DEVELOP A PORTFOLIO
Bookmarks
Overview

GOAL: Develop a two-sided bookmark to be used as door prizes for meetings and/or gifts for teachers, advisory board members, or family members.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Create multi-page, multicolumn documents (single or multiple pages). G7	CA4, 2.1	Create two-sided bookmarks to be used for personal distribution. The bookmarks will be positioned using a layout represented by four columns of an 8 ½ x 11 sheet in landscape orientation. Information will be printed on both sides (front and back) of the bookmark. A ribbon will be later attached to a hole placed in the bookmark. Decide on the page layout (four columns) and determine what will appear on each column and on each side of the sheet. Use appropriate margins and gutters for effective column width and position. Adjust the paragraph attributes, tabs, and indentations by considering the width of each column, overall layout requirements, and text objects. Compose suitable headlines and captions. Use appropriate graphics and images for the design. Options for selecting a theme for the bookmarks are seasons of the year, school occasions,	Use the *Bookmarks* assessment to evaluate the two-sided bookmarks. Evaluate the bookmarks for effective use of margins, gutters, columns, text, text objects and associated features, headlines, captions, paragraph attributes, tabs, and indents. Evaluate the appropriateness and appropriate use of graphics and images in the bookmarks. Also evaluate the attractiveness of the bookmark for alignment (front with back and hole for attached ribbon).
Manage electronic files. A9	CA3, 1.8		
Set margins. B1	CA1, 2.1		
Create columns. B2	CA1, 2.1		
Set guttering. B3	CA1, 2.1		
Use text objects and associated features (e.g., word wrapping, drop caps, initial caps, sizing, color, linkage, frames). C3	CA1, 2.1		
Adjust paragraphs attributes. C3	CA1, 2.1		
Apply tabs and indents in text blocks. C5	CA1, 2.1		
Compose headlines and captions. C7	CA1, 2.1		
Import graphics from various sources (e.g., software-specific library, other applications, Internet). D1	CA3, 2.7		
Use editing tools. A7	CA1, 1.4		
Format document for selected printer. F3	CA5, 2.1		

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Proofread and correct errors. C8	CA1, 2.1	city facts, and personal family information. Format the columns to match front and back on the selected printer. Proofread and correct all errors in the bookmarks before printing. Practice good file management.	

Activity originally developed by Zinna Bland; adapted and used with permission.

DEVELOP A PORTFOLIO
Bookmarks
Teaching Points

Overview

Bookmarks are used as place holders for readers. The designs on bookmarks are creative, seasonal, personal, and sometimes thought provoking. Some bookmarks have accessories, such as ribbons, pins, embossed items, flowers, or other items to draw attention or create an atmosphere of relevance. This assignment will allow students to create two-sided bookmarks from a selected theme to be used for personal distribution.

Content Review

Review and/or demonstrate the following as needed:

1. Basic desktop publishing layout and design
2. Four column, front-and-back, bookmark layout and design
3. Tabs and indentations for smaller spaces
4. Using text objects, headlines, and captions
5. Using and manipulating graphics and other objects in layouts
6. Lamination process
7. Duplex printing or printing on both sides
8. Match front and back without overlap from the grab area of the printer

Activity Preparation

Have students collect bookmarks (or have a portfolio of examples available) for students to review and discuss.

Brainstorm with students the information to be included on each side of a two-sided bookmark (front and back).

Discuss and demonstrate the use of columns, gutters, and margins in the layout and design. Discuss paragraph attributes, tabs, and indentations within smaller spaces. Newspapers are good examples for many of these concepts.

Brainstorm possible themes for bookmarks. Discuss appropriateness of content for the assignment.

Discuss the use of headlines and captions, graphics, images, and real objects to represent the theme.

Discuss and demonstrate printer options for printing a two-sided, bookmark (front and back).

Discuss when and how to apply decorative objects.

Demonstrate the lamination process, with and without decorative objects attached.

Review methods of proofreading.

Review file management procedures.

Resources

Supplies needed for the activity:

Computer
Desktop publishing software or advanced features of a word processing package
Internet connection
Paper
Printer (preferably color, duplex capabilities)
Lamination sheet and laminating machine
Paper cutter
Portfolio of bookmarks
Ribbons of varying colors
Scissors
Hole punch
Other (determined by bookmark design)

Websites (and/or key words to use for search):

http://atto.buffalo.edu/registered/Tutorials/msword/MS%20Designing%20Bookmarks.doc
Designing bookmarks in Word

http://familycrafts.about.com/gi/dynamic/offsite.htm?site=http%3A%2F%2Fwww.kidprintables.com%2Fbookmarks%2F
Some samples/examples of printable bookmarks

http://www.bookpool.com/.x/4j2dy338d0/b4/
Adobe bookmark design contest

http://www.idreamofscrapping.com/Default.asp?ID=1437
How to make bookmarks

http://desktoppub.about.com/?once=true&
Article on desktop publishing

Key words: *bookmarks, desktop publishing*

<u>Books, articles, and other resources:</u>

Braveheart, R. (2003). *Adobe PageMaker 7.0 basics.* Boston, MA: Thomson Course
      Technology.

Counts, E. L. (2004). *Multimedia design and production for students and teachers.* Boston,
      MA: Allyn and Bacon (Pearson Education).

Lee, L. (2002). *Introducing Adobe Photoshop elements.* Upper Saddle River, NJ: Que/Sams
      (Prentice Hall).

Proot, K. (2003). *Adobe PageMaker 7.0 – Illustrated.* Boston, MA: Thomson Course
      Technology.

Reding, E. (2004). *QuarkXPress 5 – Design professional.* Boston, MA: Thomson Course
      Technology.

Solomon, A.W. (2004). *Introduction to multimedia.* Columbus, OH: Glencoe (McGraw-
      Hill).

Obtain books, videos, and other materials from Resources@MCCE
http://www.resources.mcce.org.

Design Principles for Desktop Publishers
Lichty, Tom
Book –
[4675—BE 11.0101 P L618]
CA, WADSWORTH, 1994.

Desktop Publishing: Getting the Message Out
Video – This program introduces the key components of a basic DTP system including: a fast
microprocessor, large hard drive storage capacity, CD-ROM drive, large-screen monitor, b/w-
color printer and flatbed scanner and more. Learn about software, page layout programs,
drawing programs, editing, clip art and lots more!
[10547 – BE VIDEO 40]
MERIDIAN, 2000.

**How To Create High Impact Designs; Over 90 Examples Of What Works And What
Doesn't For Creating Brochures, Newsletters, Ads, Reports, etc.**
Cleland, Jane K.
Book – Examples of designs for printed materials
[4336—BE 50.0401 C589b]
CO, CAREER TRACK, 1995.

DEVELOP A PORTFOLIO
Bookmarks
Assignment

Activity Preparation and Assignment

In this assignment you will develop a theme then create two-sided bookmarks to be used for personal distributions.

Use the following guidelines to create your bookmarks:

1. Develop a theme for two-side bookmarks. Have the theme approved by the instructor.

2. Collect images, graphics, pictures, and/or objects that can be used to represent the theme for your bookmarks.

3. Sketch the layout for each side of the two-sided bookmarks (front and back) to represent the theme.

4. Preview collected bookmarks and/or newspapers and magazines for ideas on columns, guttering, and margins for paragraph attributes, tabs, and indentations. Also review text objects and associated features before starting to key your bookmarks. Observe the use and placement of graphics and the use of text around each graphic. Notice the use of objects, if used, on any bookmarks. Watch for good and poor usage of these concepts.

5. Set the layout and text attributes for your bookmark according to the sketched copy. Considering the observation of good practices to be emulated in your design, input your text and graphics. Observe good text to graphic placement. Remember to leave space if an object will be used.

6. The set up should be on an 8 ½ x 11 sheet in landscape orientation with four columns.

7. Use appropriate headliners and captions.

8. Proofread each page (front and back) and print a black-and-white copy.

9. Proofread the black-and-white copy, observe the layout and design requirements and mark any errors or elements that will need to be changed.

10. Make all corrections and double check for errors. Print a color copy (front and back).

11. Laminate the color copy and cut along column gutters to make four bookmarks. Punch a hole in an appropriate spacing at the top, bottom or top corner and tie a piece of appropriately cut and suitable color ribbon in the hole.

12. Submit the bookmarks and sketch for evaluation and grading.

13. Obtain a print screen of the folder in Details view and submit it with the project.

Resources

<u>Web sites (and/or key words to use for search):</u>

http://atto.buffalo.edu/registered/Tutorials/msword/MS%20Designing%20Bookmarks.doc
Designing bookmarks in Word

http://familycrafts.about.com/gi/dynamic/offsite.htm?site=http%3A%2F%2Fwww.kidprintables.com%2Fbookmarks%2F
Some samples/examples of printable bookmarks

http://www.bookpool.com/.x/4j2dy338d0/b4/
Adobe bookmark design contest

http://www.idreamofscrapping.com/Default.asp?ID=1437
How to make bookmarks

Key words: *bookmarks, desktop publishing*

Student _____   Due Date _____   Date Submitted _____

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Assessment

Directions: On a scale from 10 (high) to 0 (low/not effective), evaluate each area using the criteria specified.

Criteria	10-9 Points	8-7 Points	6-5 Points	4-0 Points
Layout and Design (10) ☐ Margins spaced appropriately ☐ Gutters sized appropriately ☐ Columns effectively used ☐ Attractive layout ☐ Creative design				
Text (10) ☐ Text objects and associated features acceptable ☐ Headlines and captions expressive ☐ Text used effectively with graphics ☐ Color effective with theme				
Paragraphs (10) ☐ Paragraph attributes appropriate ☐ Tabs and indentations consistent and spaced efficiently				
Graphics (10) ☐ Graphics appropriate ☐ Graphics layout effective ☐ Object(s), if used, are strategically applied ☐ Color blends with theme				

Student _____   Due Date _____   Date Submitted _____

Criteria	10-9 Points	8-7 Points	6-5 Points	4-0 Points
Presentation (10) ☐ Two-sided presentation effective ☐ Front panels match back panels appropriately ☐ Even cuts along gutters ☐ Printing correct/accurate for panels/layout ☐ Hole with ribbons are balanced and enhancing				
File Management (10) ☐ Print screen submitted ☐ Files included in Details view				
Subtotal				
	Deduct 1 point for each uncorrected error =			
	Total Points =			