TEXT
Newsletter
Overview

GOAL: Create a newsletter about software and equipment needed for desktop publishing.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Create multipage, multicolumn documents (e.g., newsletters, magazines). G7	CA4, 2.1	Create a 4-page newsletter discussing and comparing desktop publishing software and equipment. Apply appropriate margins, gutters, columns, character and word spacing, and tabs and indents in text blocks in the newsletter layout and design. Use appropriate graphics, text, headlines and captions in the newsletter. Manipulate graphics, apply type attributes for emphasis, and compose attention-getting headlines and captions. Use 1/3 of a page for mailing information. Provide reference(s) for information and graphics used in the newsletter. Proofread and correct all errors. Practice good file management. Print the four pages of the newsletter on 8 ½ x 11 paper.	Use the *Newsletter* assessment to evaluate information presented on desktop publishing software and equipment. Evaluate the layout and design of the newsletter on margins, gutters, columns, tabs and indents in text blocks, graphics, type attributes, character and word spacing, and headlines and captions; the content and referencing according to copyright guidelines; the printing of the newsletter for correct page layout and order. Also, evaluate the newsletter for accuracy, proofreading, and for meeting the requirements of the project for file management.
Describe the functions of hardware components required for desktop publishing. A2	CA1, 1.2		
Compare functions and features of software used for desktop publishing. A3	CA1, 1.2		
Import text files and word processing documents into publication. C2	CA1, 2.1		
Use text objects and associated features (e.g., word wrapping, drop caps, initial cap, sizing, color, linkage, frames). C3	CA1, 2.1		
Compose headlines and captions. C7	CA1, 2.1		
Import graphics from various sources (e.g., software-specific library, other applications, Internet). E1	CA3, 2.7		
Manipulate graphics (e.g., resizing, cropping, scaling, rotating). E2	CA3, 2.7		

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Adjust or change color in a layout. B11	CA1, 2.1		
Create mailing pieces (e.g., product labels, business reply cards). G8	CA4, 2.1		
*Explain copyright issues related to desktop publishing (e.g., legal, ethical). A11	SC8, 1.2		
Manage electronic files. A9	CA3, 1.8		
Proofread and correct errors. C8	CA1, 2.1		

Activity originally developed by Lynn Coffey; adapted and used with permission.

*Students are to apply copyright guidelines.

TEXT
Newsletter
Teaching Points

Overview

Newsletter development is a common use of desktop publishing and word processing equipment. While word processing software can be used to create newsletters, the greatest efficiency and effectiveness can be achieved with desktop publishing software. Knowing what software is available and the equipment needed for optimal operation of the software is very important. This project will allow students to create a newsletter to discuss software and equipment possibilities for desktop publishing.

Content Review

Review the following with students:

1. Internet research of software and equipment for desktop publishing
2. Layout and design for a 4-page newsletter

Discuss concepts for layout and design for newsletters: setting tabs and indents in text blocks, determining gutters, setting margins, creating columns, importing text files, using text objects and associated features, adjusting paragraphs attributes, composing attention-getting headlines and captions, importing graphics from various sources, manipulating graphics, adjusting and balancing color throughout the layout, determining and adjusting type attributes for effect, determining and applying character and word spacing, and creating a mailing section on the layout.

Activity Preparation

Brainstorm layout and design for a 4-page newsletter with a mailing section.

Provide examples of newsletter and newspapers for review of the layout and design.

Review and discuss the video from Resources@MCCE. A good idea is to review the film and write questions to use for the discussion.

Discuss and provide examples of handling and documenting copyrighted materials.

Demonstrate methods of proofreading.

Discuss and demonstrate printer use for a multiple-page newsletter.

Determine and discuss specific requirements for the newsletter, i.e., index, sidebar, types of columns, masthead design, etc.

Resources

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

Computer
Internet access
Desktop publishing software
Printer, preferably color

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

http://desktoppub.about.com/cs/supplies/
Article on hardware and software requirements for DTP

http://www.tpub.com/content/photography/14130/css/14130_119.htm
DTP software

http://www.microsoftfrontpage.com/usingfp/newsletters/#Make%20a%20Sketch%20and%20Write%20the%20Copy
Newsletters, some basic information

Key words: *desktop publishing*, *software*, *ergonomic(s), newsletter(s), newsletter design,* and any piece of equipment you are researching e.g., *scanner, computer, digital camera, printer,* etc.

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

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

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: Course
        Technology.

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

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 49]
MERIDIAN, 2000.

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

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.

TEXT
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Assignment

Activity Preparation and Assignment

You will create a newsletter about desktop publishing software and equipment. Use the Internet to research information for the newsletter.

The following are the requirements for your newsletter:

1. Create a folder entitled [*insert your name*] *Newsletter* to hold the materials for the project.

2. Research
    a. Software used for desktop publishing,
    b. Equipment needs for desktop publishing, and
    c. Layout and design for newsletters.

3. Highlight all information from the research that will be used in the newsletter (or draw a highlighted border around it).

4. Sketch or plan the layout for your newsletter.

5. Apply desktop publishing concepts throughout the 4-page newsletter (see the *Newsletter* Overview and/or *Newsletter* Assessment criteria).

6. Use a banner or heading for the newsletter (2 inches in depth), avoid using single column information in the layout, use a directory to indicate the location of information, apply good design and layout concepts throughout the newsletter, and indicate a page-numbering sequence.

7. Use appropriate date, issue, and other pertinent information in applicable positions throughout the newsletter.

8. Determine the graphics that will be used in the newsletter. Select and use appropriate graphics and manipulate graphics for best effect.

9. Use one-third of a page for mailing information. Create and place the return information in its correct position for mailing. Use blank text boxes to approximate the sizes and positions for the mailing label and area for stamp or indicia (postal markings).

10. Proofread and correct all errors. Submit a copy of your printed newsletter.

11. Submit a copy of your directory in Details view.

12. Submit in a 2-pocket folder the highlighted, bordered information used to create the newsletter.

Resources

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

http://desktoppub.about.com/cs/supplies/
Article on hardware and software requirements for DTP

http://www.tpub.com/content/photography/14130/css/14130_119.htm
DTP software

http://www.microsoftfrontpage.com/usingfp/newsletters/#Make%20a%20Sketch%20and%20Write%20the%20Copy
Newsletters, some basic information

Key words: *desktop publishing software*, *newsletter(s), newsletter design,* and any piece of equipment you are researching e.g., *scanner, computer, digital camera, printer,* etc.

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Assessment

Directions:
Evaluate the degree to which criteria are met in each category on a scale of 10 (high) to 0 (low or not present).

Criteria	10-9 Points	8-7 Points	6-5 Points	4-0 Points
Layout and Design (10) **Category 1** ☐ Banner/heading = depth 2" ☐ Date information ☐ Issue information ☐ Directory ☐ Pagination throughout ☐ Headlines and captions				
Layout and Design (10) **Category 2** ☐ Guttering ☐ Tabs and indents ☐ Margins ☐ Columns ☐ Paragraph attributes ☐ Font style, size, attributes, consistency				
Content Information (10) ☐ Equipment ☐ Software ☐ Quality of information ☐ Quantity of information ☐ Referencing ☐ Accurate and complete				

Student _____   Due Date _____   Date Submitted _____

Criteria	10-9 Points	8-7 Points	6-5 Points	4-0 Points
Graphics and Color (10) ☐ Graphics—appropriateness and placement ☐ Graphics manipulation—size, crop, rotate, scale, etc. ☐ Color throughout—appropriate and balanced				
Subtotal				
	Deduct 1 point for each uncorrected error =			
		Total Points =		

Other Requirements	Yes = 2 points	No = 0 points	
Text boxes—mailing label, stamp/indicia			
Return address			
Information highlighted or bordered			
Newsletter printed			
Mailing information occupies 1/3 page			
Directory of project in Details view			
Subtotal			**Total Points =**

Project Total =