LSIILARF10v2
Present information in appropriate formats for customers

Overview

This standard is about presenting information in appropriate formats for different audiences. When dealing with different customer groups it may be necessary to present the same or similar information and resources in different ways for each type of audience to ensure its impact and usability. The output from enquiry, research and alerting services should be presented in ways that facilitate the customer dealing with and absorbing the information.

This standard is applicable to people in practitioner and operational roles providing content based services to a range of customer groups. It is also relevant to those in management roles with responsibilities for defining standards for the design and presentation of information.

LSIILARF10v2

Present information in appropriate formats for customers

Performance criteria

You must be able to:

P1   identify the way content needs to be organised and presented for the needs of the specific customer

P2   select a presentation method appropriate to the content and to the audience

P3   follow the design principles and standards of your organisation

P4   design an appropriate format if none exists and gain approval if necessary

P5   present the output from searches, research and alerting services so that any assumptions made are clear and that the sources are cited accurately

P6   use appropriate tools to analyse and present information

P7   take information from a range of resources and re-package for specific purposes

P8   assess the impact of the presentation format used on the customer

LSIILARF10v2

Present information in appropriate formats for customers

Knowledge and understanding

You need to know and understand:

K1   the structure and characteristics of information and data and how this influences presentation of results

K2   the value of good design and presentation

K3   the principles of information design and presentation

K4   the influence of different audiences on the way information needs to be presented

K5   how to present information clearly and unambiguously and with the necessary context

K6   how to use IT tools to support information presentation and design

K7   your organisation's standards and formats for information presentation

LSIILARF10v2

Present information in appropriate formats for customers

___

Additional Information

Behaviours

1. You strive to present information in an appropriate format
2. You recognise the influence of culture, age, language, work context on the presentation of information
3. You seek new ways to re-use content and resources

Links to other NOS

This standard has links with the NOS for Health Informatics:

HI5 - Analyse data and information and present outputs of analysis developed by Skills for Health. See www.skillsforhealth.org.uk

LSIILARF10v2
Present information in appropriate formats for customers

Developed by	Learning and Skills Improvement Service
Version number	1
Date approved	April 2008
Indicative review date	April 2010
Validity	Current
Status	Original
Originating organisation	Lifelong Learning UK
Original URN	LAISF10
Relevant occupations	Information and Communication Technology; Public Services; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Local Area Archives; Microfilm and Microfiche Technician; Media and communication; Publishing and information services; Language, literature and culture; Education and training; Teaching and lecturing; Direct learning support; Teaching Professionals; Public Service Professionals; Government and Related Organisations; Records; Communications; General; Public Service and Other Associate Professionals
Suite	Information and Library Services, Archive Services and Records Management
Key words	information, knowledge, presentation