Ideas for Desktop Publishing Classes from the IBEA and NCBEA Conferences 2012

What to Name Your Course-- Create a catchy name to get students interested in signing up for the course.

- Advertising and Document Design
- Entertainment Industry Graphic Design
- Introduction to Sports Marketing Multi Media

Textbook suggestions (note some of these are older books, but if they are not software specific, they can still work for project ideas)

1. **Non Designers Design book** by Robin Williams
2. **Frillios Pizza Online Desktop Publishing Activity** http://www.frillios-pizza.com
3. **Concert Tour Desktop Publishing Activity** http://www.bepublishing.com/dtp/Concert_Tour.htm
4. **Publish It! A Teen-based Desktop Publishing Workbook** http://www.bepublishing.com/Textbooks/It_Series/Publish_It.htm
5. **Course Technology Design Series** if you are teaching adobe software is good for covering the software. www.cengage.com
6. **Adobe Classroom in a Book Series** www.adobe.com
7. **Business Desktop Publishing Applications Job Based Tasks** Paradigm Publishing. www.emcp.com
8. **Multimedia and Image Management** (ISBN# 0-538-43463-5 hardback text –and- ISBN# 0-538-43464-3 soft back application book)
9. **Graphic Design for 21st Century** (Words & Picture Publishing. www.wppublishing.com)

Ideas for Class Projects (Note: Pages 3-19 have detailed project directions that were shared).

1. Create the layout and design of the actual student handbook for the school to use.
2. Do a research Paper for an English class and then create desktop documents such as a brochure from the researched materials. This way the students have content to put in their brochure they design and they are doing cross curriculum activities.
3. Create a Mock travel agency and all of the brochures and desktop documents that would go with that business.
4. Student has inherited money to buy dream house. Create a flyer for open house, design graphics. This can be more involved if you have them research what it would cost to maintain and live in the house. They can create an Excel chart and a PowerPoint about the house.
5. Ideas for illustrator logos – design large then reduce everything
6. Create programs and other items for athletic department coordinator
7. Recreate brochures from existing businesses
8. Create own business, create business documents, then present business to class
9. Design a brochure using information from the CIA.gov website, then put into PowerPoint & Present World Fact book
10. Create a band as a project and all of the marketing materials the band might need
11. Students can create a magazine cover with themselves on the cover of magazine
12. Yearbook class- create all page layouts for the yearbook
13. Student publications that school office distributes such as calendars
14. Design materials for local bowling alley
15. Projects for school, greeting cards wall display with pictures & background of all staff at school

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16. Pair students up & do newsletter, dress code brochure, advertise business program, then turn into freshman brochure that is given to incoming freshman students
17. E-mail staff looking for projects, wedding invitations, class reunions, Christmas cards, church log
18. Create your own country club and then create everything needed by that business such as: menu, brochure, business cards, flyers logo & name, letterhead
19. Children's book – bring in favorite book, then create own book, worked with elementary school personalized books for individual kids
20. Write letters to Santa students in class wrote letters from Santa and designed letterhead, etc.
21. Select company in tourism and design materials for exotic locations
22. Project on documentation of where pieces came from copyright issues, etc. Be sure students are not using copyrighted images or text. Credit must be given.
23. Menu project –gather restaurant menus to use as a sample and then create your own design
24. Career brochure that lists several options and then distribute to counseling department to give out to students.
25. Graduation invitations and/or graduation party invitation
26. Brochure in Publisher for athletics, band, music, choir, theatre art
27. Create handbook for new freshmen parents to have so they are aware of what their child needs to be successful.
28. Create a competition on some of the real world projects. Have other teachers, administrators, and/or Parent's judge finished projects
29. To teach about different types of fonts and styles, have students create a "ransom note" where they cut out different types of letters and words and glue them together to create a ransom note.
30. Create a cereal box cover
31. Design a t-shirt screen print-focus on the importance of it not being too small because it won't screen print well if it is.
32. Agenda book cover design or any book cover design
33. Candy bar project where students create a wrapper for a candy bar including the nutritional information and whatever else is needed. This can be a fundraiser project for a sports team or other student group. You can also put facts about the class on the wrapper
34. Have students interview each other and create a class newsletter
35. Creating a family calendar with family member's birthdays & anniversaries is a good project. They can also include photos or create a theme. This works out well this time of year as a gift.

Thank you for all of the ideas shared during our session at the IBEA and NCBEA Conferences.

Pages 3-19 have detailed project directions that were shared with me after the session so I could pass them along to the rest of the group.

Happy Designing!

It Is Time to Get Creative! Candy Bar Project!

Submitted by: Sue Mercer from Princeville High School s
mercer@princeville326.org

You will be creating one candy bar wrapper to put around a 4.4 oz Hershey's candy bar. The wrapper you make will be one to promote this class (Information Processing I) or next semester's class (Information Processing II). You will only be working on ONE wrapper.

Please look at the back of this sheet for the size and how many lines need to be included in your project. DO NOT duplicate this wrapper.

Instructions:

1. You must be creative in designing this wrapper to promote another PHS student to join this class.
2. For example instead of Hershey's in the front you might put Information Processing I.
3. There must be a line of text for every line of text on the original wrapper. However, DO NOT duplicate! Come up with your own creative material. For example, instead of Nutrition Facts you might put Classroom facts. Yes LINE for LINE same amount of text as original . . . but your own creative ideas!
4. This will be in color.
5. You might need to measure to make a text box the size of the wrapper. Usually students will make a text box the dimensions of the wrapper and then print the box to be sure the size is correct before they begin putting information on the wrapper.
6. Pay attention to text . . . for example where Hershey's Milk Chocolate is upside down text . . . your text should be upside down. AGAIN, be creative and use your own words. You might need to measure to see where the text will be upside down.
7. I have left a candy bar for you to practice wrapping with your wrapper . . . to see if the upside down text is placed correctly.
8. Please take your time and put some thought into this project you should not be done before the bell rings.
9. Also, add a graphic where the graphic is on the wrapper.

Cereal Box Activity

Submitted by: Mrs. Barbara Golden Joliet West High School
bgolden@jths.org

1. Purchase a combination sets of cereal boxes (small, individual-sized boxes of a variety of flavors)

2. Hand one box to each student. Those students who have a preference for their favorite cereal will get the flavor of their choice. If others don't have a preference, they get one randomly assigned to them.

3. Have students recreate the front of their cereal box using Photoshop tools.

Elementary Class Picture Project
Submitted by: Barry Gilstrap, DePue High School
gilstrapb@Depueschools.org

You will create a 5 X 7 group picture of an elementary class.

You will: 1) Choose a location and arrange the children to take a **great** picture!

                2) Create a border in InDesign or PhotoShop which includes:
                   the Classroom Teacher's Name and the year (2011-2012)

                3) Export to a PDF, when finished, using InDesign

                4) Make sure it is 5"x7" in size!

                5) Make a send home slip for the classes **that includes a copy of the picture**
                   -the send home slip must include the following information:

                              1) Only pre-ordered pictures will be available – NO EXTRAS
                              2) Orders will be taken until _____
                              3) Pictures will be distributed by Friday May 18
                              4) Cost of the picture is $2.00

                6) 4-5 slips should fit on 1 sheet. Also, make a form for the teacher to record who has paid

Rubric

_____ Quality of Photograph, Lighting, Pose/Arrangement, Background Location (50 pts)

_____ Quality of Border (20 pts)

_____ All information included in Send Home Slip (20 pts)

_____ Minimum of 4 Send Home Slips per page (10 pts)

_____ Quality of the Teacher's Order Form (20 pts)

_____ 120 Points Possible

The Activities on Pages 6 through 19 were submitted by Abbie Barton from North Mac High School
abarton@northmacschools.org

Desktop Publishing Career Opportunities

1. Search the internet for colleges that have certificate or associate programs in DTP. Using MS Word, write a summary of your search, answering the following questions about THREE different schools/universities/colleges:
   a. Name of school
   b. Name of the program (or certificate, degree, etc)
   c. List at least 5 specialized courses required for the degree

2. Search the *Occupational Outlook Handbook* online for TWO careers in DTP. Answer the following questions and add to your document:
   a. Name of career
   b. What is the nature of work?
   c. What is the job outlook?
   d. What are the earnings?

Hints:
College/Universities search-
    Look for these Links:
        Academics
        Degrees/Programs
        Undergraduate Degrees/Majors

    Look under: Art, Visual Art, Art Technology, Graphic Communication, Graphic Design, Business, Computer Technology, or something similar to these

Desktop Publishing Rhythm Graduation Invitation

Directions: Create a graduation invitation using the **Rule of Thirds**. Follow the criteria below:

- Insert *temporary lines* for a template to follow for the rule of thirds. Delete lines before printing final copy.

- Use the two graduation images: "graduation" and "happy_grad"
    o Shared drive/Barton/DesktopPublishing/Chapter6

- *Do NOT* use the words Who: , What:, When:, Where:, etc. on your invitation

- Use your own "creative liberties" to decide what important information should be included

- Focus and Flow should be considered while planning your design

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Desktop Publishing Z Pattern

Design a page demonstrating your knowledge of the Z pattern. The topic of the page should be what you have leaned about focal points in desktop publishing.

Include the following:
    o An image
    o A heading with a large font
    o Text with smaller font
    o Some color font
    o Demonstrate effective use of white space

Include with the smaller text an article that describes the Z pattern as well as why you used the design you did in this assignment.

1. Why did you place the image where you did?
2. Why did you place the larger font where you did?
3. Where did you use color in fonts and why?
4. What do you consider your focal point?
5. What did you do that used what space effectively?

Save as Z pattern

Cereal Box

Directions: Create an original name for cereal and design the box cover. Cereal manufacturers spend a lot of money on designing box covers that catch their customers' eye. Your goal is to create a cover that will stop the shopper in their tracks because of your design.

Preparation:

1. Create a new brand of breakfast cereal. Decide who the target market will be for your breakfast cereal. Do you want to appeal to sugar-loving kids or health-conscious adults?
Note: You will be designing only the front side of your new cereal's box.

2. Create a catchy name for your new cereal that aligns with its target market. Keep the name short, using no more than three words total. The name should depict what the actual cereal tastes and looks like.

3. When creating a logo for your new cereal, consider the use of a mascot.

4. Also consider using a catchy slogan. Example: "I'm CooCoo for Cocoa Puffs!"

5. Look at real cereal boxes and study their design and layout to use as a guide for creating your own.

6. Determine what appropriate fonts you will use on your cereal box. Be sure to keep the number to a minimum so as not to make the box look "busy" and difficult to read.

7. List any dietary benefits of your cereal.

Design:

1. Decide on a new brand of cereal to introduce to a specific target market.
   - Consider both sweet cereals aimed for children and healthy cereals aimed for parents.

2. Include the following on the front side of your new cereal box:
   - A logo for your cereal (the name of the cereal should be the most prominent element in the logo)
   - A slogan or tagline that captures the essence of your cereal
   - The name of the manufacturer producing the cereal
   - A brief description of the cereal
   - Example: "Sweet puffs with a touch of honey"
   - A graphic image, preferably a photo, of the cereal itself
   - The net weight of the cereal box (expressed in ounces)
   - A special offer, premium, or promotion to entice consumers to buy your cereal. Example: "Inside: Mail-in offer to win a free iPod®" or "Free Toy Inside!"

3. Add additional text and/or graphic elements to help enhance the look and design of the document.

4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.

Advertisement Production Project

Assignment: Use MS Publisher to re-create a newspaper advertisement. Choose an ad that you think you can attractively produce in class. The ad should have some "fancy" desktop publishing features, such as rotated text, reverse text, shadows, layering, graphics, and more.

Design: Your ad should look as much like the newspaper ad as possible (close to the same font, same size) but graphics may be used to improve the ad. You may use the internet to find a company logo if it is a well-known company.

Procedure: Include information from the original advertisement, as well as shapes, fonts, borders, & graphics to enhance the ad. Be sure to proofread work carefully! Attach the original advertisement to your completed document.

Criteria	Excellent	Good	Needs Improvement
PLANNING	Completed layout planning as instructed in detail. **max 3 points**	Planned out some parts or did not plan well. **1-2 points**	Did not do any planning. **0 points**
CONTENT	Included all information from the original advertisement. **max 6 points**	Included most of the information, but may have omitted some. part(s) **3-4 points**	Included very little information from the original ad. **0-2 points**
DESIGN AND APPEARANCE	Attractive layout that is very similar to the original advertisement. **max 5 points**	Layout and fonts are inconsistent in some way with the original ad. **2-3 points**	Not similar to the original ad, wrong size/font, or cluttered. **0-1 points**
GRAMMAR/ SPELLING	No spelling errors. **max 3 points**	1-2 minor errors. **1-2 points**	Significant error; could not print ad. **0 points**
SELECTION OF ORIGINAL AD	Ad was selected that displayed at least four advanced features. **max 3 points**	Ad was selected that displayed a few features, but was not complex enough. **1-2 points**	Ad was too simplistic and did not involve creativity. **0 points**
SCORE: _____/20			

Grading: 18-20 A	16-17 B	14-15 C	12-13 D	<12 F

DESKTOP PUBLISHING ASSIGNMENT MAGAZINE COVER

Create a magazine cover that is about you. Choose one word that describes you for the title of the publication. Then, be sure you follow all of the requirements listed below. Be creative and make the finished product look as professional as possible.

Some example magazine covers can be found at the following Websites:

1. http://lessonplans.btskinner.com/exmagprojects.html
2. http://discount-magazine-subscriptions-online.com/
3. www.google.com -Search for *magazine covers* under Images

✓	Requirement	Points Possible	Points Awarded
	Layout: • Appropriate magazine title depicting your life in one word • At least four article teasers all about your life (tell me something I don't know about you, your likes, your hopes and dreams, etc.),	7	
	Appearance: • Layout: Small margins with a thin border on margin guides • Reverse text is used on a shape or stripe, text is appropriately sized and easy to read.	6	
	Pictures: • Picture of self is used on background, appropriately cropped, high quality, and matching overall theme • Another small picture is appropriately located in a box (pet, boyfriend, family member, etc.)	5	
	Professionalism: • Overall appearance is well-organized & professional • No spelling/grammar errors	4	
	Details: • Issue date and price are conveniently located on publication • Barcode is placed in an appropriate location	3	
	TOTAL	**25**	
Comments:			

Name of Magazine:_____

Student Name:_____ Score:_____/25

Desktop Publishing Advanced Design Principles

Directions: Use the provided information to create a flyer for Hugs Dog Bakery, Gallery, and Daycare. After learning about each of the advance design principles, use your new knowledge to improve the look and design of the current flyer.

For each principle used in your design, write an explanation for which principle you used, how you used it, and why you used that principle in your design.

(This will be an on-going project throughout Unit 4 in order to practice applying new skills to real design.)

Step 1: Design with Contrast

Step 2: Design with Repetition

Step 3: Design with Alignment

Step 4: Design with Proximity

Hugs

a dog bakery
gallery · daycare

We know you love your four-legged friends,
So hike on over to *Hugs* for shows of affection!

Sterling Silver Jewelry …perfect for braggin' on your pup
Toys Galore …for making your dog feel special
Custom art prints of you and your furry friend
Dog calendars, books, and mouse pads
Figurines and statues of all breeds
First Aid Kits

Friday, July 11 and Saturday, July 12
Receive a FREE mini snack pack of *Hugs* puppy cookies
With any hiking gear purchase!

"Somebody needs a Hug!!!"
Hugs, where biscuits, beds, and books beckon

503 OLD DOG TRAIL, MADRAS, OR, 99909
TELEPHONE: (505) 555-1212   FAX: (505) 555-1313

Rock Band Project

Students will setup a fictitious rock band and create all the marketing materials necessary to promote the band.

Materials:

1. Design & Create logo
2. Create business card for each member
3. Create a sample letterhead design (Write a 1/2 page description of the Rock band)
4. Create a sample envelope design
5. Create a Concert poster (with photo of band)
6. Create a Merchandise artwork (on T-shirts, mugs, caps, etc.)
7. Create a CD cover, back, inside pages (must be actual size)
8. Create the actual CD artwork (needs to be in circular format with a hole in the middle)
9. Create a 3-fold brochure (use materials created from other work)
10. Present the Rock band idea to the class using PowerPoint

Create all designs in PageMaker. Utilize CRAP in all your designs including the PowerPoint presentation. You may utilize clip art provided. Images from the Internet must not be copyrighted. Creativity and Originality counts! Make sure you spell check and pay attention to details. Make it look good! Save all your work! Create a folder and save everything into that one folder to create an electronic portfolio.

All group members should be on task at all times. Group participation is a key element in the final grading process. You will need to assign one person to be in charge to coordinate the group efforts and to make sure everything is done on time.

Use a shared folder to allow students to transfer files between each other.

Idea from:

Mr. Jim Lin

Don Antonio Lugo High School

CHINO, CA

Desktop Publishing Project CRUISE SHIP

Logo: Design a logo for your movie theatre to be used on all projects.

Your logo must contain:

- <u>At least</u> two colors
- Text (outlined, shadow, reverse textbox, etc)
- A shape or graphic that integrates with the words.

Samples of real logos:

Cruise ship daily newsletter: Create a newsletter that contains the following:
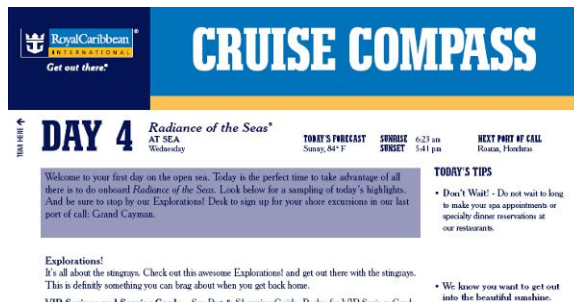
- Your original logo
- 2 pages (front to back)
- Unique title (ex: Cruise Compass, Carnival Capers, Princess Patters)
- Borders and shading to break up the page
- Information: Captain (you), cruise director (a friend), date, sunrise/set time, destinations, and things to do there, today's activities/shows/entertainment, schedule, and assume this is for a day "at sea" and not at port (be sure to identify the deck name, lounge names, etc for programming).
- A box or section with information about a ballroom dance class or talent show
- Use bullets AND dot leaders
- At least 3 quality photographs and at least one quality clipart

Examples of newsletters online:

http://www.royalcaribbean.com/content/pdf/CruiseCompass.pdf

http://www.lifeiscruising.com/carnival_capers

http://www.lifeiscruising.com/princess_patters

Sail & Sign Card: Create a sail and sign card that passengers will use when they enter and exit your cruise ship. Card must include the following:

- Your original logo
- Correct size –credit card size (3.370″ wide X 2.125″ tall)
- Appropriate photograph (ocean or ship)
- Basic information: name of passenger, date of cruise, dining table and assigned dining time, cabin number, and anything else you want to include
- Appropriate and readable color, size, and font style

Examples of Sail and Sign card:

Room service door hanger: Create door hanger for passengers' rooms, include the following:

- Your original logo
- Correct page size -4″ wide X 9″ tall with a circle (2.75″) near the top on both sides
- Appropriate photograph with meal theme (breakfast, lunch, dinner, or pizza)
- Side 1 –include nicely decorated front using color, shading, shadows, and graphics
- Side 2 –include room number, at least 6 meal options and beverage options (no prices necessary) AND include time frames for meals to be served
- Use a table and/or check boxes to display information with an organized appearance

Examples of door hangers:

http://www.mmgworks.com/docs/RedLionTier3and4.pdf

http://www.printfirm.com/templates.php

http://www.48hourprint.com/printtemplates.html

Boarding pass/ID badge: Create a boarding pass for the crew, include the following:

- Your original logo
- Correct page size –landscape (2.125″ wide X 4.125″ tall)
- Rotated text (BOARDING PASS) with a drop shadow
- Personal barcode (barcode site: http://www.barcodesinc.com/generator/index.php) Use your last name.
- A small head shot of you and general ID information: height, birthdate, state of residence, job title (Captain)
- Appropriate and readable color, size, and font style
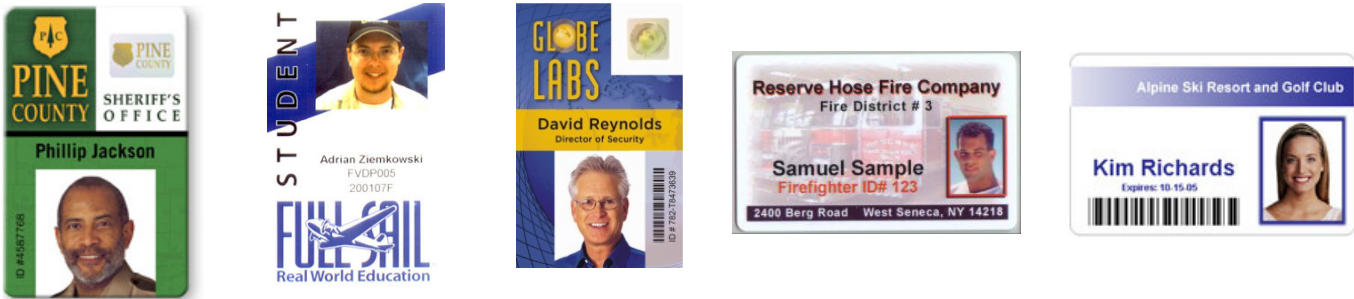
Examples of boarding pass

Table Tent: Create a table tent for an upcoming program (talent show, game night, formal night, midnight buffet, etc. Include the following:

- You original logo
- Correct page size -3.75″ wide X 11″ tall
- Appropriate information for your event: Time, place, events, etc.
- Top panel is printed upside down; should match other panel (front and back of folded tent will be identical)
- Appropriate use of color, fonts, and space
- At least one graphic, other than logo

Examples of table tents

Some Helpful Websites for You:

Nice designs:

http://www.redcarrot.co.uk/index.php?page_id=5

http:foundationcenter.org/pnd/npodesign/AISH_Guide.pdf

Dance class information/descriptions:

http://www.dance101.org

http://www.dancecomplex.orgl/descrip.html

Desktop Publishing Final Project

CRUISE SHIP   Movie Theater   Rock Band

Directions: A company called Imagistar, Inc. has several projects going on at once. They have hired you to create the publications for one of the projects.

1. A brand new cruise ship that will take its first voyage in June of 2012

2. A newly renovated 1920's movie theater which will reopen in February 2012 with the premiere of an upcoming movie

3. A recently signed Rock Band that is set to start their US tour in March 2012

Choose a project and create the professional publications that demonstrate Focus, Flow, Appropriate Typeface, Contrast, Repetition, Alignment, and Proximity

1. Logo:

Required:	Points Possible	Your Points
Original logo uses two of the following advanced features: drop shadow, outlined text, graphic/shape, gradient, transparency, kerning, rotation		
Originality		
Professionalism/Quality	**10**	
Excellent demonstration of Focus, Flow, Appropriate Typeface, Contrast, Repetition, Alignment, and Proximity		

Comments:

2. Ticket (or Boarding Pass for Cruise Ship):

Required:	Points Possible	Your Points
Ticket uses two of the following advanced features: drop shadow, outlined text, graphic/shape, gradient, transparency, kerning, rotation		
Correct size: 5″ wide X 2″ tall		
Includes appropriate information (name of business, date/time, location, etc)		
Quality graphic included		
Logo included		
Professionalism/Quality/Originality	**5**	
Excellent demonstration of Focus, Flow, Appropriate Typeface, Contrast, Repetition, Alignment, and Proximity		

Comments:

3. **Flyer:**

Required:	Points Possible	Your Points
Flyer uses two of the following advanced features: drop shadow, outlined text, graphic/shape, gradient, transparency, kerning, rotation. Also includes small margins (.5").		
Includes appropriate information (name of business, date/time, location, purpose, promotion, etc)		
Quality graphic included		
Logo included	**10**	
Professionalism/Quality/Originality		
Excellent demonstration of Focus, Flow, Appropriate Typeface, Contrast, Repetition, Alignment, and Proximity		

Comments

4. **Advertisement:**

Required:	Points Possible	Your Points
Ad uses two of the following advanced features: drop shadow, outlined text, graphic/shape, gradient, transparency, kerning, rotation.		
Appropriate size (4" x 4")		
Includes appropriate information (name of business, date/time, location, purpose, promotion, etc)		
Quality graphic included		
Logo included	**5**	
Professionalism/Quality/Originality		
Excellent demonstration of Focus, Flow, Appropriate Typeface, Contrast, Repetition, Alignment, and Proximity		

Comments:

Newsletter:

Required:	Points Possible	Your Points
Newsletter uses two of the following advanced features: drop shadow, outlined text, graphic/shape, gradient, transparency, kerning, rotation. Also includes small margins (.5″).		
Appropriate size		
Includes information: Banner/heading with business name and information, details about various events, pricing, history, etc of business. Ex: Renting the theatre, information on gift certificates, hours of operation, show times and tickets, ticket packages, etc. Must use columns and set tabs for alignment.		
Quality graphic included		
Logo included		
Professionalism/Quality/Originality	**15**	
Excellent demonstration of Focus, Flow, Appropriate Typeface, Contrast, Repetition, Alignment, and Proximity		

Comments:

Magazine Cover:

Required:	Points Possible	Your Points
The business is featured on the cover of *Imagistar Publication*. At least two of the following advanced features: drop shadow, outlined text, graphic/shape, gradient, transparency, kerning, rotation. Also includes small margins (.5″).		
Appropriate size, Tri-Folded		
Includes information: Cover with logo, details about various options for customers with prices. Information can be similar to flyer, but in more detail. Ex: Renting the theatre, information on gift certificates, hours of operation, show times and tickets, ticket packages, etc		
Quality graphic included		
Logo included		
Professionalism/Quality/Originality	**15**	
Excellent demonstration of Focus, Flow, Appropriate Typeface, Contrast, Repetition, Alignment, and Proximity		

Comments:

Overall Score:	Points Possible	Your Points
	60	

Comments:

* The Activities on Pages 6 through 19 were submitted by Abbie Barton from North Mac High School

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