	7	8	9	24
BT	5	5	5	15
Vodafone	8	8	9	25
Haydon School	6	6	8	20



Report

Comparing Professional Documents With My Own

In this report I shall be comparing my letter with three professional poster/flyer. The three professional letters are:

1. The fitness zone
2. Spice
3. Foley & Davis

In this report I will focus on:

Style
Layout
Type of information
Presentation technique
Standards

I will start with a description of my poster/flyer. My poster/flyer is intended for the people who are involved in fame to come to the post fame party. There for I have chosen to write it in a formal tone and to make sure that it does its job well by telling people where it is and when etcetera. I have used language that I think is appropriate to make the party look good.

I chose to use an A5 size page and landscape orientation because I think it is the most formal way to present a poster/flyer. I chose to use word art because it makes the poster/flyer a lot more eye-catching. I have included the time the place the date and those they will need this poster/flyer to get in. The type of information that I have used is text and graphics. I tried to present my information clearly. I have formatted the text in word art to make it standout. I named my file poster/flyer so that I knew what it is and I saved it under my documents. I have made sure my work is safe by sending it home so I have a copy if the work there.

The first professional poster/flyer document I shall describe is the fitness zone. The main purpose of the document is to tell people about a leisure centre. It is intended for people who want to join the leisure centre. The poster/flyer is informal. The poster/flyer uses a very positive language.

The poster/flyer has been done as a booklet on an A4 size page folded in half and is portrait orientation. It uses bullet points. It has the Hillingdon Education, Youth & Leisure logo at the back of the poster/flyer. They chose to use different types of graphics font size about 8 and Times New Roman. It includes the faculties on offer the opening times etcetera. The type of information that is used is graphics and text. The information is presented clearly. The text is formatted with colour and graphics

The second professional poster/flyer document I shall describe is the spice. The main purpose of the document is to advertise a restaurant. It is intended for people who want to eat out or get takeaways. The poster/flyer is informal. The poster/flyer uses a very positive language.

The poster/flyer has been done as a booklet on an A4 size page folded in half and is portrait orientation. It does not have a logo. They chose to use different types of graphics font size about 8 and Times New Roman. It includes the menu and the address. The type of information that is used is graphics and text. The information is presented clearly. The text is formatted with colour and graphics

The second professional poster/flyer document I shall describe is the spice. The main purpose of the document is to advertise a restaurant. It is intended for people who want to eat out or get takeaways. The poster/flyer is informal. The poster/flyer uses a very positive language.

The poster/flyer has been done as a booklet on an A4 size page folded in half and is portrait orientation. It does not have a logo. They chose to use different types of graphics font size about 8 and Times New Roman. It includes the menu and the address. The type of information that is used is graphics and text. The information is presented clearly. The text is formatted with colour and graphics

The third professional poster/flyer document I shall describe is the Foley & Davis. The main purpose of the document is to advertise their company. It is intended for people who want to sell their house. The poster/flyer is informal. The poster/flyer uses a very positive language.

The poster/flyer has been done on piece of card on a 1/3 of A4 size page and is portrait orientation. It does not have a logo but it does have a picture of its shop. They chose to use graphics to do the picture of its shop the font size about 18 and Times New Roman. It includes their tel. no. and email address. The type of information that is used is graphics and text. The information is presented clearly. The text is formatted with colour and graphics

I think the main similarities between my poster/flyer and the professional documents are. None of them have their own logo and they all use graphics. I think that the main differences between my poster/flyer and the professional documents are my text is bigger than the others, mien is a lot clearer, the others are advertising and all of the poster/flyers are different sizes.

If I did my poster/flyer again I would improve it by making it more interesting and put it on card. On the whole I think my poster/flyer is very good and it does it job very well. Having compared the documents I feel that the best one is mine then the fitness zone followed by Foley & Davis and last spice
To show my results in a graph I have given the documents a mark out of 10 for style layout and presentation.

Document	Style	Layout	Presentation	Overall
Mine	9	10	9	28
The fitness zone	9	9	9	27
Spice	6	8	7	21
Foley & Davis	7	7	8	22

