

Desktop Publishing Exercises

NOTE: Save each of these activities in your WP-DTP Folder with the indicated filename

Activity 1 - Letterhead

Your musical group is well practiced and ready to play some live gigs. It's time to write a letter to club owners introducing yourselves. To create a good impression you want to print the letter on your own letterhead. Letterhead is the heading at the top of a sheet of stationary or letter paper. It usually contains the name and contact information of the sender and a graphic image. Perhaps you have seen your school's letterhead on a piece of stationary.

Your task:

- Create a letterhead for your musical group that contains its name. Below it place the mailing address and telephone number against the left margin and the email and web site address against the right margin.
- Use one or more horizontal lines for effect.
- Change the top page margin to 0.75"

Remember

You can search the web for inspiration and examples.

Desktop Publishing Skills

Check these areas for the Skills you need.

- ▶ Margins
- ▶ TextArt
- ▶ Flush Right
- ▶ Horizontal Line

Activity 2 - Sign/Flyer

It's time to hit the streets and get the word out about your groups upcoming performance. You need a stack of flyers that will stand out on a crowded bulletin board or store window. It has to grab the viewer's attention and clearly communicate the important details about the show.

Your task:

- Create an 8^{1/2} X 11 Sign/Flyer that promotes either an upcoming performance by your musical group.
- As you plan the layout of your flyer keep in mind the rule of threes, points of interest and white space

Remember

You can search the web for inspiration and examples.

Desktop Publishing Skills

Check these areas for the Skills you need.

- ▶ Page Orientation
- ▶ Margin
- ▶ TextArt
- ▶ Graphic Image
- ▶ TextArt
- ▶ Horizontal Line
- ▶ Text Box

Activity 3 - Newspaper Advertisement

Another great way to get the word out on your musical group is to advertise in the newspaper. The good news is you can design your own ad and submit it to the newspaper. The bad news is you don't have much money so you can only afford an ad about 1/6 the size of a regular sheet of paper. Clarity and simplicity will be essential.

Your task:

- Create an advertisement that promotes an upcoming performance by your musical group.
- Adjusting the margins to the Minimum amount will increase the space available on your divided page section
- Inserting a table of one column and one row will allow you to use all of the features available to modify a cell
- Your ad will be in printed black and greys on a white background. Use this contrast to your advantage.

Remember

You can search the web for inspiration and examples.

Desktop Publishing Skills

Check these areas for the Skills you need.

- ▶ Margin
- ▶ Divide Page
- ▶ Table
- ▶ Text Box
- ▶ Border/Fill

Activity 4 - Invitation/Thank you card

It's either before or after the first big live show by your musical group. You need to send out invitations or thank you cards to the important folks in the local music business.

Your task:

- Once again, you need to keep things low budget. Using a regular sheet of paper, create a two fold invitation or thank you card.
- A two fold card is one made by folding the paper once in half, top to bottom and once again in half side to side.
- You need to design a cover panel and at least one inside panel for your card.
- Planning your design will be important since you will need at least one upside down panel in the original layout. Check out how to rotate a Text Box in the Skills section.
- Adjusting the margins to the Minimum amount will increase the space available on each divided page section (card panel)

Remember

You can search the web for inspiration and examples.

Desktop Publishing Skills

Check these areas for the Skills you need.

- ▶ Divide Page
- ▶ Page Break
- ▶ TextArt
- ▶ Graphic
- ▶ Flip Graphic
- ▶ Text Box
- ▶ Border/Fill

Activity 5 - Brochure

While your group is waiting for fame and fortune, especially the fortune part, they still need to make some money. One way struggling artist's do this is to help others who are struggling musically. Rather than take day jobs on the front line in the food service industry, your group has been inspired by the movie School of Rock and decided to open a "music academy". This institute of higher learning offers lessons to budding musical performers of all ages. A brochure would be a simple but effective way to give potential customers all the information they need.

Your task:

- Create a six panel tri-fold brochure promoting your music lesson business.
- Your layout should use two separate pages with three panels on each. Imagine that they will be photocopied back to back.
- Along with the name, location and contact information be sure to include information on what services are offered, prices and some enticing information to attract these wannabe performers.
- Planning your design will be important as you consider what information goes on which panel. Do you want a barrel/roll fold or a Z/accordion fold design? Folding a piece of paper in three helps to give you ideas of the possibilities and where to place items.
- Using a Landscape page orientation will provide the best design possibilities
- Adjusting the margins to the Minimum amount will increase the space available on each divided page section (card panel)
- Carefully using Text Boxes, Graphics, Horizontal Lines, Bullets and Drop Caps are all ways to add visual impact to a single column of text.
- Carefully varying font style and size but maintaining consistency throughout the brochure

Desktop Publishing Skills

Check these areas for the Skills you need.

- ▶ Page Orientation
- ▶ Divide Page (3 Columns across 2 pages for 6 Panels)
- ▶ TextArt
- ▶ Center Text (Vertically)
- ▶ Text Box
- ▶ Graphic
- ▶ Text Wrap
- ▶ Drop Cap

Remember

You can search the web for inspiration and examples.

Activity 6 - Newsletter

All of your musical group's hard work and live performances are paying off. You have fans! Not a huge number but some faithful devotees who want news on your group that they can read and pass along to others. While you are not yet at full fanzine status you are at the one page newsletter level.

Your task:

- Create the first issue of a three column newsletter with a catchy title at the top and lots of interesting information of your musical group.
- The Name Plate must include the title, sub-title telling what the newsletter is about, the date and issue number
- The body of the newsletter can include things like the latest news, group member profiles, likes and dislikes, photos and contests.
- Using the Columns feature rather than Dividing the Page will allow you to create a Name Plate at the top of your page.
- Carefully using Text Boxes, Graphics, Horizontal Lines, Bullets and Drop Caps are all ways to add visual impact to a single column of text.
- Carefully varying font style and size but maintaining consistency throughout the newsletter

Remember

You can search the web for inspiration and examples.

Desktop Publishing Skills

Check these areas for the Skills you need.

- ▶ TextArt
- ▶ Flush Right
- ▶ Horizontal Line
- ▶ Columns
- ▶ Text Box
- ▶ Graphic
- ▶ Text Wrap

Activity 7 - Business Card

All of your musical group's hard work, live performances and devoted fans are paying off. Big shots in the music business are contacting you! They want to have lunch and set up meetings to discuss business and deals and money. One way to show you mean business and to be taken seriously in these meetings is to have your own business card.

Your task:

- Create a business card that you can lay on various music business-types who are interested in your group.
- Be sure to include the groups name and contact information as well as a graphic for visual impact.
- A watermark allows you to use a graphic without overcrowding a limited space

Remember

You can search the web for inspiration and examples.

Desktop Publishing Skills

Check these areas for the Skills you need.

- ▶ Labels
- ▶ Text Box
- ▶ Text Art
- ▶ Watermark
- ▶

Activity 8 - CD Cover

The hard work (and the business cards) paid off. Your group has a deal to record their first CD. While the music on the inside of the CD is up to the group, you are responsible for what's on the outside

Your task:

- Create a front and back cover for your CD.
- The Front cover must be visually interesting and include both the name of the CD and the musical group.
- The Back cover must be visually unified with the front and contain the titles and length of the 10 musical tracks on the CD.
- While the design part of this activity should be fairly easy considering all the skills you have mastered, setting the margins will be a challenge.
- Measure a CD cover and prepare to do some calculating to determine what the four margins should be set at .

Remember

You can search the web for inspiration and examples.

Desktop Publishing Skills

Check these areas for the Skills you need.

- ▶ Margins
- ▶ TextArt
- ▶ Horizontal Line
- ▶ Text Box
- ▶ Graphic
- ▶ Watermark

END OF DTP Section