

# CENTRE GUIDE



Standardisation Material 2025  
Essential Digital Skills E3  
Instructions and Mark Scheme

Access to HE

Apprenticeships

Digital

Employability &  
Enterprise

English & Maths

ESOL

Personal & Social  
Development

Professional  
Development

Vocational

## Task 5: Create a social media poster (9 marks)

### Candidate instructions

You volunteer for a local charity and the manager has asked you to create a social media poster to promote their online charity sale.

Download the files **Sale** and **Heart**.

- a) Use a suitable application to copy and paste all the text from **Sale** into a document to create your poster. (1 mark)
- b) Make the title font bold **and** underline. (2 marks)
- c) Add the image file, **Heart**, to the poster and position it appropriately. (2 marks)
- d) Add bullet points to the list of items that have been donated. (1 mark)
- e) Make the poster attractive and easy to read. You must use
  - different font sizes
  - different font colours
  - text alignment.
 (3 marks)

## Mark scheme (9 marks)

a) 1 mark for copying and pasting all text from the file Sale into a suitable document for editing. (115 words)	1
b) 1 mark for making the title bold	1
1 mark for underlining the title	1
c) 1 mark for inserting image, Heart	1
1 mark for positioning image appropriately, i.e., not covering text, or cut off the page  <i>Accept stretched image/image distortion</i>	1
d) 1 mark for adding bullet points to list of items that have been donated. (2 cinema tickets, a free haircut at a local salon, luxury food basket, free day pass to local gym)  <i>All 4 items must be included as bullet points-do not accept if any other lines included in bullet points</i>	1
e) 1 mark for each of these features used to make presentation of text attractive: <ul style="list-style-type: none"> <li>• use of different font sizes (minimum of two font sizes) to award mark)</li> <li>• use of different colours (use of at least one colour in addition to black)</li> <li>• use of text alignment, e.g. centre, justify or right-align</li> </ul> (do not award if tabs or character spacing has been used to align text)	3

# Stimulus

## Sale Text (115 words)

Online Charity sale

We need your help!

The GWF support charity is organising an online sale to raise money for those in our community who need it most.

Go to our Facebook page on Friday 5th May at 7pm to watch the live sale.

Here are just some of the items donated so far:

Free day pass to local gym

A free haircut at a local salon

Luxury food basket

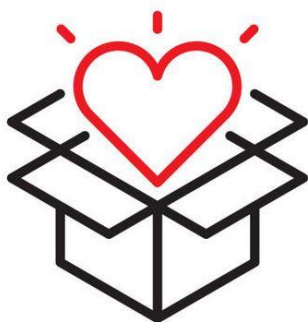
2 cinema tickets

For a full list of items, check out our Facebook page.

All money raised will go towards helping the vulnerable in our community.

If you are a local business and would like to donate an item for the sale, please email [mike@GWFcharitysupport.org](mailto:mike@GWFcharitysupport.org)

## Heart





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