Introduction to Desktop Publishing

Desktop publishing is the process of designing and producing professional quality documents that combine text, graphics, forms, and other visual elements. Instead of hiring a professional printing service, many people/organizations choose to “publish” their own flyers, business cards, brochures, newsletters, etc.

One of the easiest documents to produce is a flyer. A flyer is an organization's way of announcing new products, providing the details of upcoming events, inviting people to a sale, or simply providing information.

Pretend that you are part of Student Council’s Homecoming Committee, and you volunteered to create a flyer to advertise the various events and activities related to this year’s Homecoming.

**assignment**

1. Begin by getting yourself up-to-speed with Microsoft Publisher 2010.
   * Log into Atomic Learning and view several short video clips.
   * The assigned video clips can be found under *My Training*, then *Assigned Training*.
2. Use Publisher 2010 to create a flyer that will inform the student body, parents, staff, and community of the many Homecoming events. Your flyer should be informative—providing all the important information (Who, What, Where, When)—but also creative and eye catching with a professional look.
   * You may choose to one of Publisher’s flyer templates.
   * Use a variety of Publisher features/tools.
   * You might include some or all of the following information on your flyer**:**

Homecoming float building is Sunday, October 3 from 12:00 to 4:00 p.m. on the football practice field

Community Pep Rally is Friday, October 8 at 2:00 p.m. in the High School Gymnasium

Parade is Saturday, October 9 at 12:30 p.m. through downtown East Jordan

Other activities also schedule for Saturday, October 9 include a Tail Gate Party beginning at 1 o’clock at Boswell Stadium, Kick-off of the Homecoming football game is set for 3:00 p.m., and spirit awards will be announced at half-time of the game

1. Good designers start by sketching their ideas, often called a storyboard. Use a scrap sheet of paper to storyboard your ideas before going to the computer to produce your flyer.
2. Grading Rubric:

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| --- | --- |
|  | Not Yet - Getting There - Great Work |
| Designer began by storyboarding ideas | 0 5 6 7 8 9 10 |
| Information is complete, accurate, & error free | 0 5 6 7 8 9 10 |
| Design principles were considered & used appropriately | 0 5 6 7 8 9 10 |
| Variety of Publisher features/tools used effectively | 0 5 6 7 8 9 10 |
| Creative, eye catching & professional appearance | 0 5 6 7 8 9 10 |