

TGJ 201

Communication Technology

Publisher Summative: Newsletter Design Challenge

BLUEVALE TECHNOLOGY DEPARTMENT

NEWSLETTER DESIGN

WHAT YOU'RE GOING TO DO:

During this 4-5 day unit, you will design and produce an original 2 page Newsletter. Choose an appropriate theme, for example, sports, Canadian or World news, school (extra curricular, or subject area). You may either write a short story, or copy text from a suitable web site, e.g., one that isn't "blocked" by the school board. You will use Publisher to complete all layout design work, you may need to use Photoshop Elements to perform any required photo manipulation. We recommend you format a project from another course, e.g., Civics homework, etc.

HOMEWORK:

- Begin by creating a series of 6-8 thumbnail drawings of the masthead of your Newsletter. Banner/masthead design **MUST BE ORIGINAL**.
- All thumbnails should demonstrate (show) a continuum of a signal idea, for example, there should be a "clear" progression of what your newsletter should look like.
- Choose your favourite design from the thumbnails and produce a rough copy to correct scale (use a ruler, add colour, etc) of both the front and back.
- Have the roughs approved/initialled/marked by your instructor before beginning work on the computer. Once approved, you can begin production of your final Newsletter.

PRODUCTION:

Follow the guidelines below to complete your *Newsletter*:

- An original banner headline (masthead/header), with complementing organizing elements—**DO NOT** use a *Wizard* within *Publisher*.
- Follow the design hints/theory within your notes and module work; e.g., 2 or 3 column format, use pull-quotes and captions.
- Text that is consistent to a common theme, as well, one article must be "threaded", e.g., *continued on page 2*. A minimum of 3 separate articles are expected; you may want to use some related comedy/joke or significant quote as a fourth article.
- Only two (2) colours are allowed and black. Thus graphics (photos) will need to be converted to greyscale and coloured as required. See examples for more information.
- Must include: Volume/Issue Number, Date, By-Lines, and at least one screen for text article.
- Print 1 copy of the front and the back, then paste together as one.

HINTS		Do's	Don'ts
<ul style="list-style-type: none"> • Look at different newsletters to get ideas. • Full justify text, and use multiple columns. • Use only 2 colours plus black, e.g., yellow/blue and black text. • Scan photos to ensure high enough resolution. • Use no less than 15 mm margins (for print purposes). 	<ul style="list-style-type: none"> • Don't use a page or masthead <i>wizard</i>! • Don't use full colour. • Don't use pictures from the internet—low resolution will become pixilated when printed. • Don't clutter and create confusion by using too many elements. • Don't copy text without providing source. 		

