SKATEBOARDS, INC.
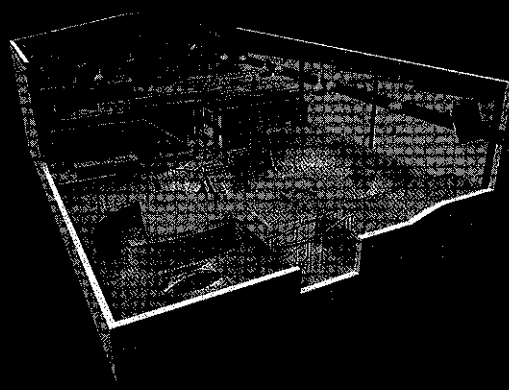
PART 4:
PUBLISHER

PROJECTS INCLUDED:

Project P-1:   Create and Design a Business Card
Project P-2:   Create and Design an Employee Name Badge
Project P-3:   Create and Design a Bumper Sticker
Project P-4:   Create and Design a Grand Opening Advertisement
Project P-5:   Create and Design a Coupon Flyer
Project P-6:   Create and Design a Booklet-Style Food Menu
Project P-7:*   Create and Design a Three-Panel Brochure (Extra Credit)
Project P-8:*   Create and Design a Boarder Birthday Pass (Extra Credit)

Note: The projects in this section can be completed using any desktop publishing software application.

*These projects are optional and are included as extra credit.

Create and Design a Business Card

New Skills: Creating and Designing a Business Card • Using the Rectangle Tool
• Using the Text Tool • Inserting Graphic Images

TASK AND PURPOSE:

Create and design a business card for Randy Boardman, President of Skateboards, Inc.

OVERVIEW:

A business card is a small, yet productive way to represent a person and their business. It includes a person's name, business affiliation, job title, address, telephone number, e-mail address, fax number, and Web address. This means that one tiny card can be the reason why people remember a person and their business. A business card is the handshake you leave behind after meeting someone.

STRATEGIES AND TIPS TO CONSIDER:

1. Since the business card does not offer much room, its design needs to be carefully planned.

2. A business card should encourage clients to remember a business in a favorable way. It exists for the purpose of making a business look good…not just good, but better than all of its competitors.

3. A business card should give potential clients a reason to keep it. You don't get business from a business card unless the person you give it to keeps it long enough to either call or visit your establishment.

4. A business card should stand out from competitors' cards so that it gets noticed.

5. The overall look and feel of a business card should match the type of business for which it is being designed. After the logo, your client's name should be the largest piece of information on the card.

6. Obtain some samples of real business cards and analyze them to help you design your own.

7. Plan the layout and design of your business card on paper first.

8. Read through all instructions before proceeding with the project.

INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1. Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.

2. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

3. Save the document as **Project P-1 Business Card** in your "Publisher Projects" folder under your "Skateboards, Inc. Simulation" folder.

4. Set the page size to 8.5 inches wide x 11 inches tall with .5 inch margins on all sides.

5. Using the rectangle tool, create a box that is 3.5 inches wide x 2 inches tall with a 1 point border. Place this box in the center of the page as shown in **Figure P-1-1**. The contents of the business card will be placed within this box.

Figure P-1-1

Place the contents
of the business
card here
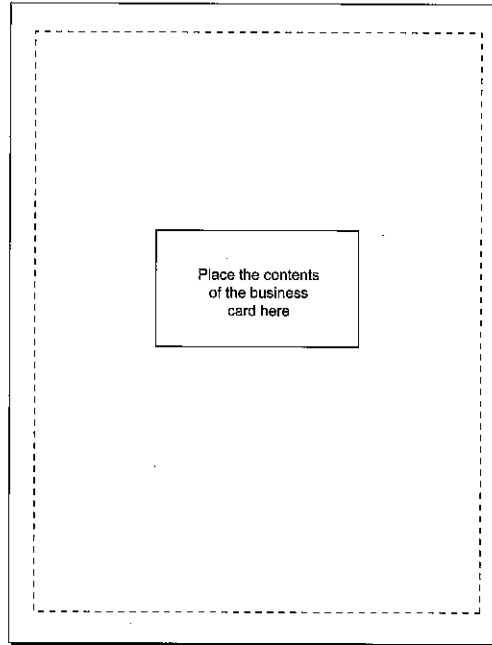
6. Insert the Skateboards, Inc. logo, installed from the Skateboards, Inc. Resource CD, on the business card. Resize the logo so it is in proportion with the rest of your document.

7. Include the following information on the business card:

    Randy Boardman, President
    360 Jackson Boulevard, Rapid City, SD 57702
    Phone: 1-888-555-RAIL (7245)
    Fax: 1-888-555-PIPE (7473)
    Randy@skateboardsinc.net
    www.skateboardsinc.net

8. Add additional text and/or graphic images that will help illustrate and enhance the look of the business card (optional).

9. Carefully proofread your work for accuracy and format.

10. Resave the file.

11. Print a copy of the document if required by your instructor.

Approx. Completion Time: .5 hrs.

Create and Design an Employee Name Badge

New Skills: Creating and Designing a Name Badge • Using Color Fill
• Copying and Pasting Objects

TASK AND PURPOSE:

Create and design an employee name badge for all employees of Skateboards, Inc. Employees will wear their name badges at all times to identify them and their job title.

OVERVIEW:

An employee name badge can take on a variety of shapes and sizes and can be made out of many different materials. You will create a 3.5 inch wide x 2.5 inch tall name badge that all employees will wear to identify themselves to customers, vendors, and other employees of Skateboards, Inc. The name badge will also have a magnetic strip on the back (which acts like a key) to allow employees access to certain areas of the park marked "Employees Only." Employees will be provided with a lanyard to wear around their neck, and their name badge will be attached to it.

STRATEGIES AND TIPS TO CONSIDER:

1. Since the badge does not offer much room, its design needs to be carefully planned.

2. You will be creating two boxes for information on both the front and back of the name badge.

3. Consider using lines and borders to help create a balanced look and feel on your name badge.

4. Consider using some color to give your name badge a "stand out" effect.

5. Plan the layout and design of your employee name badge on paper first.

6. Read through all instructions before proceeding with the project.
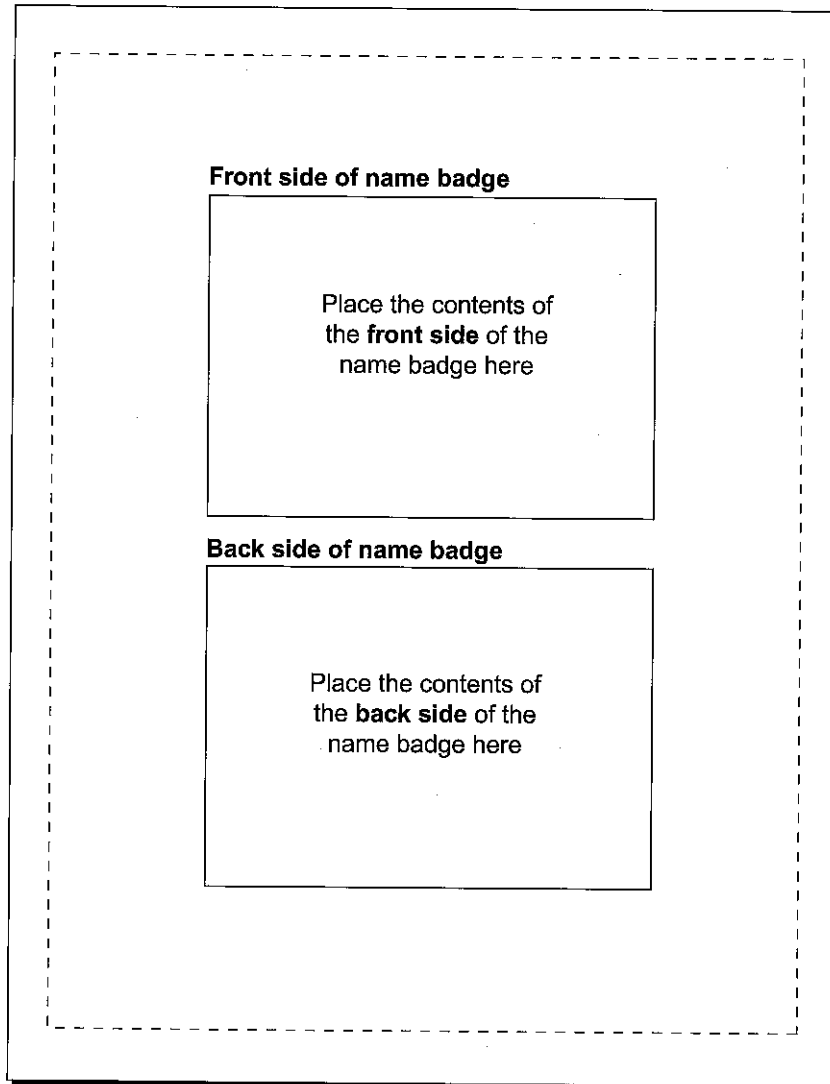
INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1. Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.

2. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

3. Save the document as **Project P-2 Employee Name Badge** in your "Publisher Projects" folder under your "Skateboards, Inc. Simulation" folder.

4. Set the page size to 8.5 inches wide x 11 inches tall with .5 inch margins on all sides.

5. Using the rectangle tool, create two boxes that are 3.5 inches wide x 2.5 inches tall with a 1 point border and place them in the center of the page, one box above the other. The top box represents the front side of the name badge; the bottom box represents the back side of the name badge as shown in **Figure P-2-1**. The contents of the name badge will be placed within these boxes.

    Tip: Create one box, then use the copy and paste feature to create the second box.

Figure P-2-1

Front side of name badge

Place the contents of
the **front side** of the
name badge here

Back side of name badge

Place the contents of
the **back side** of the
name badge here

6.   Include the following on the **front side of the badge**:

- The Skateboards, Inc. logo installed from the Skateboards, Inc. Resource CD. Resize the logo so it is in proportion with the rest of your document.
- Your name, Microsoft Office Specialist

7.   Include the following on the **back side of the badge**:

- A rectangle box measuring 1 inch wide x 1.25 inches tall with a 1 point border. If you have access to a digital camera, insert your photo inside this border. If not, use a clipart image depicting a person's face.
- Using the rectangle tool, draw a box that measures 3.5 inches wide x .5 inches tall and place it .25 inches down from the top of the box. Fill the rectangle box with black (this is your magnetic strip for access into "Employees Only" areas of the park).
- The following disclaimer:

> This card is your official Skateboards, Inc. identification card and must be worn at all times when you are working at the park. It is the property of Skateboards, Inc. and must be surrendered upon request to administration or security. This card is nontransferable and may not be used by anyone other than you, the employee. Fraudulent or improper use is grounds for disciplinary action and/or dismissal. If this card is lost or stolen, contact the Skateboards, Inc. business office immediately. If found, return to: Skateboards, Inc., 360 Jackson Boulevard, Rapid City, SD 57702.

8.   Add additional text and/or graphic images that will help illustrate and enhance the look of the front and back sides of the employee name badge (optional).

9.   Carefully proofread your work for accuracy and format.

10.   Resave the file.

11.   Print a copy of the document if required by your instructor.

Create and Design a Bumper Sticker

New Skills: Creating and Designing a Bumper Sticker

TASK AND PURPOSE:

Create and design a bumper sticker for Skateboards, Inc. to be used for promotional purposes. The bumper sticker will be given to customers.

OVERVIEW:

Bumper stickers are strips of adhesive paper of varying sizes with words, ideas or pictures printed on the non-adhesive side. They're meant to be placed on the bumper of your car but may be placed just about anywhere. With so many vehicles on the road today, they are a very useful marketing tool. Bumper stickers are also a useful way of showing support of an organization or business.

STRATEGIES AND TIPS TO CONSIDER:

1. To maximize visibility, use only one poster or block style font on the bumper sticker.

2. Limit the number of graphic images on the bumper sticker so it is not cluttered.

3. Plan the layout and design of your bumper sticker on paper first.

4. Read through all instructions before proceeding with the project.

INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1. Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.

2. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

3. Save the document as **Project P-3 Bumper Sticker** in your "Publisher Projects" folder under your "Skateboards, Inc. Simulation" folder.

4. Set the page size to 11 inches wide x 8.5 inches tall (landscape) with .25 inch margins on all sides.

5. Using the rectangle tool, create a box that is 10 inches wide x 3 inches tall with a 1 point border. Place this box in the center of your document as shown in **Figure P-3-1**. Place the contents of the bumper sticker within this border.

Figure P-3-1

Place the contents of the
bumper sticker here
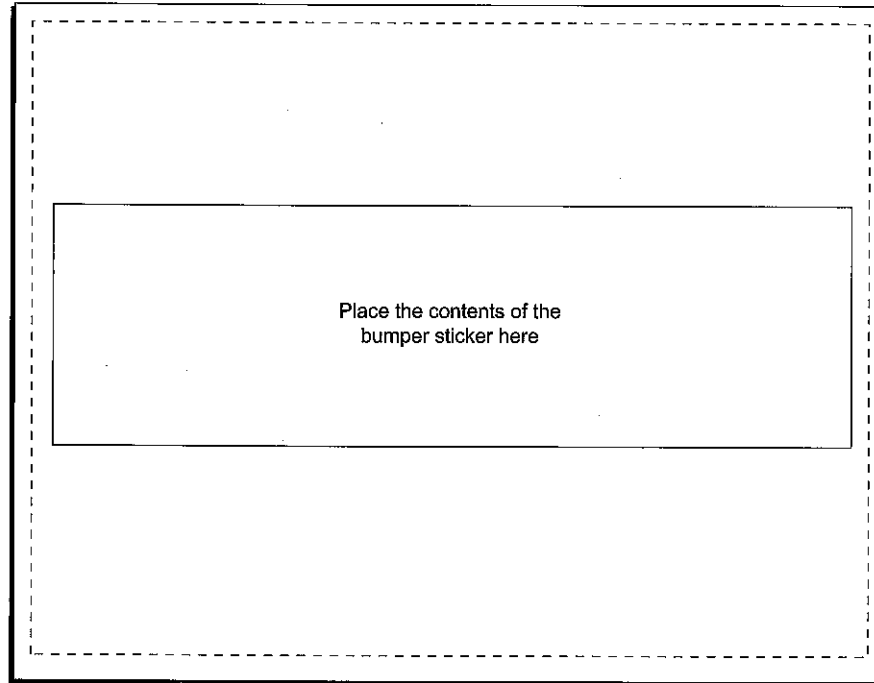
6. Include the following on the bumper sticker:

    • The Skateboards, Inc. logo installed from the Skateboards, Inc. Resource CD.
      Resize the logo so it is in proportion with the rest of your document.
    • A large headline that reads: Rock and Roll at Skateboards, Inc.
    • The Skateboards, Inc. Web site address, which is: www.skateboardsinc.net

7. Add additional text and/or graphic images that will help illustrate and enhance the look of the bumper sticker (optional).

8. Carefully proofread your work for accuracy and format.

9. Resave the file.

10. Print a copy of the document if required by your instructor.

Approx. Completion Time: 1.5 hrs.

Create and Design a Grand Opening Advertisement

New Skills: Creating and Designing a Print Advertisement • Creating and Designing a Coupon

TASK AND PURPOSE:

Create and design a print advertisement for Skateboards, Inc. announcing the grand opening to the public. The advertisement will run in several local newspapers.

OVERVIEW:

Advertisements attract new customers, keep you in the competitive race, keep your business in people's minds, and give your business a successful image. Skateboards, Inc., being a brand new business, is attempting to spread the word of the grand opening.

STRATEGIES AND TIPS TO CONSIDER:

1. To create a professional-looking advertisement, use no more than three fonts in the advertisement.

2. Be careful of your font selection. Fonts that are too fancy or script-like can be hard to read and distracting.

3. One smart way to select the fonts for your headline to be noticed is to research fonts used by big corporations in their packaging, annual reports, magazine ads, etc. They spend thousands of dollars to have professional designers do their work.

4. Use starbursts and/or other call-out graphics to communicate important information.

5. Don't overcrowd your ad with too many graphic images as they will draw attention from the ad's message.

6. Plan the layout and design of your grand opening advertisement on paper first.

7. Read through all instructions before proceeding with the project.

INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1. Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.

2. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

3. Save the document as **Project P-4 Grand Opening Advertisement** in your "Publisher Projects" folder under your "Skateboards, Inc. Simulation" folder.

4. Set the page size to 8.5 inches wide x 11 inches tall with .5 inch margins on all sides.

5. Using the rectangle tool, create a box that is 6.5 inches wide x 8 inches tall with a 1 point border. Place this box in the center of your document as shown in **Figure P-4-1**. Place the contents of the advertisement within this border.

Figure P-4-1

Place the contents of
the advertisement here
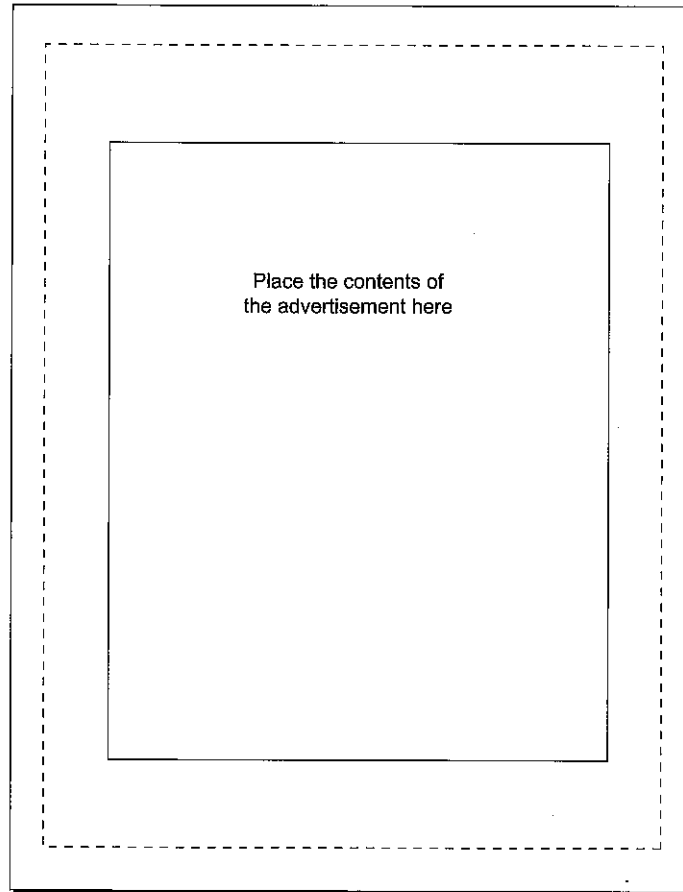
6. Include an eye-catching headline in the advertisement that captures the attention of prospective readers. Place the headline at the top of your advertisement.

    Example: Grand Opening of Skateboards, Inc. or Attention Fellow Skateboarders

7. Include the following grand opening date and place it at the top of your advertisement where it can be easily seen:

    June 1, 20__

8. Include the Skateboards, Inc. logo in the advertisement installed from the Skateboards, Inc. Resource CD. Resize the logo so it is in proportion with the rest of your document.

9. Include the 3-D Sky View image of Skateboards, Inc. in the advertisement (installed from the Skateboards, Inc. Resource CD). Resize the image so it is in proportion with the rest of your document.

10. Include the following contact information in the advertisement:

    360 Jackson Boulevard, Rapid City, SD 57702
    Phone: 1-888-555-RAIL (7245)
    Fax: 1-888-555-PIPE (7473)
    info@skateboardsinc.net
    www.skateboardsinc.net

11. Include the following hours of operation and text in the advertisement:

    Monday-Friday   3 pm – 10 pm
    Saturday   9 am – 10 pm
    Sunday   9 am – 8 pm
    (Hours change during school vacations and summer – call 1-888-555-7245)

12. Include the following text and pro skateboarders' names who will be attending the grand opening event in the advertisement:

    Meet Pro Skateboarders Andy Caron and Amy MacDonald

13. Include the following headline and bullet list in a square or rectangular box.

    "ROCK AND ROLL INTO SKATEBOARDS, INC."
    • Ride our quarter pipes, ramps, and rails
    • Enjoy a Kickflip Burger at "The Skateboard Shack"
    • Play Skee-Ball or Tornado Alley in our Arcade
    • Browse through our new Pro Shop
    • Or, just hang out with your fellow skateboarders in our lounge and listen to
      D.J. Jazz play your favorite tunes

14. Create a cut-out style coupon (with a dashed border) that includes the following information:
   *Tip: Use a scissor graphic and place it on the dashed line.*

    • One day free trial when you present this coupon
    • In fine print, include text that reads "Offer expires on <insert date>"

15.	Across the bottom of your ad in bold lettering include the following information:

	Everyone who skates at Skateboards, Inc. must have a signed waiver on file with us. No Exceptions!

16.	Add additional text and/or graphic images that will help illustrate and enhance the look of the advertisement (optional).

17.	Carefully proofread your work for accuracy and format.

18.	Resave the file.

19.	Print a copy of the document if required by your instructor.
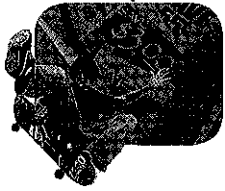
Create and Design a Coupon Flyer

New Skills: Creating and Designing a Flyer

TASK AND PURPOSE:

To encourage potential customers to visit the establishment, Randy Boardman, President of Skateboards, Inc., would like you to create and design a coupon flyer. This flyer will be distributed at the grand opening and placed in the park and at various high-traffic spots throughout Rapid City, such as supermarkets, schools, and convenience stores.

OVERVIEW:

Sales promotions are important marketing tools in today's businesses. Coupons are the primary vehicle in sales promotions. Mr. Boardman is trying to attract attention to his new business. You will be designing a coupon flyer which is intended to draw in new clientele by offering different sales promotions.

STRATEGIES AND TIPS TO CONSIDER:

1.   Use incentives to get people to act now.

2.   When choosing graphics, it will be more effective to include one or two larger graphics than to clutter the page with numerous small graphics.

3.   When creating your coupons, use a dotted-line border with a small graphic of scissors placed on one of the border sides to encourage customers to cut out and use the coupons.

4.   Plan the layout and design of your coupon flyer on paper first.

5.   Read through all instructions before proceeding with the project.

INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1.   Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.

2.   Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

3.   Save the document as **Project P-5 Coupon Flyer** in your "Publisher Projects" folder under your "Skateboards, Inc. Simulation" folder.

4.   Set the page size to 8.5 inches wide x 11 inches tall with a .5 inch margin on all sides.

5.   Using the rectangle tool, create a box that uses a 3 point border. Size the box so that it aligns with the page margins as shown in **Figure P-5-1**. Place the contents of the flyer within this border.

3 pt. border aligned on top
of the page margins

Figure P-5-1

Place the contents of
the flyer here
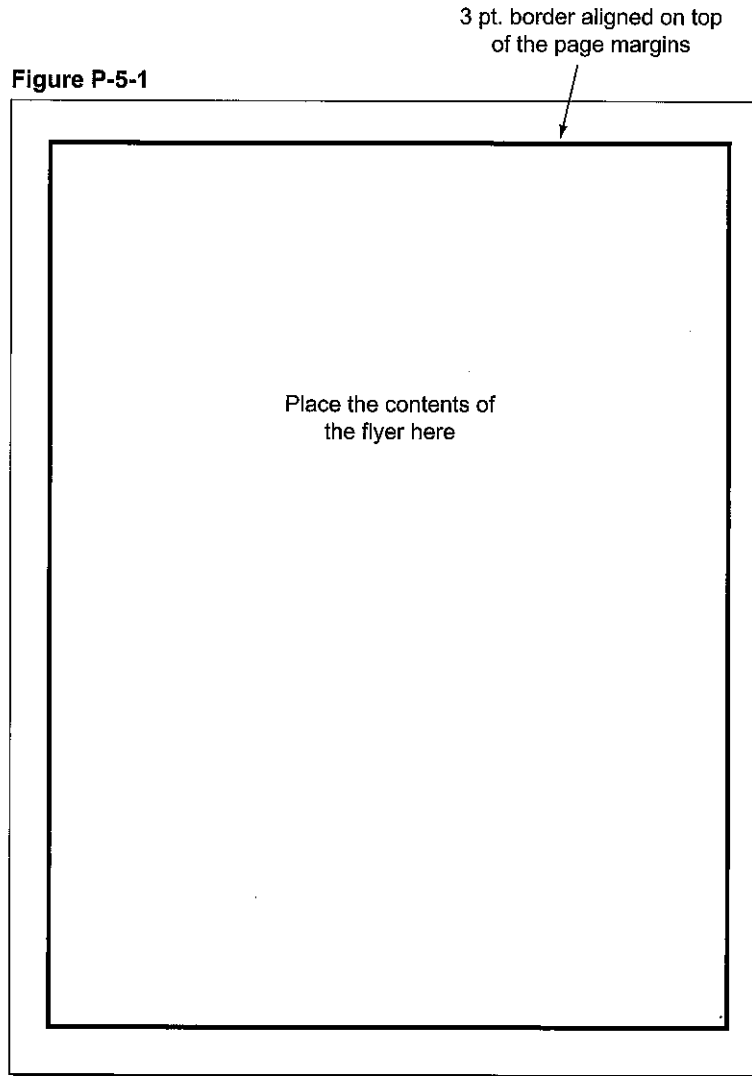
6.   At the top of the flyer, include a simple, easy-to-read headline.

Example: Skate Over to Skateboards, Inc.!

7.   Insert the Skateboards, Inc. logo installed from the Skateboards, Inc. Resource CD. Resize the logo so it is in proportion with the rest of your document.

8. Include the following contact information on the flyer:

   360 Jackson Boulevard
   Rapid City, SD 57702
   Phone: 1-888-555-RAIL (7245)
   Fax: 1-888-555-PIPE (7473)
   info@skateboardsinc.net
   www.skateboardsinc.net

9. Include the following hours of operation and text on the flyer:

Monday-Friday	3 pm – 10 pm
Saturday	9 am – 10 pm
Sunday	9 am – 8 pm

   (Hours change during school vacations and summer – call 1-888-555-7245)

10. Include four cut-out style coupons on the flyer. Add one small graphic image to each coupon to enhance the look and appeal of each coupon.

Coupon #1:	Purchase a one-year membership and receive a FREE Skateboards, Inc. t-shirt from our pro shop.
Coupon #2:	$10 off a weekday one-hour skateboard or rollerblade lesson.
Coupon #3:	FREE beverage with any $5 purchase in our food court.
Coupon #4:	Spend $50 in our Pro Shop and receive 25 FREE tokens to our Arcade.

11. Add the following text in small print to the bottom of each coupon:

    Offer expires on July 15, 20__.
    Limit: One coupon per person.

12. Across the bottom of the flyer in bold lettering include the following text:

    Everyone who skates at Skateboards, Inc. must have a signed waiver on file with us. No Exceptions!

13. Add additional text and/or graphic images that will help illustrate and enhance the look and appeal of the flyer (optional).

14. Carefully proofread your work for accuracy and format.

15. Resave the file.

16. Print a copy of the document if required by your instructor.

Create and Design a Booklet-Style Food Menu

New Skills: Creating and Designing a Booklet Style Menu • Inserting Columns and Guides

TASK AND PURPOSE:

Create and design a booklet-style food menu for the Skateboards, Inc. food court called "The Skateboard Shack." The menu will be distributed throughout the park and will be displayed on the Web site.

OVERVIEW:

A menu is a list of food items offered by an establishment that serves food. The menu is not only going to be used for the paper version, but the inside of the menu will be the prototype for a large menu board that will be constructed and placed above the food court ("The Skateboard Shack").

STRATEGIES AND TIPS TO CONSIDER:

1. The menu will be designed using a booklet-style format printed on two sides. When folded in half the long way (landscape), the menu will be divided into four equal panels as shown in **Figure P-6-1**. Remember, the inside of the menu is being used as the prototype for the menu board above the food court.

Figure P-6-1

Fold   Fold

Menu Unfolded (Side 1)   Menu Unfolded (Side 2)   Menu Folded
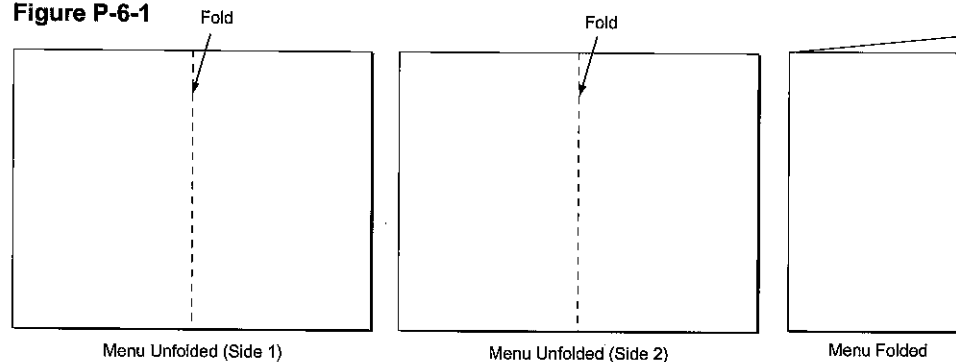
2. Highlight the most important menu items using bold face type.

3. Use at least two different fonts. One font for the menu items and their prices, and another for subtext that describes the menu items. Use fonts that are easy to read.

4. Keep the menu clean, uncluttered, and legible.

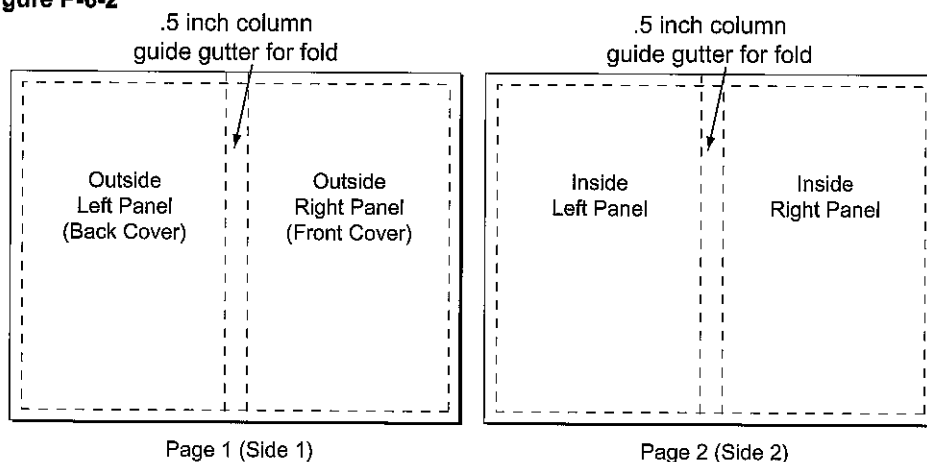5. Use graphics throughout the menu to bring the food items to life.

6.   Consider where you are placing menu items. Appetizers almost always go first.

7.   Obtain some samples of menus by visiting establishments and doing some on-line research. Analyze them to come up with your own design.

8.   Have fun with this project, adding your own design style to the menu. Create a menu that makes the consumer hungry for what is being offered.

9.   Plan the layout and design of your menu on paper first.

10.   Read through all instructions before proceeding with the project.

INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1.   Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.

2.   Using Microsoft Publisher, or an equivalent desktop publishing software, create a new **two-page** document.

3.   Save the document as **Project P-6 Menu** in your "Publisher Projects" folder under your "Skateboards, Inc. Simulation" folder.

4.   Set the page size to 11 inches wide x 8.5 inches tall (landscape) with .30 inch margins on all sides.

5.   On each page, insert two column guides with a .5 inch gutter (to allow room for folding the menu in half). The menu should now be divided into two panels on each page as shown in **Figure P-6-2**. Note how the panels are labeled on each side. The contents of the menu will be placed in its respective places according to the instructions that follow.

Figure P-6-2

.5 inch column guide gutter for fold		.5 inch column guide gutter for fold	
Outside Left Panel (Back Cover)	Outside Right Panel (Front Cover)	Inside Left Panel	Inside Right Panel
Page 1 (Side 1)		Page 2 (Side 2)	

6. On the **Outside Right Panel** (front cover) of the menu, include the following:

   - The Skateboards, Inc. logo installed from the Skateboards, Inc. Resource CD. Resize the logo so it is in proportion with the rest of your document.
   - The text: "Welcome to The Skateboard Shack"
   - The text: "Rapid City's latest and greatest snack attack shack!"
   - Add additional text and/or graphic images that will help to enhance the look and appearance of the outside right panel.
   - Add a bordered frame around the information on the panel to give it a neat appearance.

7. On the **Outside Left Panel** (back cover) of the menu, include the following:

   - The text: "Skate by anytime. Thank you for your patronage."
   - The Skateboards, Inc. logo installed from the Skateboards, Inc. Resource CD. Resize the logo so it is in proportion with the rest of your document.
   - Include the following hours of operation and text:
     HOURS OF OPERATION:
     Monday - Friday   3 pm - 10 pm
     Saturday   9 am - 10 pm
     Sunday   9 am - 8 pm
     (Hours of operation follow park hours)
     Note: Grilled or fried menu items must be ordered 1/2 hour before closing!
   - Add additional text and/or graphic images that will help to enhance the look and appearance of the outside left panel.
   - Add a bordered frame around the information on the panel to give it a neat appearance.

8. On the **Inside Left and Right Panels** of the menu, add the Skateboard Shack's menu items and prices listed below:

Appetizers
Switch-Stance Snack Attack
Perfect for sharing. Combo with buffalo wings, nachos, onion rings
and chili cheese fries served with blue cheese or honey-mustard sauces for dipping. $6.95
Boardslide Buffalo Wings
Blazing, boneless crispy breaded wings served with blue cheese dressing. $5.95
Nollie Nachos
Crispy tortillas oozing with cheese $4.25
Super Nollie Nachos
Crispy tortillas loaded (oozing with cheese, refried beans, and nacho meat) $5.95
Ollie Onion Rings
Crispy onion rings ready to dip into any one of three sauces: ranch dressing, barbecue
sauce or honey mustard $4.95
Chili Cheese Fries
You're in for a real treat. Taste these crispy fries topped with warm cheddar cheese sauce,
crisp bacon and scallions served with ranch dressing for dipping $4.95

Burgers and Hot Dogs
Kickflip Burger (served with French Fries)
Our mouth-watering, juicy flame-broiled burger with lettuce, tomato, pickle and onion $5.95
Add cheese for .25 extra
Halfpipe Hot Dog (served with French Fries)
Our juicy foot-long hot dog cooked to perfection $4.95
With chili $5.25

"Grind"ers
Italian, Roast Beef, Tuna, Steak & Cheese, or Turkey Breast
All "Grind"ers are 6-inch subs and come with a snack size bag of potato chips. Add lettuce
and tomato at no extra charge. $5.95

Pizzas
Skateboard Supreme
Cheese pizza with pepperoni, sausage, ham, meatball, onions, peppers, and
mushrooms $9.95
360 Pizza
Whole cheese pizza with up to three toppings (pepperoni, sausage, ham, meatball, onions,
peppers, or mushrooms) $8.95
180 Pizza
½ of a 360 with your choice of three toppings (pepperoni, sausage, ham, meatball, onions,
peppers, or mushrooms) $6.95

Beverages
Coke, Sprite, Orange, Root Beer, Diet Coke, or Bottled Water $1.75

Desserts
Popcorn $1.75
Giant Pretzels (cinnamon & sugar or salt) $1.75
Brownies $1.25
Cookies (2) $1.25
Ice Cream Sandwich $1.75
Popsicle $1.25

9. Add additional text and/or graphic images that will help to enhance the look and appearance of the inside left and right panels.

10. Add a bordered frame around the information on the inside left and right panels to give the menu a neat appearance.

11. Carefully proofread your work for accuracy and format.

12. Resave the file.

13. Print a copy of the document if required by your instructor.
    Suggested: Print both sides of the menu on one page and fold in half.
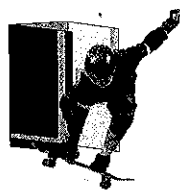
Create and Design a Three-Panel Brochure (Extra Credit)

New Skills: Creating and Designing a Three-Panel Brochure

TASK AND PURPOSE:

Create and design a three-panel informational brochure for Skateboards, Inc. that will be located at the customer service desk, placed in membership packets, and displayed in various retail outlets throughout Rapid City.

OVERVIEW:

Brochures are a great way to package a lot of information about your business into a format that is easily mailed or handed out or given to current clients to pass on to possible referrals. Brochures usually have only a matter of seconds to capture someone's interest. Make sure yours has a readable, eye-catching design and focuses on what the patrons will receive rather than on what you do.

STRATEGIES AND TIPS TO CONSIDER:

1. The brochure will be designed using a three-panel, two-sided format. When folded in thirds the long way (landscape), the brochure will be divided into six equal panels (three on each side) as shown in **Figure P-7-1**.

Figure P-7-1

Folds

Folds

Brochure Unfolded (Side 1)   Brochure Unfolded (Side 2)   Brochure Folded
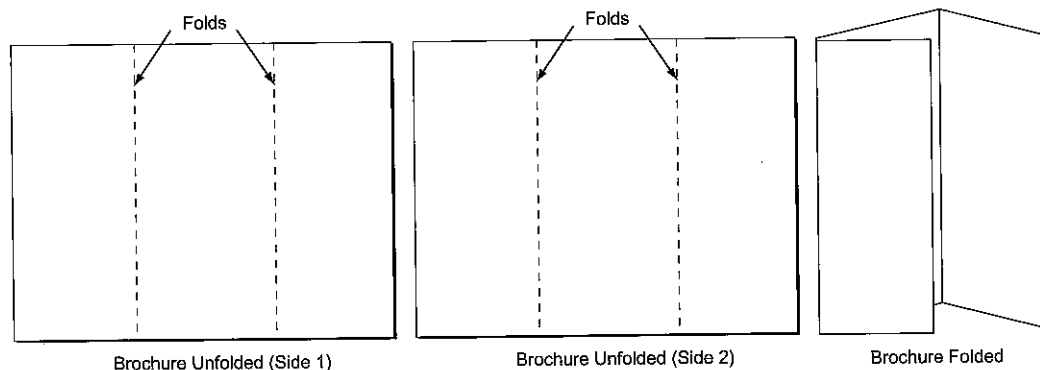
2. Good brochure design involves not simply producing a flashy design, but a careful analysis of your target market in order to make a great first impression.

3. When used correctly, brochures can position a company against its competitors, communicate the benefits of products or services, and motivate prospects to take action.

4. Your goal is to get potential patrons to see your brochure, be curious enough to pick it up and, even more important, keep it.

5.   Brochures should not be boring. If your brochure contains miles of text, no one is going to read through it. Make sure that you have filled the brochure with eye-catching graphics so that it is appealing and easy to read. Make sure that the headings are self-explanatory, so even if your brochure is not read in its entirety, its message is still delivered.

6.   The most obvious, yet often overlooked, piece of information on a brochure is the contact details. Your brochure should prominently display the Skateboards, Inc. logo, address, email address, phone numbers, and other vital information that customers can use to contact the establishment.

7.   Consider using a border on the inside three panels of the brochure to "frame" the information contained on them.

8.   When inserting separate pieces of information, consider inserting the information into separate text boxes. This will make it easier if you decide to move information around during the design process.

9.   To assist you in the layout and design of your brochure, fold a blank sheet of paper, holding it the long way (landscape), into three equal columns. Label these columns as indicated in the page setup instructions and illustrations for this section.

10.   Plan the layout and design of your brochure on paper first.

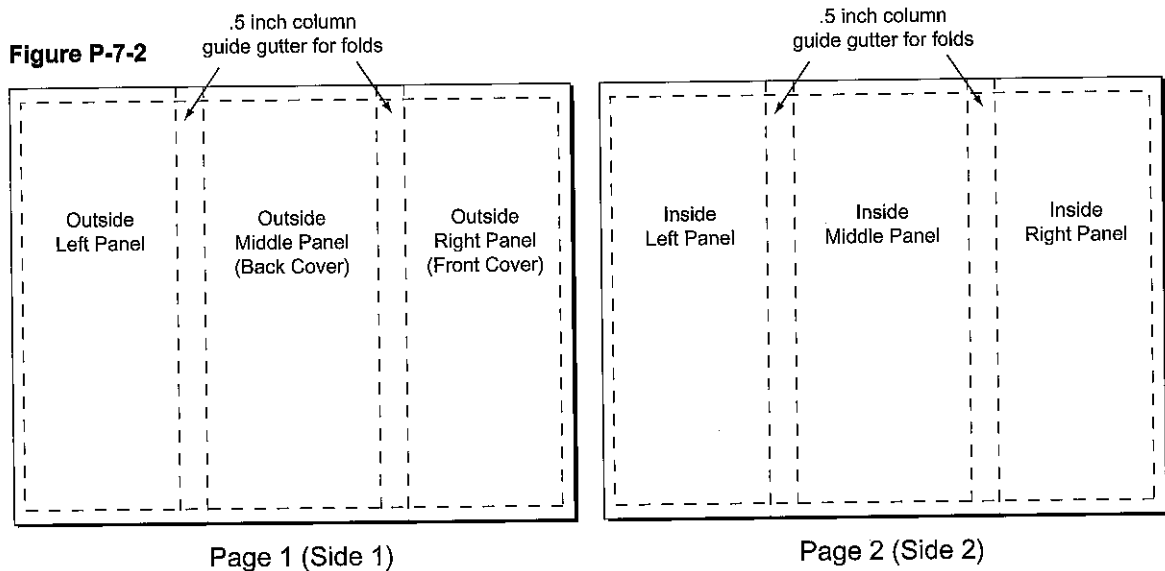11.   Read through all instructions before proceeding with the project.

INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1.   Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.

2.   Using Microsoft Publisher, or an equivalent desktop publishing software, create a new **two-page** document.

3.   Save the document as **Project P-7 Three-Panel Brochure** in your "Publisher Projects" folder under your "Skateboards, Inc. Simulation" folder.

4.   Set the page size to 11 inches wide x 8.5 inches tall (landscape) with .30 inch margins on all sides.

5. On each page, insert three column guides with a .5 inch gutter (to allow room for folding the brochure in thirds). The brochure should now be divided into three panels on each page as shown in **Figure P-7-2**. Note how the panels are labeled on each side. The contents of the brochure will be placed according to the instructions that follow.

Figure P-7-2

.5 inch column guide gutter for folds

.5 inch column guide gutter for folds

Outside Left Panel	Outside Middle Panel (Back Cover)	Outside Right Panel (Front Cover)

Page 1 (Side 1)

Inside Left Panel	Inside Middle Panel	Inside Right Panel

Page 2 (Side 2)

6. On the **Outside Right Panel** (front cover) of the brochure, include the following:

- The Skateboards, Inc. logo and 3-D Sky View image installed from the Skateboards, Inc. Resource CD. Resize the images so they are in proportion with the rest of your document.
- Create an eye-catching headline that entices readers to open the brochure.
  Example: Rapid City's Latest and Greatest Indoor Skateboard/Rollerblade Park
- Add additional text and/or graphic images that will encourage readers to continue reading the brochure.

7. On the **Outside Middle Panel** (back cover) of the brochure, include the following:

- List the following employees of the park:
  John Barnes, Randy Boardman, Jennifer Burton, Alexander Butler, Katie Carrington, Christopher Edwards, Jay Johnson, Rebecca Langford, Kyle Logan, Artie Martin, Katelyn Nolin, Carl Pickering, Amy Reeve, Antonio Reis, Annie Sheehan, Doug Stanton, Christine Stone, and Samantha Walters

- 360 Jackson Boulevard
  Rapid City, SD 57702
  Phone: 1-888-555-RAIL (7245)
  Fax: 1-888-555-PIPE (7473)
  info@skateboardsinc.net
  www.skateboardsinc.net

8. Add additional text and/or graphic images that will help to enhance the look and appearance of the outside middle panel of the brochure.

9. On the **Outside Left Panel** of the brochure, include the following features of the park:

   - Skateboards, Inc., Rapid City's latest and greatest indoor skateboard and rollerblade park, opened its doors on June 1, 20__. With everything from fun boxes to quarter pipes and rails...we have it all.
   - Skateboards, Inc. Pro Shop will definitely meet your every need in boards, rollerblades, wheels, parts, clothing, and much more.
   - Stop by our Arcade and play one of the many new games including Zoom, Truckin', or Tornado Alley.
   - Skateboards, Inc. is also the home of "The Skateboard Shack," Rapid City's latest and greatest snack attack shack. It features everything from Ollie Onion Rings, to our mouthwatering Kickflip Burger, to a Skateboard Supreme Pizza. You will absolutely "flip" over our desserts.
   - Hang out in the lounge where our big screen TVs run a continuous slideshow about our park, or just sit back and listen to D.J. Jazz play your favorite tunes.

10. Add additional text and/or graphic images that will help to enhance the look and appearance of the outside left panel of the brochure.

11. On the **Inside Left Panel** of the brochure, include the following:

   - HOURS OF OPERATION:
Monday-Friday	3 pm - 10 pm
Saturday	9 am - 10 pm
Sunday	9 am - 8 pm

     (Hours change during school vacations and summer - call 1-888-555-7245)

   - MEMBERSHIP PLANS:
     Platinum: $800
     Full year unlimited skate or rollerblade, all day, includes 20% discount in the Pro Shop and free admission into special events
     Gold: $500
     Half a year unlimited skate or rollerblade, all day, includes 10% discount in the Pro Shop and free admission into special events
     Silver: $175
     Six months of skate or rollerblade for $8.00 per day, all day
     Bronze: $100
     Three months of skate or rollerblade for $8.00 per day, all day
     (During competition events, the park may be unavailable for short periods of time.)

- NON-MEMBER RATES:
  Monday—Thursday
  $12 for 6 hours
  Friday, Saturday & Sunday
  $15 for 6 hours

12. Add additional text and/or graphic images that will help to enhance the look and appearance of the inside left panel of the brochure.

13. On the **Inside Middle Panel** of the brochure, include the following:

- RENTAL INFORMATION:
  Lockers $5/month
  Boards and Blades $2/hour
  Safety Gear (full set) $5/day

- BIRTHDAY PARTIES:
  Celebrate your birthday at Skateboards, Inc.
  Party includes:
  4-hour session
  Helmet and Pad rentals
  Skateboard Shack Pizza
  Goodie Bags
  Your choice of music with D.J. Jazz
  Pricing:
  $12 per person/8 person minimum
  Parties over 10—birthday person FREE
  $20 deposit required 1 week prior to party
  WAIVERS FOR ALL PARTICIPANTS MUST BE ON FILE ONE WEEK PRIOR TO PARTY

14. Add additional text and/or graphic images that will help to enhance the look and appearance of the inside middle panel of the brochure.

15. On the **Inside Right Panel** of the brochure, include the following special information about Skateboards, Inc.:

IMPORTANT SAFETY AND PARK INFORMATION:
- Everyone who skates at Skateboards, Inc. must have a signed waiver on file with us.
- Participants under the age of 18 must have their parent/guardian with proper ID sign the waiver in the presence of a Skate Park employee.
- Everyone must wear a helmet at all times (participants over 18 must wear a helmet, but elbow and knee pads are optional).
- Skateboards, Inc. sponsors "Lock Ins" every other month on Friday evenings. During these events, participants must arrive before 9 pm or they are locked out! Once in,

SKATEBOARDS, INC.

all participants are safely kept "locked up" until 8 am Saturday morning. This is a night jam-packed with fun (see Customer Service for more information).

* Gift cards are now available in our Pro Shop.
* Check our Web site at www.skateboardsinc.net for a complete up-to-date calendar of events.
* Private lessons are $25 per person or $40 for two (see Customer Service for more information).

16.   Add additional text and/or graphic images that will help to enhance the look and appearance of the inside right panel of the brochure.

17.   Carefully proofread your work for accuracy and format.

18.   Resave the file.

19.   Print a copy of the document if required by your instructor.
Suggested: Print both sides of the brochure on one page and fold in thirds.

Create and Design a Boarder Birthday Pass (Extra Credit)

New Skills: Creating and Designing a Birthday Pass

TASK AND PURPOSE:

Create and design a Boarder Birthday Pass to be given to each member of Skateboards, Inc. The pass invites the member to bring a friend to skate for free on the member's birthday.

OVERVIEW:

When a new membership is purchased, the clerk will complete a Boarder Birthday Pass and present it to the member. All the member has to do then is decide which friend to invite when his or her birthday rolls around!

STRATEGIES AND TIPS TO CONSIDER:

1.   Since the size of the pass (4 inches square) does not offer much display room, the design needs to be carefully planned.

2.   The member name and birth date will be manually inserted, so be sure to allow enough space when you insert the lines.

3.   Plan the layout and design of your birthday pass on paper first.

4.   Read through all instructions before proceeding with the project.

INSTRUCTIONS, INFORMATION, AND REQUIRED CONTENT:

1.   Before continuing, note that the layout, design, and fonts for this project will be left for you to decide.

2.   Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

3.   Save the document as **Project P-8 Boarder Birthday Pass** in your "Publisher Projects" folder under your "Skateboards, Inc. Simulation" folder.

4.   Set the page size to 8.5 inches wide x 11 inches tall with a 1 inch margin on all sides.

5. Using the rectangle tool, create a square that is 4 inches wide x 4 inches tall with a 1 point border. Place this square in the center of your document as shown in **Figure P-8-1**. Place the contents of the Boarder Birthday Pass within this border.

Figure P-8-1
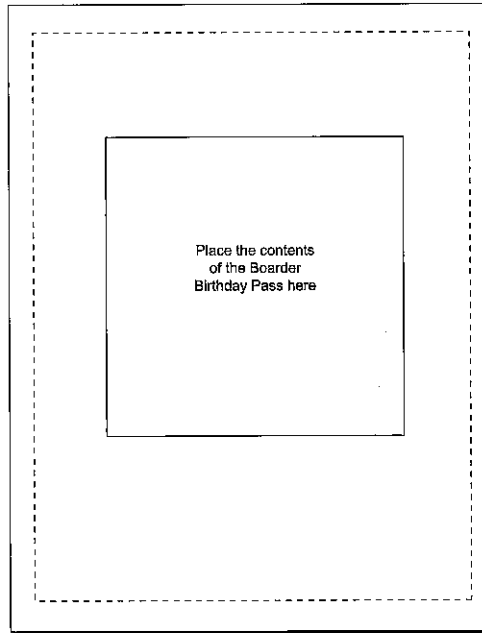
Place the contents
of the Boarder
Birthday Pass here

6. Insert the Skateboards, Inc. logo installed from the Skateboards, Inc. Resource CD. Resize the logo so it is in proportion with the rest of your document.

7. Include the following headline beneath the logo:

Boarder Birthday Pass

8. Inside a rectangular border, include the following text as shown below. Add thin lines above the member's name and birth date, also shown below.

In honor of your birthday, we invite you to bring a friend to skate with you FREE OF CHARGE as our guest on your birthday!

Member Name

Member Birth Date
Happy Birthday!

9. Include a graphic image, such as a birthday cake, on the boarder pass.

10. Carefully proofread your work for accuracy and format.

11. Resave the file.

12. Print a copy of the document if required by your instructor.