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

<u>Supplies needed for the activity:</u>

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)

<u>Websites (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

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

Key words: *bookmarks, desktop publishing*

Books, articles, and other resources:

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.