

Multimedia 2 Desktop Publishing Project: Create Your Own Business

Examples Sheet

Note that these examples do not necessarily meet the guidelines in your grade sheet. They are here for reference purposes so you can see what some of these things might look like (real publications). Follow your specific guidelines as you work on your projects.

Business Logos



Business Newsletter/Email Blast

ISSUE 15 - AUGUST 2011

Member of the Month: Charlie Butler

Congratulations to Charlie Butler, our inspirational motivator for May!

Charlie came to Fitness Universe a year ago to shed 50 pounds. Through diet and hard work, Charlie met his goal and then some! He went from a flabby 280 to a lean, mean, muscular machine. 80 pounds later, Charlie keeps to his fitness goals with a combination of lifting and boxing three times a week.

His persistent work at the gym also introduced him to new activities—and new activity partners! With the help of a few other dedicated members, Charlie started the Fitness Universe Cycling Club. They go on long-distance rides around the area every weekend, rain or shine. For more information on their outings, please email Charlie at fitucycle@gmail.com. Congrats on your healthy new lifestyle, Charlie!

Tip of the Month: Switch It Up!



Make sure you give your muscles time to heal by keeping your workout varied and alternating body parts. Do your upper body on Monday, Wednesday, and Friday and your lower body on Tuesday, Thursday, and Saturday. Sunday can be your day to relax and recover!

Healthy Recipe: Steak Fajita



1 whole wheat tortilla	1 onion
1/2 lb lean steak	1 zucchini
1 red pepper	Salt and pepper, to taste
1 green pepper	

1. Season the steak with salt and pepper and pan sear to your desired level of doneness.
2. Steam peppers and zucchini until slightly soft.
3. Sauté onion in a small amount of olive oil.
4. Wrap everything up in the tortilla and add a few drops of your favorite hot sauce for some extra spice!

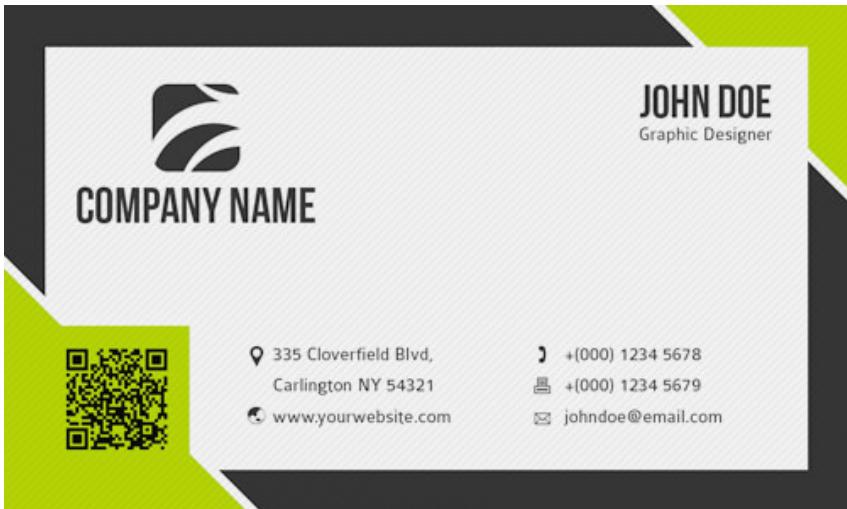
Special Events in May

Wednesday, May 11: Guest night! Each member is allowed to bring one guest in to work out for free and participate in equipment demonstrations. (Guests must be 18+.)

Tuesday, May 17: Free daycare for the kiddies from open 'til close!

Friday, May 20: Guest Chef Ramon teaches us about healthy cooking. 6 pm to 8 pm. Reservations required.

Business Card



Door Hangers—Advertisement for Business



NOTES: 4" wide x 9" tall

Employee/ID Badge

Barcode Site: <http://www.barcodesinc.com/generator/index.php>



Business Apparel Design/Uniform



Keeping Homes Warm For Over 39 Years!

Ron Air Inc.
HEATING & AIR CONDITIONING

Ron Air has been serving the Howard County Area with superior products, outstanding workmanship and personalized customer service for over 39 years.



Financing Available



4830 Ten Oaks Road • Dayton, MD
410-988-9190 • 301-596-9060
www.ronair.net

\$10 OFF ANY SERVICE CALL
Ron Air, Inc.

Must present coupon at time of service. Cannot be combined with any other offer. One coupon per customer. Expires 9/3/16.

TRANE SPRING PROMOTION

UP TO \$1,000

Trade-In Allowances
4/1/16 - 6/15/16

See your participating independent Trane Dealer or visit Trane.com for complete program details, terms, rules and restrictions. Available through participating Trane dealers. Standard financing offers and promotional allowances apply. \$100 up to \$1,000. All sales must be to individuals in the United States, via where permitted. Valid on qualifying systems only. Subject to credit approval, see store for details. Offer expires 5/31/16.

Plus up to \$1,550 in Empower MD Rebates

Must present coupon at time of service. Cannot be combined with any other offer. One coupon per customer. Expires 12/31/17.

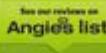


**DUBOIS
TREE SERVICE**

Locally Owned & Operated • Over 15 Years Experience
Free Estimates • 24 Hour Emergency Service
Licensed & Insured

Tree Pruning • Tree Removal • Storm Clean-Up
Crane Service • 60ft Bucket Truck
Stump Grinding

License #00074-1793

10% OFF Any Service
Some restrictions apply.
With coupon. Present at time of estimate. Not valid with any other offer. Expires 9-3-16

1 FREE STUMP GRINDING
Some restrictions apply.
With coupon. Present at time of estimate. Not valid with any other offer. Expires 9-3-16

410.552.9200 • www.duboistreeservice.org

Table Tent—Advertisement



NOTES: Paper size: 3.75" wide by 11" tall; 0" margins

Guides: Set a ruler guide at 2 3/8" and 9 7/8" and do not place anything above the top guide or below the bottom guide. Set a ruler guide at 6 1/8" and that will separate the repeated panel. Display panels will be 3.75" tall; leave 2 3/8" (2.375) at the top for the base and 1 1/8" (1.125) at the bottom for the base. The top square panel will need to be flipped 180 degrees (upside-down); print on card stock. Only print on one side of the paper, and then fold the finished product to create the tent.

Brochure—Advertisement

SERVICES
YOUR SUBTITLE

1 *1. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*

2 *2. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*

3 *3. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*

LOREM
SHORT STORY

Lorum ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.
companyname.com
www.companyname.com

WHAT YOU WILL GET
YOUR SUBTITLE

1 *1. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*

2 *2. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*

3 *3. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*

Name: _____

SCORING GUIDE/REQUIREMENTS

First two items complete before moving on to the last 7 items.

***** Logo Requirements (DO NOT PRINT)	Points Possible	Deducted
Contains <u>at least</u> two colors	2	
Includes unique use of text (either text on a path, reverse text, outlined, shadowed, etc.)	5	
Includes a shape or graphic that integrates seamlessly with the words	5	
Quality/professionalism	8	
Total Points	20	

***** Business Newsletter	Points Possible	Deducted
Contains logo	2	
2 total pages, printed front and back of one sheet of paper in portrait orientation	5	
Includes unique title (Business Blast, etc)	2	
Includes borders and shading to break of the page, or use or rules	5	
Includes reverse type (light on dark)	3	
Includes basic information about your business	15	
Include a box with information about upcoming events how to find your business on social media, etc	5	
Utilizes bullets OR leaders with text	5	
Uses three photographs and one quality clipart	8	
Quality/Creative/Grammar/Spelling Be creative, too!	10	
Total Points	60	

I. Business Card	Points Possible	Deducted
Contains logo	2	
Correct page size— (3.370" wide x2.125" tall)	5	
Includes appropriate photograph	3	
Includes basic information including name, position, address, phone, fax, email, etc...	5	
Includes design theme	3	
Uses appropriate size font for business card.	3	
Uses appropriate and readable color scheme and clear, readable fonts	4	
Quality/Grammar/Spelling (and readability)	5	
Total Points	30	

2. Door Hanger	Points Possible	Deducted
Contains logo	2	
Correct page size—4" wide by 9" tall with a 2.75" circle near the top on both sides	5	
Includes appropriate photograph	3	
Side 1 includes nicely decorated front utilizing color, shading or shadows, and graphic	6	
Side 2 includes Information on business, dates of events, important information, coupons online, QR code, contest, social media information, etc....	6	
Business Website Included	3	
Quality/Grammar/Spelling	5	
Total Points	30	

3. Employee ID Card	Points Possible	Deducted
Contains logo	2	
Correct page size—landscape (2.125 wide x 4.125 tall)	5	
Includes rotated text (Company Name) with a drop shadow (InDesign: Type, Create Outlines first)	3	
Includes personal barcode (use barcode website given with examples and create one with your last name)	5	
Includes a small head shot (of you) and general ID information job title, etc...	3	
Uses size 9 or smaller font for most text	3	
Uses appropriate and readable color scheme and clear, readable fonts	4	
Quality/Grammar/Spelling (and readability)	5	

4. Business Apparel/Marketing Items	Points Possible	Deducted
Contains logo	2	
Logo is included on all styles of apparel	5	
Includes marketing items with logo	3	
List reasons behind all apparel and Marketing items.	5	
List types and sizes on all options.	3	
Text is readable	3	
Mock up is actually on a person.	4	
Quality/Spelling/Originality	5	
Total Points	30	

5. Table Tent	Points Possible	Deducted
Contains logo	2	
Correct page size—3.75" wide x 11" tall	5	
Information: Table tent has information about your business (promotions, events, etc.) and includes time and location information	3	
Top panel is printed upside down (rotated 180 degrees); should match other panel (front and back of folded tent will be identical)	3	
Utilizes white feathered box(es) for information with opacity applied to background (somewhat transparent) and no stroke	4	
Use of color, fonts, and space	5	
Contains at least one appropriate graphic (other than logo)	3	
Quality/Spelling/Originality	5	
Total Points	30	

6. Brochure	Points Possible	Deducted
Contains logo	2	
Correct page size—3 columns on each side, equally distributed.	3	
Information: your choice anything about your business	5	
Business name and logo on the front of the folded brochure	3	
Utilizes at least two of the following features: text on a line, custom shape, small caps, reverse text, feathering, drop shadow, transparency	4	
Use of color, fonts, and space	5	
Contains high quality photographs	3	
Quality/Spelling/Originality	5	
Total Points	30	

7. Magazine Advertisement	Points Possible	Deducted
Contains logo	2	
Correct page size—bingo card size (8.5" wide x 11" tall)	5	
Uses an advertisement layout/emulate an existing advertisement. Spokesperson, logo, and slogan included on advertisement	6	
Includes company name	4	
Use of shading/and or other effects	5	
Contains an appropriate graphic/s	3	
Quality/Spelling/Originality	5	
Total Points	30	

Logo _____ /20
 Cruise Newsletter _____ /60

Bonus Items Completed:

1. _____ /30
2. _____ /30
3. _____ /30
4. _____ /30
5. _____ /30
6. _____ /30
7. _____ /30

Comments:

OVERALL TOTAL: _____ /290