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

Supplies needed for the activity:

Computer
Internet access
Desktop publishing software
Printer, preferably color

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

Books, articles, and other resources:

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.