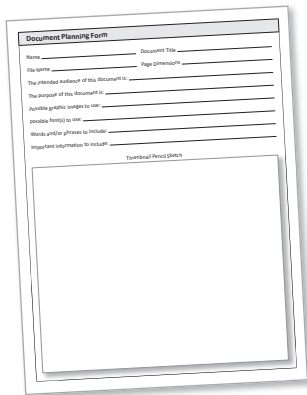


Desktop Publishing Specialist

Included in this section:

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NOTE: The “Document Planning Form” is available to be downloaded at the Web site www.theofficespecialist.com.

As the Desktop Publishing Specialist for The Office Specialist.com, you will use Microsoft Publisher (or an equivalent desktop publishing software) to create a wide variety of business documents, including a business card, a poster, a greeting card, and even a T-shirt. Remember that good designers always plan on paper first. To assist you in planning the layout and design of each document, a “Document Planning Form” is available to be downloaded at the Web site www.theofficespecialist.com. Use this form to plan each document on paper before starting its design on the computer. Remember that although the content of each document is provided, you must use your own creativity and decision-making skills to create a document that effectively balances both the graphic images and the text.



Project #: P-1

Desktop Publishing Specialist



Project Title
Custom T-Shirt

New Skill:

- Designing a custom T-shirt



The Office
Specialist.com
The Microsoft Office Experts

Jazz My Wheels

Lawn Enforcement

College Concierge

Lettuce-Do-Lunch

Squeaky Clean

Desktop Publishing Specialist

Project #: P-1

Customer Name: Jazz My Wheels

Assigned to: You, the Desktop Publishing Specialist

Project Title: Custom T-Shirt

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 17.

Project Description

Jazz My Wheels has decided to build the company's name recognition by creating a custom T-shirt. This T-shirt will be worn by Jazz My Wheels' employees as well as actors in print ads and television commercials. The T-shirts will also be available for purchase online.

Your Job

As the Desktop Publishing Specialist, you will design a custom T-shirt to promote the Jazz My Wheels brand image. T-shirt designs take on many forms, from simple text to detailed graphics. T-shirts imprinted with an organization's logo offer a walking form of free advertising.

Tips and Strategies

1. If including a graphic image, be sure that it is large enough to be seen and keep it simple.
2. Use a font that is easy to read and keep the text simple.
3. Make the Jazz My Wheels logo the largest element on the T-shirt.
4. Download the "Document Planning Form" from the www.theofficespecialist.com Web site to plan the layout and design of your T-shirt on paper first.

Instructions to the Desktop Publishing Specialist

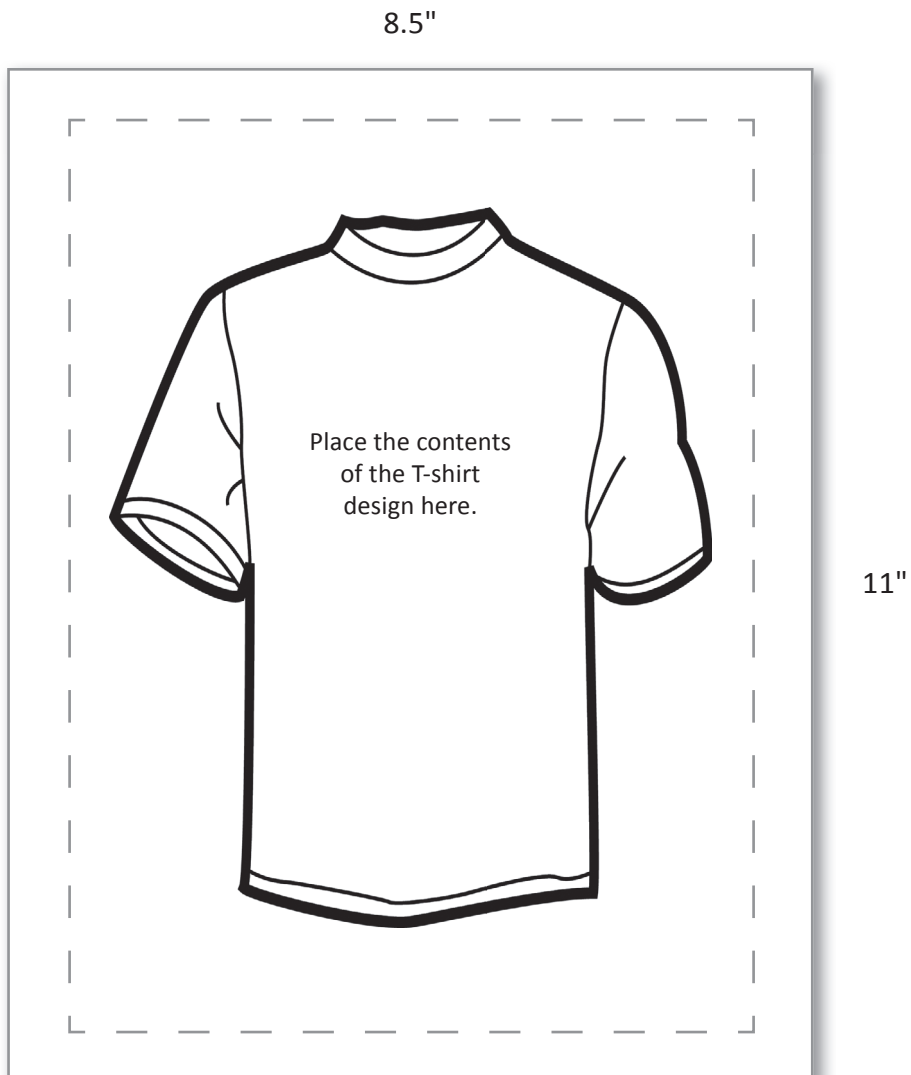
1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-1 Custom T-Shirt** in the “DTP Projects” folder within the “Jazz My Wheels Projects” folder.
4. Follow the Custom T-Shirt Page Setup Instructions provided on page 322.
5. Include the following on the front of the T-shirt (the back will be left blank):
 - The Jazz My Wheels logo (from the “Logos” folder)

Note: *This should be the largest element on your T-shirt.*

- The company’s Web site address:
www.jazzmywheels.com
 - Additional text and/or graphic images that will help make the T-shirt appealing to consumers
6. Format the size and placement of the text and other elements on the T-shirt so that they are in proportion with one another and project a professional image.
 7. Carefully proofread your work for accuracy, format, spelling, and grammar.
 8. Resave the document.
 9. Print a copy of the document if required by your instructor.

Custom T-Shirt Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.75 inch on all sides
Orientation:	Portrait
Optional Materials:	Colored paper, T-shirt transfer paper
Other:	Place the contents of the T-shirt design inside a graphic image of the blank T-shirt (optional).



Project #: P-2

Desktop Publishing Specialist



Project Title

Business Card

New Skill:

- Designing a business card



The Office
Specialist.com
The Microsoft Office Experts

Lawn Enforcement

College Concierge

Squeaky Clean

Lettuce-Do-Lunch

Jazz My Wheels

Desktop Publishing Specialist

Project #: P-2

Customer Name: Lawn Enforcement

Assigned to: You, the Desktop Publishing Specialist

Project Title: Business Card

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 18.

Project Description

Lawn Enforcement wants to grow its business by obtaining landscaping and lawn maintenance contracts with several businesses. They have hired new sales representatives to go out and meet with business owners, management companies, and corporate executives. The sales people need something to give to potential customers so that they will remember them and have their contact information.

Your Job

As the Desktop Publishing Specialist, you will design a professional business card that will help project Lawn Enforcement's image. It should contain the person's name, business, job title, address, telephone number, fax number, and e-mail/Web site address.

Tips and Strategies

1. Business cards present a lot of information in a small space. It is important to use the space carefully and highlight the most important information, such as the company name and logo, the employee's name, and contact information.
2. Keep plenty of white space to maximize readability.
3. Gather examples of real business cards to give you ideas for designing your own.
4. The overall look of your business card should match the style and design of the Lawn Enforcement logo.
5. Use a maximum of one or two fonts on your business card.

Tips and Strategies (Continued)

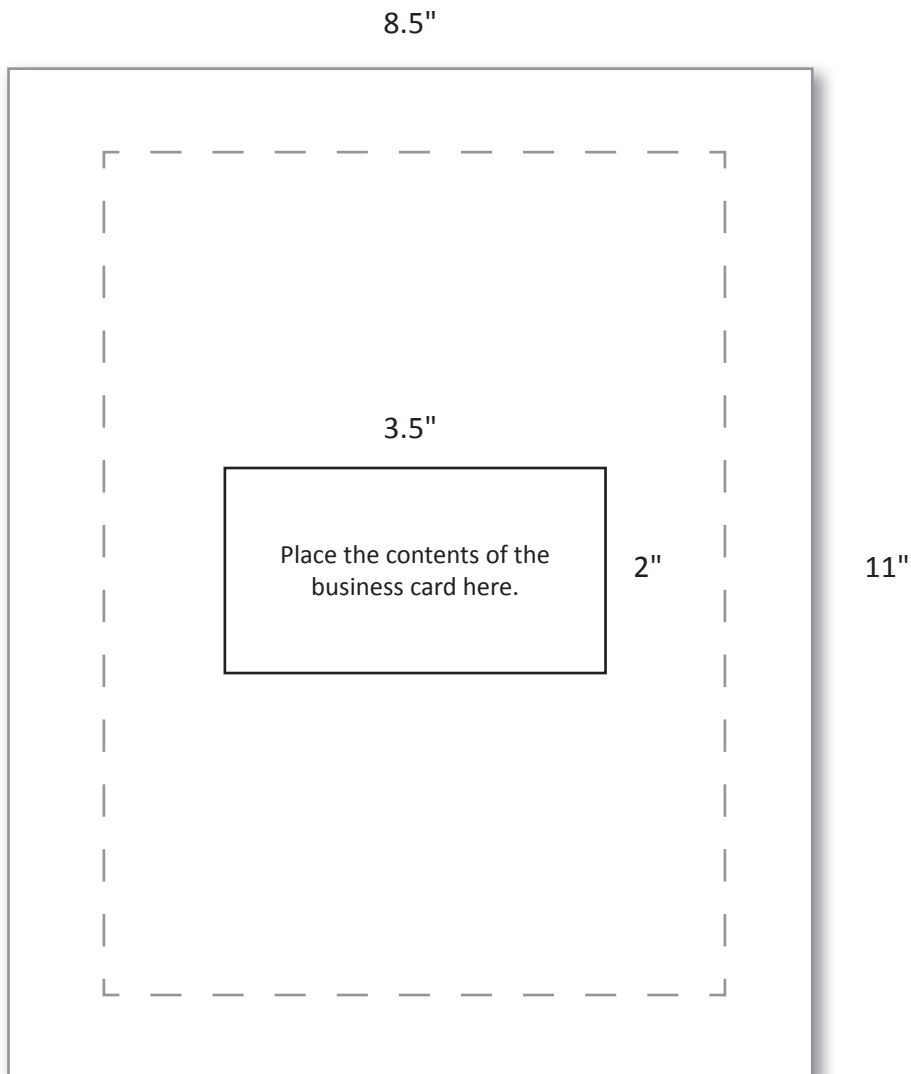
6. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your business card on paper first.

Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-2 Business Card** in the “DTP Projects” folder within the “Lawn Enforcement Projects” folder.
4. Follow the Business Card Page Setup Instructions provided on page 326.
5. Include the following information on the business card:
 - The Lawn Enforcement logo (from the “Logos” folder)
 - The company’s Web site address:
www.lawnenforcement-inc.com
 - An employee’s name:
Joe Lawnshop
 - The employee’s title:
Sales Representative
 - Contact information for Lawn Enforcement:
15875 Maple Leaf Lane
Pasadena, CA 91030
Phone: 714-555-3250
Fax: 714-555-1917
 - Additional graphic images and/or a border (for example, a grass graphic along the border of the card)
6. Format the size and placement of the text and other elements on the business card so that they are in proportion with one another and project a professional image.
7. Carefully proofread your work for accuracy, format, spelling, and grammar.
8. Resave the document.
9. Print a copy of the document if required by your instructor.

Business Card Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	1 inch on all sides
Orientation:	Portrait
Optional Materials:	Cardstock paper
Other:	Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches high. Place the rectangle in the center of the page. Place the contents of the business card within this rectangle.



Project #: P-3

Desktop Publishing Specialist



Project Title
Promotional Poster

New Skill:

- Designing a poster



The Office
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The Microsoft Office Experts

Lettuce-Do-Lunch

Squeaky Clean

College Concierge

Jazz My Wheels

Lawn Enforcement

Desktop Publishing Specialist

Project #: P-3

Customer Name: Lettuce-Do-Lunch

Assigned to: You, the Desktop Publishing Specialist

Project Title: Promotional Poster

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 16.

Project Description

To attract customers, Lettuce-Do-Lunch is offering a “buy-one-get-one-free” promotion for a limited time on one of its most popular sandwiches. They want to advertise this promotion using posters displayed in the windows of their restaurant. They have asked The Office Specialist.com to create the posters for the window display.

Your Job

As the Desktop Publishing Specialist, you will design a poster for the “buy-one-get-one-free” promotion to be displayed in the window at Lettuce-Do-Lunch. A poster is a printed document that is used to illustrate and advertise an event, product, or cause. Posters usually contain a variety of graphic images, text, and other design elements to communicate a message to an audience.

Tips and Strategies

1. Obtain some examples of posters displayed in your community. Use the examples you obtain as a guide to design your own.
2. An effective poster should be attractive, well-organized, and self-explanatory, with the text and graphics linked to a specific target audience.
3. The headline (title) should be the largest element on the poster. It should be readable from at least five feet away.
4. Organize different sections of your poster so they flow logically and support the main theme of the poster.
5. Consider using bordered frames to help organize the information on your poster.

Tips and Strategies (Continued)

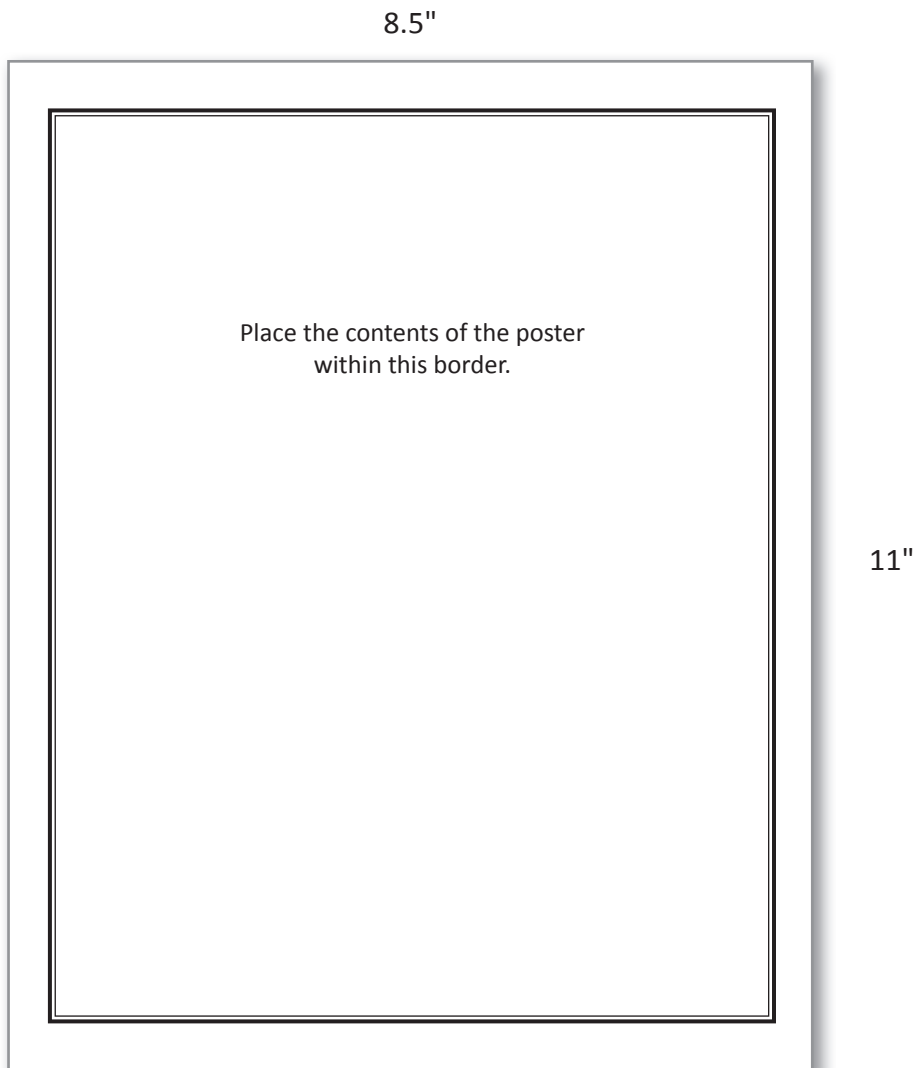
6. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your poster on paper first.

Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-3 Promotional Poster** in the “DTP Projects” folder within the “Lettuce-Do-Lunch Projects” folder.
4. Follow the Poster Page Setup Instructions provided on page 330.
5. Include the following on your poster:
 - A large headline that captures the attention of Lettuce-Do-Lunch patrons:
Favorite Item of the Week
 - The Lettuce-Do-Lunch logo (from the “Logos” folder)
 - The name of the menu item(s) being offered in the special deal:
Grilled Chicken Sandwich
Fresh Garden Salad
 - Insert a graphic image to enhance the text on the poster.
 - A description of the buy-one-get-one free offer:
Order our Famous Grilled Chicken Sandwich and get a Fresh Garden Salad free!
 - Include an expiration date:
Limited Time Offer! Good through Friday, April 30th!
 - A border to frame all of the elements on the poster
 - Additional text and/or graphic images that will help enhance the look and design of the poster
6. Format the size and placement of the text and other elements on the poster so that they are in proportion with one another and project a professional image.
7. Carefully proofread your work for accuracy, format, spelling, and grammar.
8. Resave the document.
9. Print a copy of the document if required by your instructor.

Poster Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.5 inch on all sides
Orientation:	Portrait
Optional Materials:	Colored and/or glossy paper
Other:	Place a bordered frame aligned with the margins on the poster. Place the contents of the poster within this border.



Project #: P-4

Desktop Publishing Specialist

Squeaky Clean



Project Title

New Customer Flyer

New Skill:

- Designing a flyer

Jazz My Wheels

College Concierge

Lettuce-Do-Lunch

Lawn Enforcement



The Office
Specialist.com
The Microsoft Office Experts

Desktop Publishing Specialist

Project #: P-4

Customer Name: Squeaky Clean

Assigned to: You, the Desktop Publishing Specialist

Project Title: New Customer Flyer

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 15.

Project Description

Squeaky Clean has decided to offer its services at 40% off to new customers for a limited time. They will run a marketing campaign by distributing flyers that target homes and businesses in the communities where they are already servicing clients. The flyers will be posted inside local businesses, posted on telephone poles, stuck in doors, and placed on car windows throughout the targeted areas.

Your Job

As the Desktop Publishing Specialist, you will design a flyer for Squeaky Clean to promote its services at 40% off for new customers. A flyer is used to communicate a simple message to an audience. It can take on a variety of formats and sizes.

Tips and Strategies

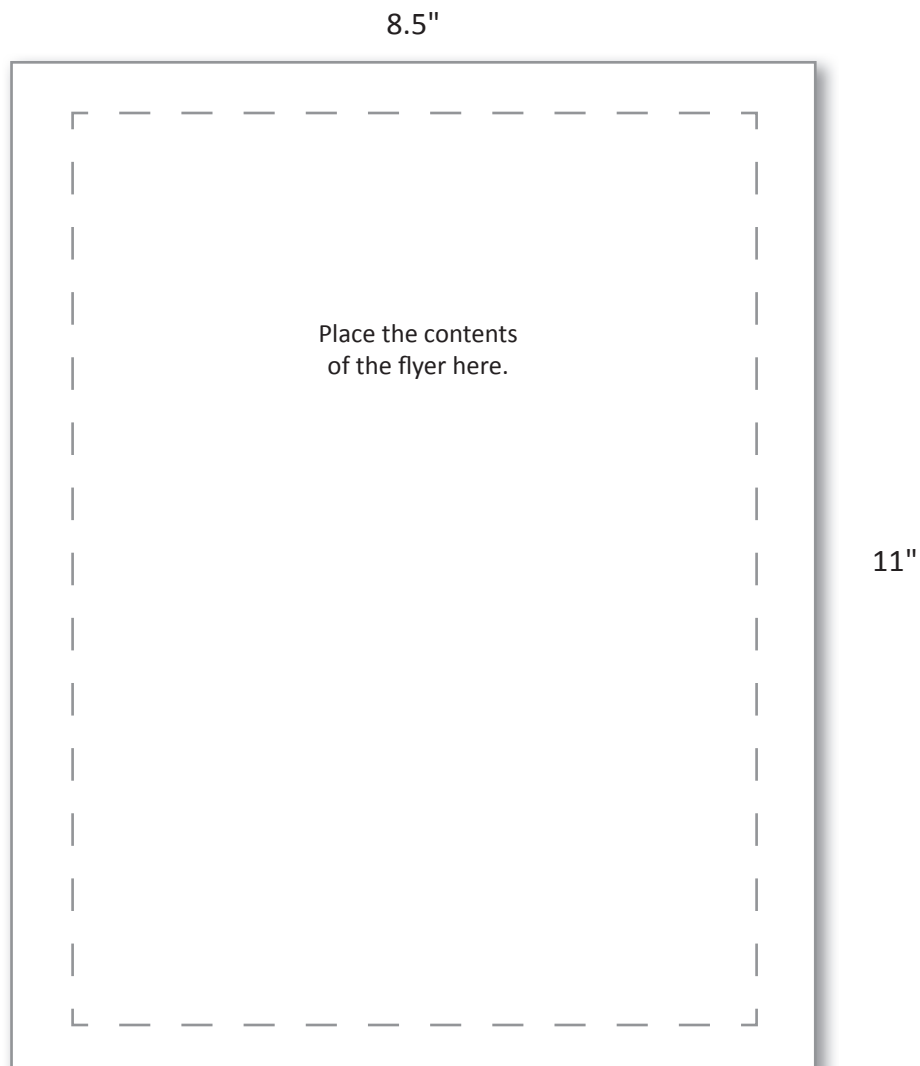
1. Most readers view flyers as “light” reading material, so try to keep the word count and graphic images to a minimum while still keeping the reader’s attention.
2. Use a maximum of three fonts throughout your flyer.
3. Use a layout and design scheme that is easy to read. The most important information should be placed near the top and middle areas of the flyer.
4. Obtain some examples of flyers placed throughout your school and/or community to use as a guide as you design your own.
5. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your flyer on paper first.

Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-4 New Customer Flyer** in the “DTP Projects” folder within the “Squeaky Clean Projects” folder.
4. Follow the Flyer Page Setup Instructions provided on page 334.
5. Include the following on your flyer:
 - A simple-to-read, eye-catching headline. For example:
Full-service cleaning at 40% off the full price
 - The Squeaky Clean logo (from the “Logos” folder)
 - Information about the type of services Squeaky Clean provides:
List of Cleaning Services:
Kitchen
Bathroom
Bedroom
Living Room
 - A “Call to Action” that indicates the promotion ends in 30 days:
Call Now! Special Offer ends in 30 days!
 - Contact information, including a phone number and Web site address:
888-555-1000
www.squeakyclean.com
 - Additional text and/or graphic images that will help make the flyer achieve the objective of getting people to use the service. For example:
Get your spring cleaning done today!
6. Format the size and placement of the text and other elements on the flyer so that they are in proportion with one another and project a professional image.
7. Carefully proofread your work for accuracy, format, spelling, and grammar.
8. Resave the document.
9. Print a copy of the document if required by your instructor.

Flyer Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.75 inch on all sides
Orientation:	Portrait
Optional Materials:	Colored paper



Project #: P-5

Desktop Publishing Specialist



Project Title

Event Invitation

New Skill:

- Designing an event invitation



The Office
Specialist.com
The Microsoft Office Experts

College Concierge

Jazz My Wheels

Lettuce-Do-Lunch

Squeaky Clean

Lawn Enforcement

Desktop Publishing Specialist

Project #: P-5

Customer Name: College Concierge

Assigned to: You, the Desktop Publishing Specialist

Project Title: Event Invitation

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 14.

Project Description

College Concierge is producing an alumni party during homecoming weekend for University of Learning. This is a private party and is open to alumni who donate significant amounts to the alumni association. The party is being held in October with an Autumn Elegance theme. The attire is semi-formal. Because it is homecoming weekend, university football is also reflected in the theme. College Concierge has been asked to use this theme to design an invitation for the event.

Your Job

As the Desktop Publishing Specialist, you will create an invitation for the homecoming weekend alumni party that reflects the party themes of Autumn Elegance and university football.

Tips and Strategies

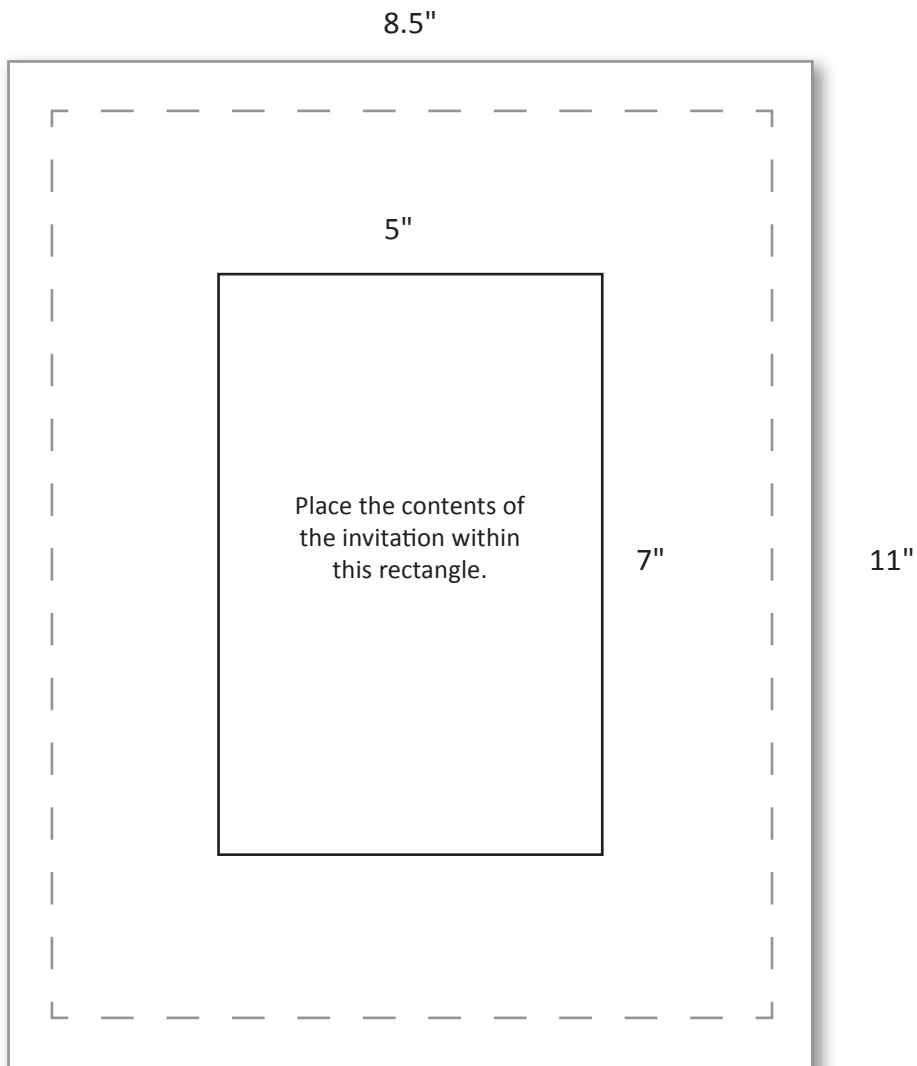
1. Choose appropriate fonts and graphic images that coordinate with the occasion of your event invitation.
2. Download the "Document Planning Form" from the www.theofficespecialist.com Web site to plan the layout and design of your event invitation on paper first.

Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-5 Event Invitation** in the “DTP Projects” folder within the “College Concierge Projects” folder.
4. Follow the Event Invitation Page Setup Instructions provided on page 338.
5. Include the following on your invitation:
 - A title that indicates the occasion being celebrated:
You are invited to our annual After Quad Celebration
 - The date, time, and location of the event:
Saturday, October 14
Pep Rally Hors d’oeuvres at 5:30 p.m.
Kick-off Dinner at 6:30 p.m.
Touchdown Desserts at 7:30 p.m.
Sideline Entertainment at 8:00 p.m.
Founders Hall
29350 Scholar Circle
 - Special instructions to the recipient:
Semi-formal attire is requested
 - An R.S.V.P. request:
R.S.V.P. by October 1st
 - One or two graphic images appropriate for the message (for example, a football or football-related images)
 - Add additional text and/or graphic elements to help enhance the look and design of the document
6. Format the size and placement of the text and other elements on the invitation so that they are in proportion with one another and project a professional image.
7. Carefully proofread your work for accuracy, format, spelling, and grammar.
8. Resave the document.
9. Print a copy of the document if required by your instructor.

Event Invitation Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.5 inch on all sides
Orientation:	Portrait
Other:	Using the rectangle tool, draw a rectangle that measures 5 inches wide by 7 inches tall, giving it a 1 pt. border. Position the rectangle in the center of the page. Place the contents of the invitation within this rectangle.



Project #: P-6

Desktop Publishing Specialist



Project Title

Bumper Sticker

New Skill:

- Designing a bumper sticker



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The Microsoft Office Experts

Jazz My Wheels

Squeaky Clean

College Concierge

Lettuce-Do-Lunch

Lawn Enforcement

Desktop Publishing Specialist

Project #: P-6

Customer Name: Jazz My Wheels

Assigned to: You, the Desktop Publishing Specialist

Project Title: Bumper Sticker

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 17.

Project Description

An employee at Jazz My Wheels submitted a great idea to the Employee Suggestion Program. He suggested that the company hand out free bumper stickers to all of their customers. Not every customer will apply the bumper sticker to their car, but those who do will be providing low cost, highly visible marketing for the business. A bumper sticker is a natural fit to promote their services because the sticker will draw attention to the enhancements they made to the vehicle.

Your Job

As the Desktop Publishing Specialist, you will create a bumper sticker for Jazz My Wheels that will grab the attention of onlookers by conveying a clear message. Because bumper stickers are placed on moving vehicles, the message must be short and easy to read.

Tips and Strategies

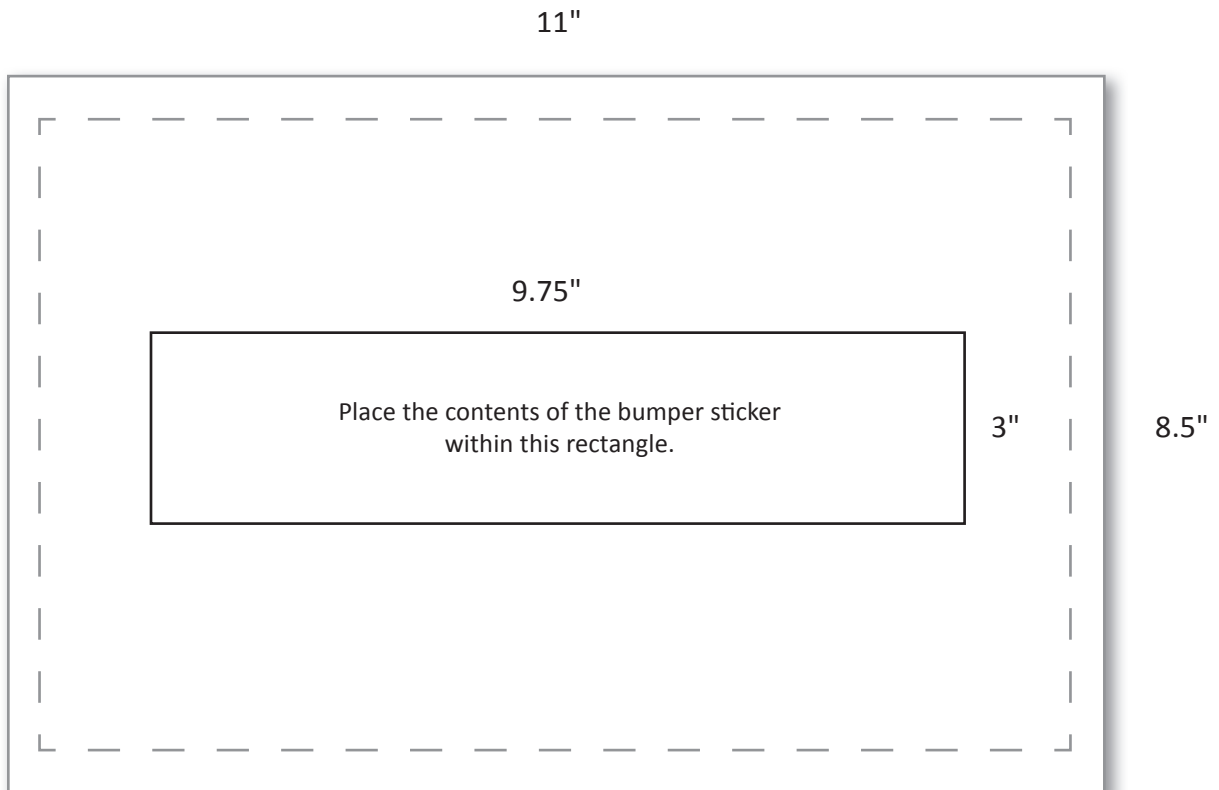
1. Use the Internet to search for examples of bumper stickers. Use the examples you obtain as a guide to design your own.
2. Consider using a block style font on your bumper sticker so that it will be easy to read from a distance.
3. Maximize the readability of your bumper sticker by leaving plenty of white space.
4. Use a horizontal (left to right) layout design on your bumper sticker.
5. Be sure that the Jazz My Wheels logo is the most prominent element on your bumper sticker.
6. Download the "Document Planning Form" from the www.theofficespecialist.com Web site to plan the layout and design of your bumper sticker on paper first.

Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-6 Bumper Sticker** in the “DTP Projects” folder within the “Jazz My Wheels Projects” folder.
4. Follow the Bumper Sticker Page Setup Instructions provided on page 342.
5. Include the following on your bumper sticker:
 - The Jazz My Wheels logo (from the “Logos” folder)
 - A large headline that captures the eye of onlookers:
Get Jazzed!
 - Jazz My Wheels’ Web site address:
www.jazzmywheels.com
 - Additional text and/or graphic images that will help to get the bumper sticker noticed (for example, include flame graphics or automotive graphics that will attract attention from onlookers)
6. Format the size and placement of the text and other elements on the bumper sticker so that they are in proportion with one another and project a professional image.
7. Carefully proofread your work for accuracy, format, spelling, and grammar.
8. Resave the document.
9. Print a copy of the document if required by your instructor.

Bumper Sticker Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.25 inch on all sides
Orientation:	Landscape
Optional Materials:	Full-sheet laser or ink-jet compatible paper
Other:	Create a rectangle that measures 9.75 inches wide by 3 inches tall. Place the rectangle in the center of the page. Place the contents of the bumper sticker within this rectangle.



Project #: P-7

Desktop Publishing Specialist

Squeaky Clean



Project Title

Doorknob Hanger

New Skill:

- Designing a doorknob hanger

Lawn Enforcement

College Concierge

Lettuce-Do-Lunch

Jazz My Wheels



The Office
Specialist.com
The Microsoft Office Experts

Desktop Publishing Specialist

Project #: P-7

Customer Name: Squeaky Clean

Assigned to: You, the Desktop Publishing Specialist

Project Title: Doorknob Hanger

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 15.

Project Description

Squeaky Clean’s housekeepers like to have multiple customers in the same area to make it easier to service more than one home a day. The company has decided to use doorknob hangers as a way to communicate to homeowners about their presence in their neighborhoods. Doorknob hangers are a great way to inform local homeowners about Squeaky Clean and the services they provide in the community.

Your Job

As the Desktop Publishing Specialist, you will create a two-sided doorknob hanger that effectively conveys a message to the prospective customers. Since the door hanger is the first advertisement homeowners see when they come home, it should capture their attention and contain just the right amount of information.

Tips and Strategies

1. Keep the front side of your doorknob hanger clean and simple to read. It must be clearly seen from a short distance.
2. Use no more than two fonts (preferably just one).
3. Use a graphic image that will complement your message.
4. Consider using a “tease and reveal” technique by posing a question or promotional offer that will compel the reader to turn the doorknob hanger over to read more.
5. Include more detailed text on the reverse, but don’t get too wordy, as space will be limited.

Tips and Strategies (continued)

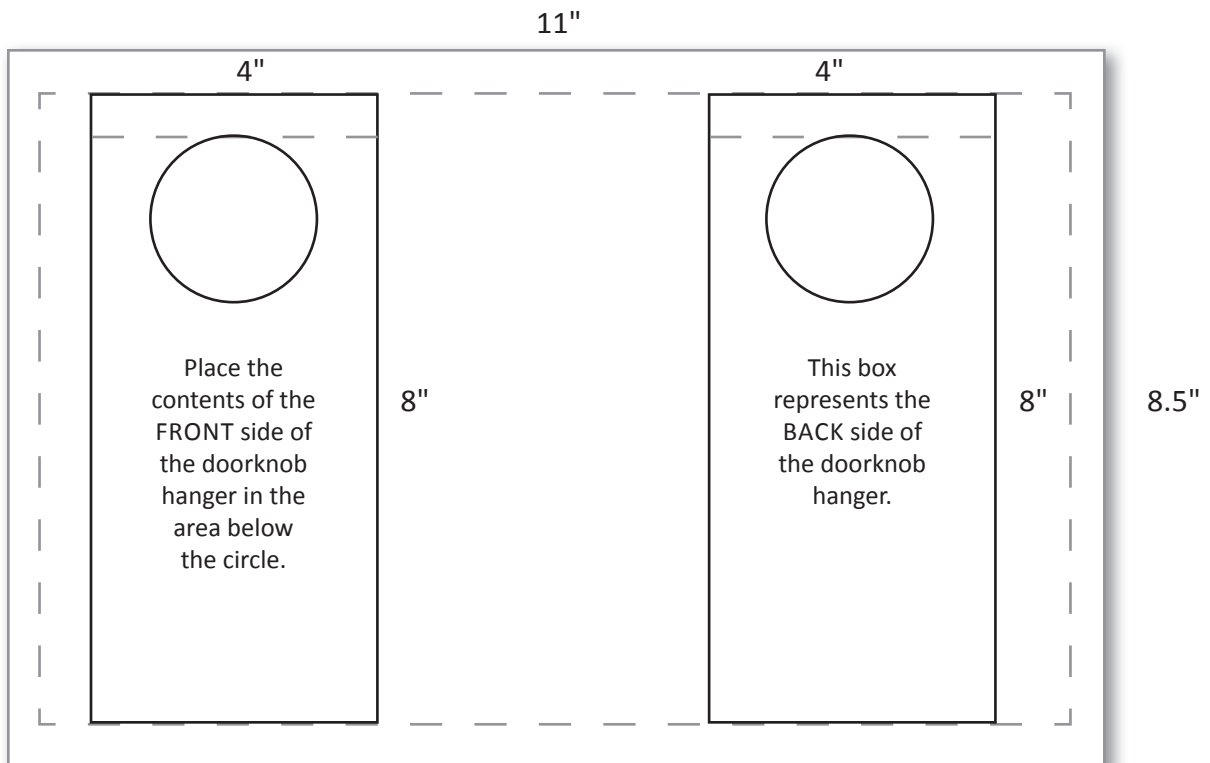
6. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your doorknob hanger on paper first.

Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-7 Doorknob Hanger** in the “DTP Projects” folder within the “Squeaky Clean Projects” folder.
4. Follow the Doorknob Hanger Page Setup Instructions provided on page 346.
5. Include the following on your doorknob hanger:
 - Two different messages, one for the front side and a second for the back side:
Front:
Yes, we do windows . . . and a whole lot more!
Get that special clean that you remember from Squeaky Clean’s services.
Back:
Fresh, Bright, Shiny
We’ll clean your house from top to bottom, covering every nook and cranny. Dust and dirt are our enemies! Call us today!
 - A graphic image for each side that correlates to the messages used (for example, a sponge and soap suds or a mop)
 - Contact information for Squeaky Clean on both sides:
888-555-1000
www.squeakyclean.com
 - The Squeaky Clean logo (found in the “Logos” folder) on both sides
6. Format the size and placement of the text and other elements on the doorknob hanger so that they are in proportion with one another and project a professional image.
7. Carefully proofread your work for accuracy, format, spelling, and grammar.
8. Resave the document.
9. Print a copy of the document if required by your instructor.

Doorknob Hanger Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.25 inch on all sides
Orientation:	Landscape
Optional Materials:	Full-sheet laser or ink-jet compatible paper
Other:	<ol style="list-style-type: none"> Using the rectangle tool, draw a rectangle that measures 4 inches wide by 8 inches tall with a 1 pt. border. Align the rectangle with the top margin and position it on the left side of the page, leaving enough room for the back side of the doorknob hanger. This box represents the front side of the doorknob hanger. Position a horizontal guide at 0.75 inch. Using the oval tool, draw a circle measuring 2.75 inches in diameter, with a 1 pt. border. Place the circle so that its top is touching the 0.75 inch horizontal guide. Center this circle horizontally inside of the rectangle (as shown in the illustration below). Place the contents of the front side of the doorknob hanger in the area below the circle. Repeat the above (or copy and paste) to create the back side of the doorknob hanger. Place it to the right of the first rectangle (as shown in the illustration below).



Project #: P-8

Desktop Publishing Specialist



Project Title
Three-Panel Brochure

New Skill:

- Designing a three-panel brochure



The Office
Specialist.com
The Microsoft Office Experts

Lawn Enforcement

Squeaky Clean

College Concierge

Lettuce-Do-Lunch

Jazz My Wheels

Desktop Publishing Specialist

Project #: P-8

Customer Name: Lawn Enforcement

Assigned to: You, the Desktop Publishing Specialist

Project Title: Three-Panel Brochure

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 18.

Project Description

Lawn Enforcement acquired a new lawn care company to expand its market share in the city. To help integrate the new team into Lawn Enforcement, the company will provide the new team with marketing materials they can use to generate new business as well as to let their pre-existing customers know they are now part of Lawn Enforcement. Lawn Enforcement plans to provide a three-panel brochure that describes their services and informs both current and prospective customers about Lawn Enforcement.

Your Job

As the Desktop Publishing Specialist, you will design a three-panel brochure that promotes Lawn Enforcement to potential customers. Brochures can communicate a large amount of information in a relatively small space using text, graphics, and photographs.

Tips and Strategies

1. Use concise, clear wording to promote Lawn Enforcement in your brochure.
2. Be sure that the Lawn Enforcement logo is the most prominent element on the cover of your brochure.
3. Use bulleted and/or numbered items, decorative borders, shaded areas, and graphic images to make your message easy to read and interesting to look at.
4. Avoid cluttering your brochure by leaving enough white space around your text.
5. Use a maximum of one or two fonts in your brochure.

Tips and Strategies (Continued)

6. Use a sufficient ratio of graphic images to the amount of text.
7. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your three-panel brochure on paper first.

Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-8 Three-Panel Brochure** in the “DTP Projects” folder within the “Lawn Enforcement Projects” folder.
4. Follow the Three-Panel Brochure Page Setup Instructions provided on pages 351 and 352.
5. Include the following on the **outside right panel (front cover)** of your brochure:
 - A title for the brochure:
We'll Make Your Yard Look Great!
 - The Lawn Enforcement logo (from the “Logos” folder)
 - Include a graphic image that will help enhance the look and design of the outside right panel of the brochure (for example, a tree, vines, or leaves)
6. Include the following on the **outside middle panel (back cover)** of your brochure:
 - Lawn Enforcement’s contact information:
15875 Maple Leaf Lane
Pasadena, CA 91030
1-888-555-5583
Email: info@lawnenforcement-inc.com
www.lawnenforcement-inc.com
 - Include the hours of service:
Hours of Service:
Mon. – Sat. 7 a.m. – 6 p.m.
No service on major holidays and Sundays
 - Include a graphic image that will help enhance the look and design of the outside middle panel of the brochure (for example, a tree, vines, or leaves)

Instructions to the Desktop Publishing Specialist (Continued)

7. Include the following on the **outside left panel (inside cover)** of your brochure:

About Us

Lawn Enforcement is a full-service landscaping company that provides homeowners and businesses with a wide variety of on-site lawn, garden, and tree services.

- A graphic image that will help enhance the look and design of the outside left panel of the brochure (for example, a tree, vines, or leaves)

8. Include the following on the **inside left panel** of your brochure:

- The following statements:

Special Promotions

\$25 Off First-Time Lawn Care Service

Schedule a free lawn analysis

- Optional: A graphic image that will help enhance the look and design of the inside left panel of the brochure (for example, a tree, vines, or leaves)

9. Include the following on the **inside middle and right panels** of your brochure:

- A list or description of Lawn Enforcement's most popular services:

Our Most Popular Services:

Lawn Care

Tree and Shrub Care

Pest Control

Weed Control

Lawn Maintenance

Power Seeding

- A graphic image that will help enhance the look and design of the inside middle and right panels of the brochure (for example, a tree, vines, or leaves)

10. Format the size and placement of the text and other elements on all six panels of the brochure so that they are in proportion with one another and project a professional image.

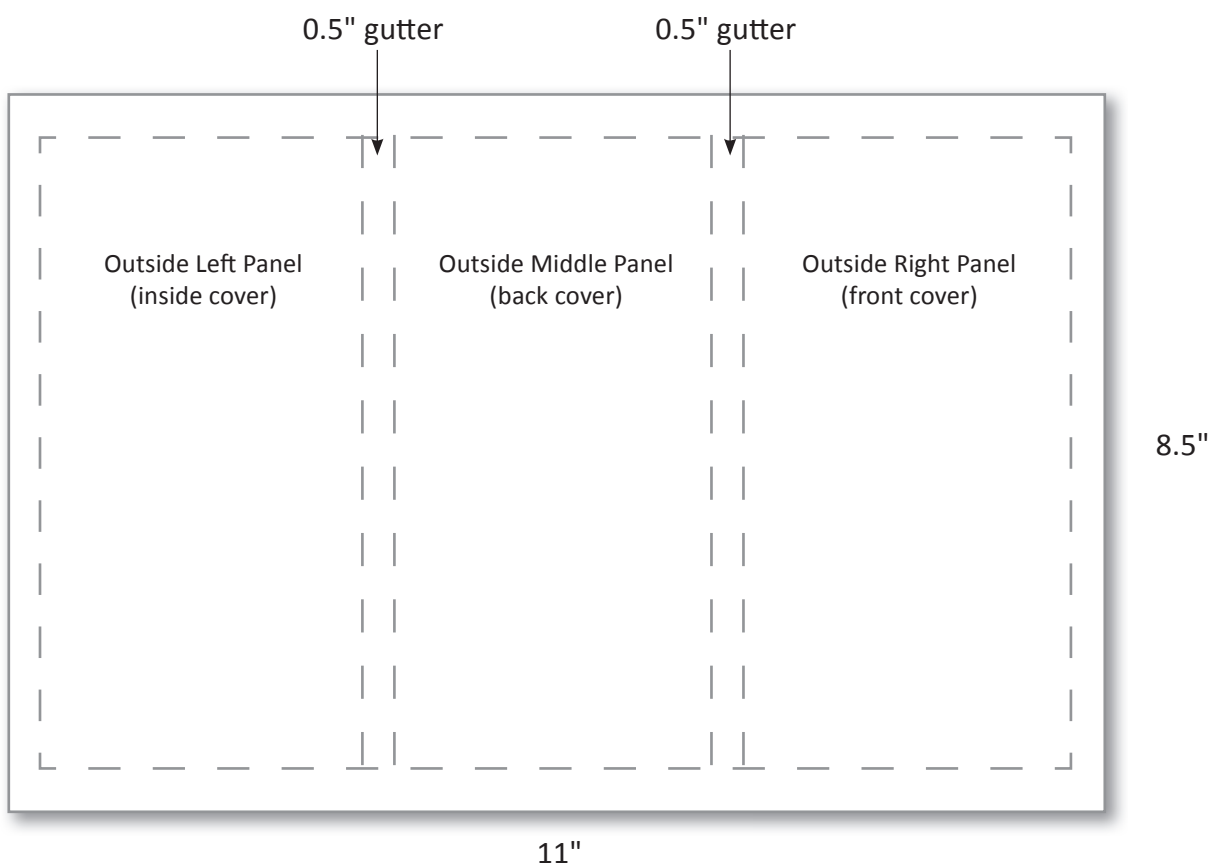
11. Carefully proofread your work for accuracy, format, spelling, and grammar.

12. Resave the document.

13. Print a copy of the document if required by your instructor.

Three-Panel Brochure Page Setup Instructions:

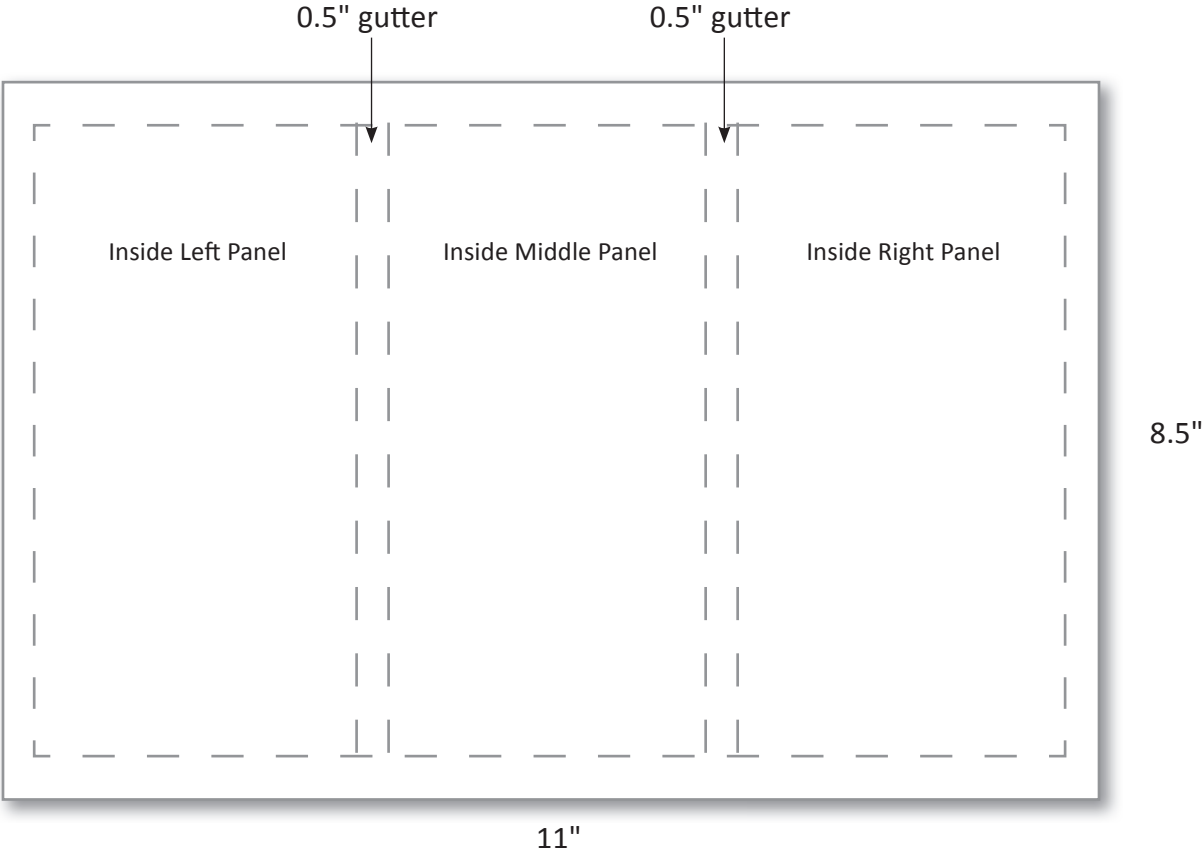
# of Pages:	2
Dimensions:	8.5 x 11 inches
Margins:	0.25 inch on all sides
Orientation:	Landscape
Optional Materials:	Colored paper
Other:	Use page or column guides to divide both pages into three equal columns (panels). Leave a 0.5 inch gutter space between each column to allow for folding. Note: Do not place any text inside the gutter space. See the illustration below.



Printing instructions:

Print the brochure back-to-back (double-sided) or print both sides separately and staple them together.

Three-Panel Brochure Page Setup Instructions (Continued)



Project #: P-9

Desktop Publishing Specialist



Project Title
Greeting Card

New Skill:

- Designing a greeting card



The Office
Specialist.com
The Microsoft Office Experts

College Concierge

Lawn Enforcement

Squeaky Clean

Lettuce-Do-Lunch

Jazz My Wheels

Desktop Publishing Specialist

Project #: P-9

Customer Name: College Concierge

Assigned to: You, the Desktop Publishing Specialist

Project Title: Greeting Card

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 14.

Project Description

College Concierge lists “customer-focused” as one of its corporate values. The holidays provide an opportunity to let their customers know they are valued by sending them personalized greeting cards. Every year, they design a personalized greeting card. Even small gestures like this help College Concierge’s clients remember them.

Your Job

As the Desktop Publishing Specialist, you will create a personalized greeting card for College Concierge to send to its customers. So that your card has broad appeal, avoid using words or images that confine the message to a particular year-end holiday, such as Christmas or Hanukkah. Instead, just refer to the “holidays” or “holiday season.”

Tips and Strategies

1. Try to create a message on the outside of your greeting card that invokes curiosity, compelling the recipient to open and read the inside of the card.
2. Experiment with using a variety of elements to make your greeting card a one-of-a-kind creative showpiece.
3. To create a consistent look and appearance, use graphic images that coordinate well with each other and complement the font style(s) used in your card.
4. Use no more than two fonts in your greeting card.
5. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your greeting card on paper first.

Instructions to the Desktop Publishing Specialist

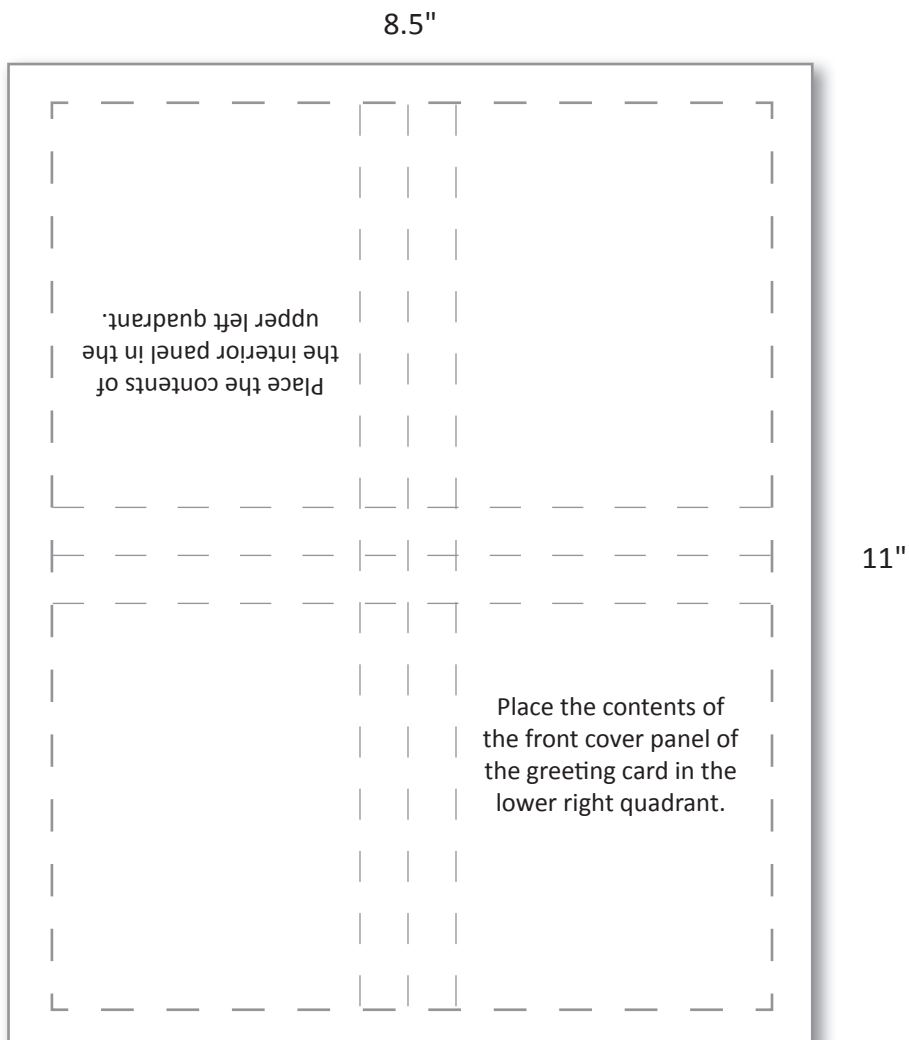
1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-9 Greeting Card** in the “DTP Projects” folder within the “College Concierge Projects” folder.
4. Follow the Greeting Card Page Setup Instructions provided on page 356.
5. Include the following on the **front cover panel** of your greeting card:
 - An opening message:
Thinking of You!
 - An appropriate graphic that helps illustrate the message (for example, a cute animal with a thought bubble)
 - A border that complements the theme of your card
6. Include the following on the **interior panel** of your greeting card:
 - A greeting card message that correlates with the outside cover panel:
Have a bright and beautiful holiday!
 - An appropriate graphic image that helps illustrate the message (for example, a shining sun)
 - A border that matches the one on the outside
 - The College Concierge logo (from the “Logos” folder)

Note: Prior to printing, the contents of the interior panel must be rotated 180 degrees (turned upside down).

 - Additional text and/or graphic images that will help enhance the look and design of the greeting card
7. Format the size and placement of the text and other elements on the greeting card so that they are in proportion with one another and project a professional image.
8. Carefully proofread your work for accuracy, format, spelling, and grammar.
9. Resave the document.
10. Print a copy of the document if required by your instructor.

Greeting Card Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.25 inch on all sides
Orientation:	Portrait
Other:	<ol style="list-style-type: none"> 1. Place vertical guides at 4, 4.25, and 4.5 inches. 2. Place horizontal guides at 5.25, 5.5, and 5.75 inches. 3. Place the contents of the front cover panel of the greeting card in the lower right quadrant. Place the contents of the interior panel in the upper left quadrant. Note: Before printing, the contents of this panel must be rotated 180 degrees (turned upside down).



Project #: P-10

Desktop Publishing Specialist



Project Title
Promotional Punch Card

New Skill:

- Designing a promotional punch card



The Office
Specialist.com
The Microsoft Office Experts

Lettuce-Do-Lunch

Squeaky Clean

Lawn Enforcement

College Concierge

Jazz My Wheels

Desktop Publishing Specialist

Project #: P-10

Customer Name: Lettuce-Do-Lunch

Assigned to: You, the Desktop Publishing Specialist

Project Title: Promotional Punch Card

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 16.

Project Description

Lettuce-Do-Lunch is constantly trying new promotional campaigns to attract new customers and keep their existing customers coming back to the restaurant. They are launching a new promotion called the "Sandwich Club."

Your Job

As the Desktop Publishing Specialist, you will create a promotional punch card for Lettuce-Do-Lunch to use in its "Sandwich Club" campaign. The punch card will contain five symbols. Each time a customer eats at the restaurant or orders takeout, one of the symbols on the card will be hole-punched. When a customer's "Sandwich Club" card has all five symbols punched out, he or she earns one free sandwich or another menu item of equal or lesser value.

Tips and Strategies

1. Be sure the item you select to be punched displays large enough to be seen and punched.
2. Consider framing in the items to be punched with a bordered box.
3. Download the "Document Planning Form" from the www.theofficespecialist.com Web site to plan the layout and design of your promotional punch card on paper first.

Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-10 Promotional Punch Card** in the “DTP Projects” folder within the “Lettuce-Do-Lunch Projects” folder.
4. Follow the Promotional Punch Card Page Setup Instructions provided on page 360.
5. Include the following on the punch card:
 - A star graphic image that can be “punched” on the card. This graphic image will be represented five times on the card. Arrange the stars next to each other horizontally near the bottom of the promotional punch card. The distance between each image should be equal.
 - Place a headline on the top center of the card:
“Sandwich Club Card”
 - Include the Lettuce-Do-Lunch logo (found in the “Logos” folder).
 - Place the following text just below the headline:
Get five stars punched and earn one **FREE** sandwich or another menu item of equal or lesser value.
 - Using a smaller type size than you did in the previous step, include the following text just below the area where you placed the text from the previous step:
Here’s How the Sandwich Club Card Works: Each time you dine in, take out, or order delivery, present this card to any employee and get one star punched. When all five stars are punched, return your card for a free sandwich or another menu item of equal or lesser value.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document if required by your instructor.

Promotional Punch Card Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	1 inch on all sides
Orientation:	Portrait
Optional Materials:	Cardstock paper
Other:	Create a border measuring 5 inches wide by 4 inches tall. Place the contents of the punch card within this border. Use scissors to trim around the edges of the punch card border.

