

# DEVELOP A PORTFOLIO

## Real World Examples

### Overview

**GOAL:** Create a portfolio of real world examples of various desktop publishing publications (e.g., business cards, brochures, magazine covers, articles in magazines, etc.).

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Explain the reasons for selecting the pieces in the portfolio. G2	CA1, 2.1	Collect seven real world examples of various desktop publishing products such as business cards, multiple-paged brochures, magazine covers and stories, flyers, brochures, templates, forms, etc. Write several sentences discussing the desktop publishing applications/ concepts used in the creation of each example. Glue or tape the seven examples to 9" x 11" (or larger) construction paper. Place the discussions in colorful bordered textboxes. Create appropriate headlines and captions for each example to be used on the respective page. Develop an attractive cover to be used for the portfolio with a title, your name, due date, graphics, etc. Also, create a table of contents indicating what is contained in the portfolio. Use color for the text,	Use the <i>Real World Examples</i> assessment to evaluate the portfolio for contents, accuracy of the write ups discussing the desktop publishing applications/concepts used to create each of the examples in the portfolio, layout and design, appropriateness of headlines and captions, bordered textboxes, color usage, graphics, and the inclusion of the required parts. Also evaluate the proofreading and accuracy of the information and file management.
Use editing tools (e.g., copy, cut, paste). A7	CA1, 1.4		
Manage electronic files. A9	CA3, 1.8		
Set margins. B1	CA1. 2.1		
Use text objects and associated features (e.g., word wrapping, drop cap, initial caps, sizing, color, linkage, frames). C3	CA1. 2.1		
Compose headlines and captions. C7	CA1. 2.1		
Proofread and correct errors. C8	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		

<b>Measurable Learner Objectives</b>	<b>Crosswalk to Show-Me Standards</b>	<b>Instructional Activities</b>	<b>Assessment</b>
Adjust or change color in a layout. B11	CA1. 2.1	textboxes, borders, etc. and adjust it as needed for balance. Proofread and correct all errors and typos in the documents/textboxes and then cut and paste as needed with appropriate examples. Bind and submit your portfolio.	

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

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### Teaching Points

#### Overview

Portfolios are used to display examples of a person's work. But because the word portfolio implies a collection of items, it can also be samples of works, pictures, documents, fabrics, or almost anything a person may want to display. This assignment will allow students to collect examples of real world desktop publishing publications and explain the concepts and/or processes used to create each.

#### Content Review

Review and/or demonstrate the following as needed:

1. Portfolio development
2. Title pages and project covers
3. Table of contents
4. Textboxes with borders
5. Color usage throughout a project

#### Activity Preparation

Provide samples of various portfolios and previous samples of students' work if available.

Discuss how a portfolio is used in general and how it will be used for the *Real World Examples* project.

Brainstorm at least 15 items that could be included in a desktop publishing portfolio. Discuss how many examples can be used from any category in the *Real World Examples* project.

Discuss assembly methods for the portfolio, materials to be used in the project's construction, pages to be included in the portfolio, and binding of the portfolio.

Brainstorm what information could be used in write ups about the examples in the portfolio.

Discuss the creation of headlines and captions for the examples included in the portfolio.

Discuss and demonstrate text objects, textboxes, borders, etc. and their use in the portfolio.

Discuss and demonstrate the use of color throughout a project.

Discuss layout for card stock and layout for construction paper.

Explain why Web sites of organizations are used to provide examples.

Discuss proofreading methods.

## Resources

### **Supplies needed for the activity:**

Computer

Paper

Construction paper or colored card stock

Internet connection

Printer (color preferred)

Glue or other methods for binding and attaching examples

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

Portfolio Web sites: These sites contains example of companies portfolios.

<http://desktoppub.about.com/cs/freelance/a/portfolio.htm>

Even though this is about a portfolio of original work, it may provide some hints

<http://www.scarecrow.ca/portfolio/desktop.asp>

A company's portfolio

<http://www.odanieldesigins.com/portfolio/desktoppublishing/default.cfm>

A company's portfolio with explanations of products created

<http://www.conwaycreations.com/conwaycreations/desktop.htm>

A company's portfolio

**Key words:** *portfolio*, *desktop publishing samples*, and any word for the types of examples that will be included in the portfolio e.g., *magazine covers*, *business card*, 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: Thomson Course Technology.

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.

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### Assignment

#### Activity Preparation and Assignment

You will create a portfolio of examples of desktop publishing productions. Follow the steps below to complete the project.

1. Create a folder entitled [*insert your name*] *Real Examples* to hold your files.
2. Decide on seven examples from the class brainstorming session on possible desktop publishing examples or other examples that you would like to collect for your portfolio.
3. Write several sentences in textboxes with borders discussing the desktop publishing concepts used for each of the examples. Use text objects and associated features in the write ups. Use a color theme for effect on borders, text, text objects, and associated features.
4. Create appropriate headlines and captions to be used on each page to accompany the examples. Appropriate color can also be used on these.
5. Review all samples of the work for color adjustments (if needed).
6. Proofread and correct all errors before printing the items.
7. Attach the examples to construction paper (9" x 11" or larger, if needed) or print on card stock.
8. Attach the headlines, captions, and bordered textboxes to the respective examples.
9. Place the pages of the portfolio in order.
10. Prepare a table of contents to be used with the portfolio.
11. Create an attractive cover to be used for the portfolio. Include your name, a portfolio title, due date, graphics, etc. Print on card stock if available.
12. Bind the portfolio using the suggestions of the instructor.
13. Print a screen shot of your project folder in Details view.
14. Submit your portfolio and the screen shot.

#### Resources

Portfolio Web sites: These sites contain examples of companies' portfolios.

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## Real World Examples Assessment

**Directions:** On a scale of 10 (high) to 1 (low) rate the degree to which the criteria are met in each area.

Criteria	10-9 Points	8-7 Points	6-5 Points	4-1 Points
<b>Contents (10)</b> <input type="checkbox"/> 7 examples provided <input type="checkbox"/> Written discussion accurate <input type="checkbox"/> Written discussion sufficient <input type="checkbox"/> Headlines and captions appropriate				
<b>Layout and Design (10)</b> <input type="checkbox"/> Textboxes appropriate <input type="checkbox"/> Textboxes have borders <input type="checkbox"/> Border colors and designs nicely blended <input type="checkbox"/> Borders effectively used <input type="checkbox"/> Examples arranged with eye appeal (balanced) <input type="checkbox"/> Overall layout and design attractive on each page				
<b>Graphics (10)</b> <input type="checkbox"/> Appropriate selection of examples <input type="checkbox"/> Manipulated for best layout				
<b>Text (10)</b> <input type="checkbox"/> Fits within textboxes appropriately <input type="checkbox"/> Size and style appropriate <input type="checkbox"/> Color, if used, blends with graphics and borders <input type="checkbox"/> Headlines and captions text appropriate				

Student \_\_\_\_\_

Due Date \_\_\_\_\_

Date Submitted \_\_\_\_\_

Criteria	10-9 Points	8-7 Points	6-5 Points	4-1 Points
<b>Cover and Contents Page (10)</b> <input type="checkbox"/> Required information included (name, date, title, etc.) <input type="checkbox"/> Table of Contents (content, page number, alignment) <input type="checkbox"/> Graphic represents project <input type="checkbox"/> Graphic color blends <input type="checkbox"/> Text style and size appropriate <input type="checkbox"/> Page balanced				
<b>File Management (10)</b> <input type="checkbox"/> Print screen in Details view <input type="checkbox"/> Files included				
<b>Subtotal</b>				
<i>Deduct 1 point for each uncorrected error =</i>				
			<b>Total Points =</b>	