

Business Card

Marketing your team to the public

Goal

A business card is a small, printed card usually containing a person's name, business affiliation, job title, address, telephone and fax numbers, and e-mail/Web site addresses. In this project, you will create a business card for yourself as the owner of your dream team. Since you will be talking to and meeting with a lot of people in the community, you will need something to give them so they will remember you and your new team, as well as your contact information.

SKILLS UTILIZED

Use desktop publishing software to design a business card.

Tactics

- Business cards present a lot of information in a small space. Experiment with different card layouts on paper before creating on the computer.
- After the team logo, your name should be the largest piece of information on the card.
- Obtain some samples of real business cards for inspiration to help you design your own.
- Use a maximum of one or two fonts (typefaces) on your business card.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **DTP-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.
4. Save the document as **DTP-1 Business Card** to **The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.



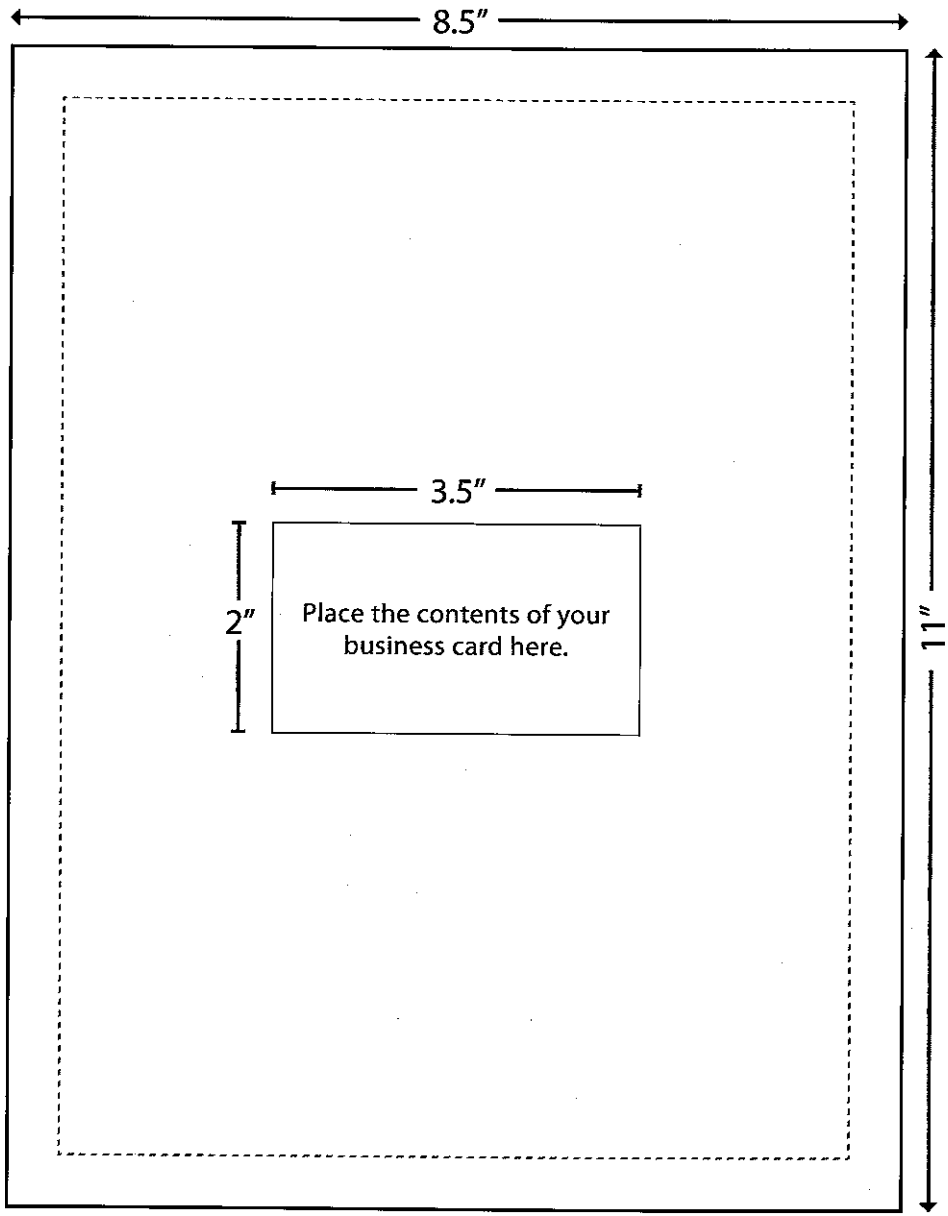
Review the business card designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's business card design.

6. In the bordered frame, include the information from one of the sketches you created on the **DTP-1 Planning Form**.
7. Format the size and placement of the text and other elements on the business card so that they are in proportion with each other and project a professional image.
8. Carefully proofread your work for design, format, spelling, and grammar.
9. Resave the file.
10. Print a copy of the document if required by your instructor.



Page Setup

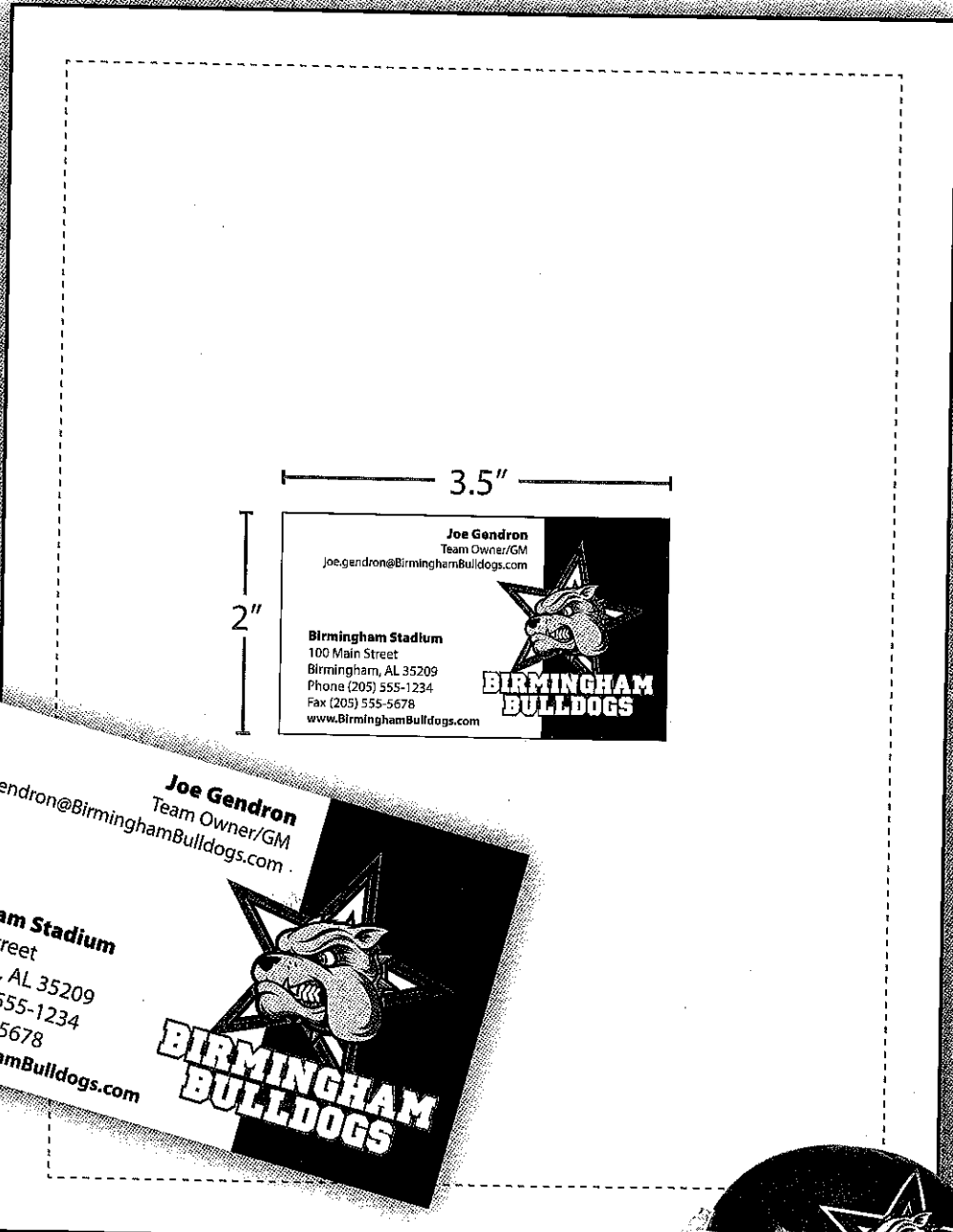
# of pages	1	Other	Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches tall, giving it a 1 pt. border. Place the rectangle in the center of the page. Place the contents of your business card within this rectangle.
Dimensions	8.5 x 11 inches		
Margins	.5 inches on all sides		
Orientation	Portrait		





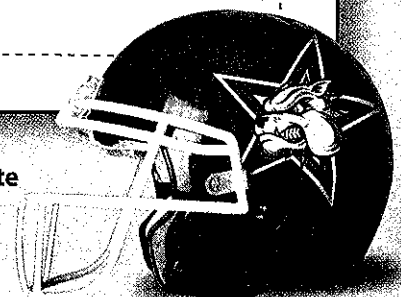
On the Field with Joe Gendron

With such a great team logo to work with, the business card for the team owner was very easy to design. The business card that Joe Gendron created for himself, as the owner of the Birmingham Bulldogs, is shown below.



DTP-1 Business Card

Use Joe Gendron's business card as a guide to help create your own. Do not duplicate Joe's work.



Creating a VIP pass for your luxury suite

Goal

A VIP (Very Important Person) pass is a special ticket that allows the holder access to premiere locations within a facility. One of the many benefits of being an owner of a professional sports franchise is that you get a luxury suite to watch all of the games. Your task is to create a VIP pass for your guests. The VIP pass will allow your guests access to your luxury box suite for a home game of your choice.

SKILLS UTILIZED

Use desktop publishing software to design a VIP pass.

Tactics

- Since the VIP pass has a limited amount of space available, all important information should be in proportion with all elements.
- Use a maximum of one or two fonts (typefaces) on your VIP pass.
- Use a font that is easy to read.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **DTP-2 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.
4. Save the document as **DTP-2 VIP Pass** to **The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.

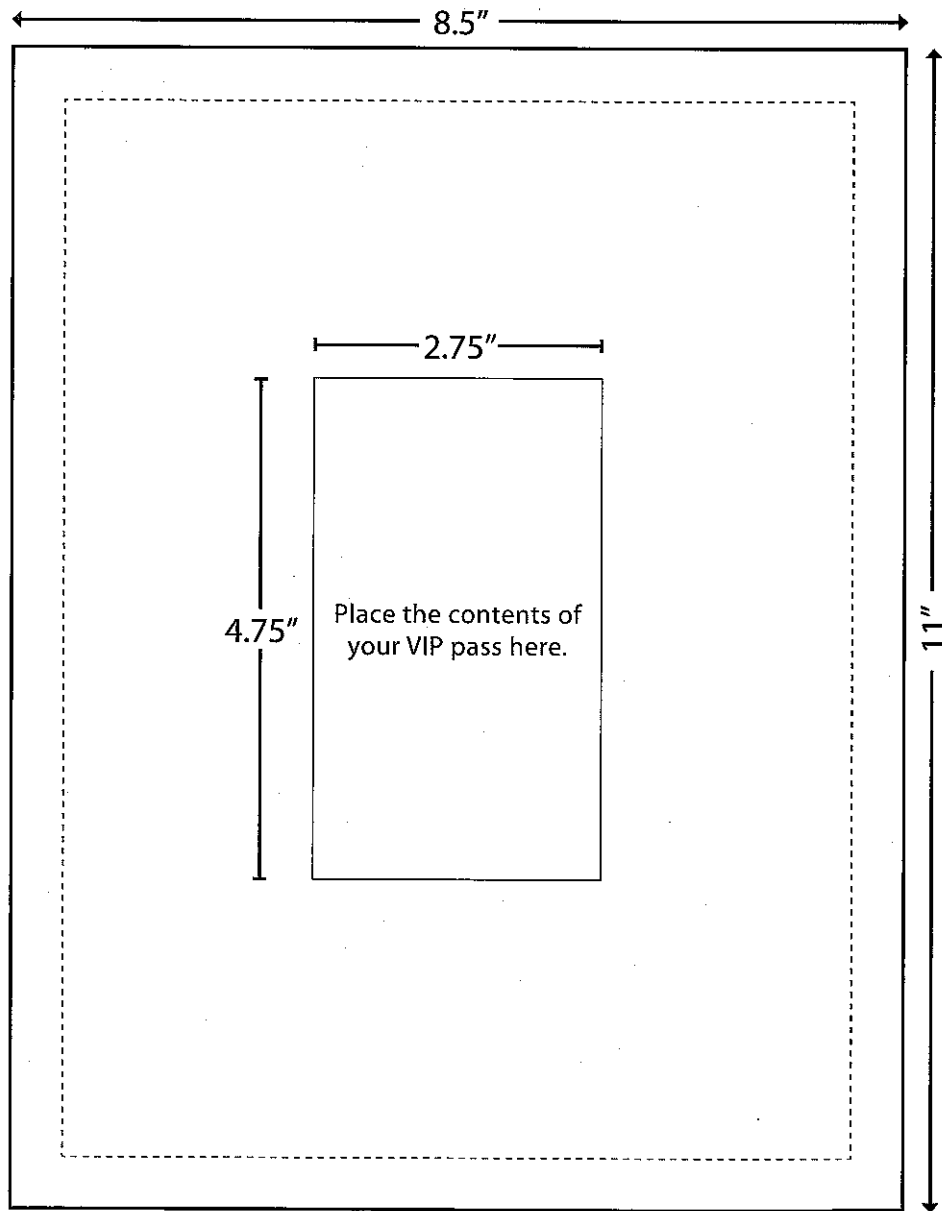


Review the VIP Pass designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's VIP pass design.

6. In the bordered frame, include the information from the sketch you created on the **DTP-2 Planning Form**.
7. Add additional elements and/or graphic images that will help illustrate and enhance the look of the pass.
8. Format the size and placement of the text and other elements on the VIP pass so that they are in proportion with each other and project a professional image.
9. Carefully proofread your work for design, format, spelling, and grammar.
10. Resave the file.
11. Print a copy of the document if required by your instructor.

Page Setup

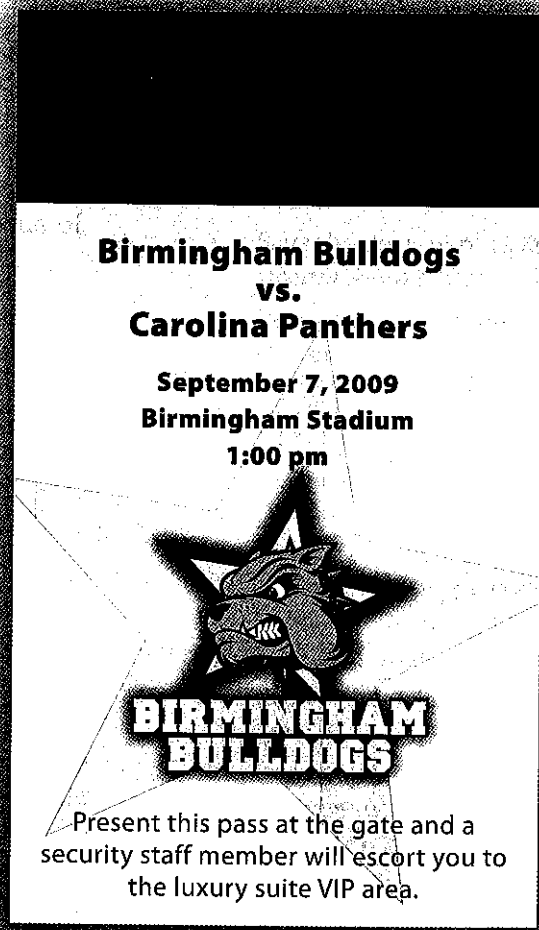
# of pages	1	Other	
Dimensions	8.5 x 11 inches		Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 2.75 inches wide by 4.75 inches tall, giving it a 1 pt. border. Place the rectangle in the center of the page. Place the contents of your VIP pass within this rectangle.
Margins	.5 inches on all sides		
Orientation	Portrait		



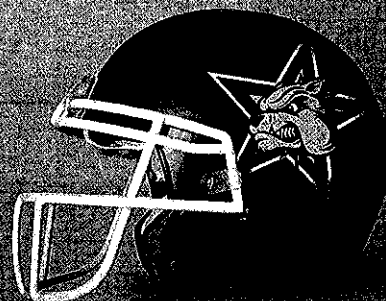


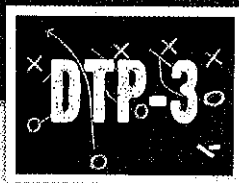
On the Field with Joe Gendron

Joe has gone through his VIP list and is ready to distribute the new VIP passes for the first game of the season. The VIP pass that Joe Gendron created is shown below.



Use Joe Gendron's VIP pass as a guide to help create your own. Do not duplicate Joe's work.





Zone 3

T-shirt Design

Designing a fan T-shirt

Goal

Any type of T-shirt that includes a company logo and slogan offers businesses a walking form of free advertising. In this project, you will design a T-shirt for your team to be sold at your stadium as well as in local department stores. The design should include a catchy slogan that really sets your fans apart from all others in the league.


SKILLS UTILIZED

Use desktop publishing software to create a T-shirt for your fans.

Tactics

- If including a graphic image, be sure it's large enough to be seen, and keep it simple so that the viewer can tell what it is.
- Do not clutter the T-shirt design with too much text or too many graphic images. Keep it clean and simple.
- Create a catchy slogan that really makes this T-shirt a "must have" item for your fans.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

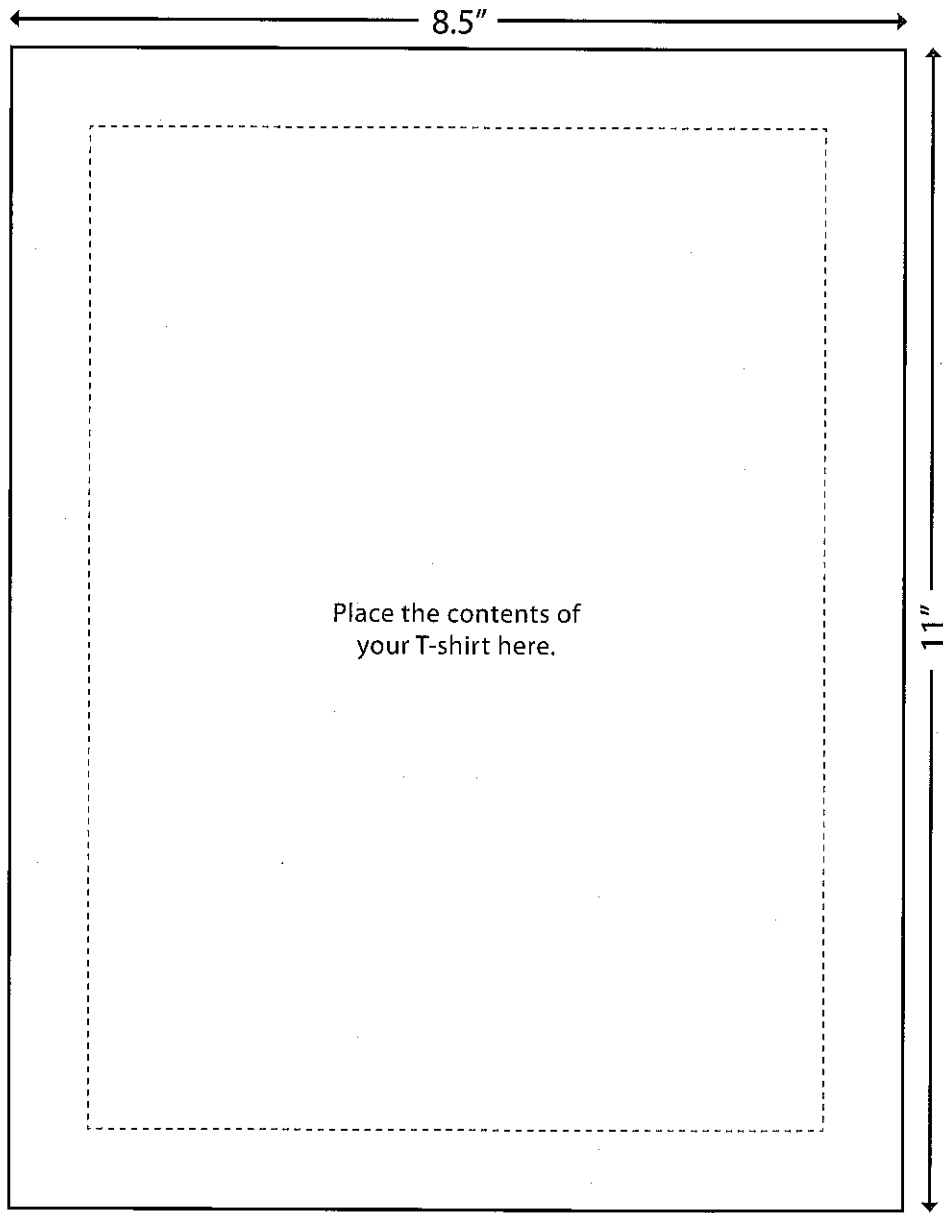
Instructions

1. Open and print the file **DTP-3 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
 2. Follow the instructions provided and complete the form.
 3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.
 4. Save the document as **DTP-3 T-shirt to The Dream Team** folder.
 5. Set up your document using the Page Setup Instructions provided on the next page.
-  Review the T-shirt designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's T-shirt design.
6. Place the contents of your T-shirt design from one of the sketches created on the **DTP-3 Planning Form**. *Optional:* Place the contents of the T-shirt design inside an image of a blank T-shirt, if available.
 7. Format the size and placement of the text and other elements on the T-shirt so that they are in proportion with each other and project a professional image.
 8. Carefully proofread your work for design, format, spelling, and grammar.
 9. Resave the file.
 10. Print a copy of the document if required by your instructor.



Page Setup

# of pages	1	Other	Place the contents of your T-shirt design inside a graphic image of a blank T-shirt (optional).
Dimensions	8.5 x 11 inches		
Margins	.75 inches on all sides		
Orientation	Portrait or Landscape		





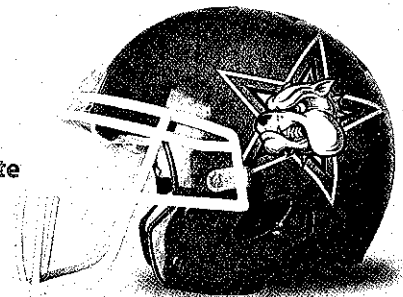
On the Field with Joe Gendron

Having fans wear team T-shirts around town is great advertising. It is also big business with a lot of money to be made. Knowing this, Joe wanted to make T-shirts that fans would want to buy and wear. The T-shirt design that Joe Gendron created for the Birmingham Bulldogs is shown below.



DTP-3 T-shirt

Use Joe Gendron's T-shirt design as a guide to help create your own. Do not duplicate Joe's work.





Zone 3

Magazine Advertisement

Announcing the home game opener

Goal

With the beginning of the season not too far away, the next step before your team can take the field is to attract more fans to attend the games. To accomplish this, you will design a magazine advertisement that announces your team's home game opener. The advertisement will be strategically placed in regional and local publications.

SKILLS UTILIZED

Use desktop publishing software to create a magazine advertisement.

Tactics

- Your advertisement must grab the reader's attention with an easy-to-read dominant message.
- Obtain some samples of advertisements to use as a guide as you design your own.
- Your message and team logo should be the two most prominent elements on the advertisement.
- Use a maximum of one or two fonts (typefaces) on your advertisement.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **DTP-4 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.
4. Save the document as **DTP-4 Magazine Advertisement** to **The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.

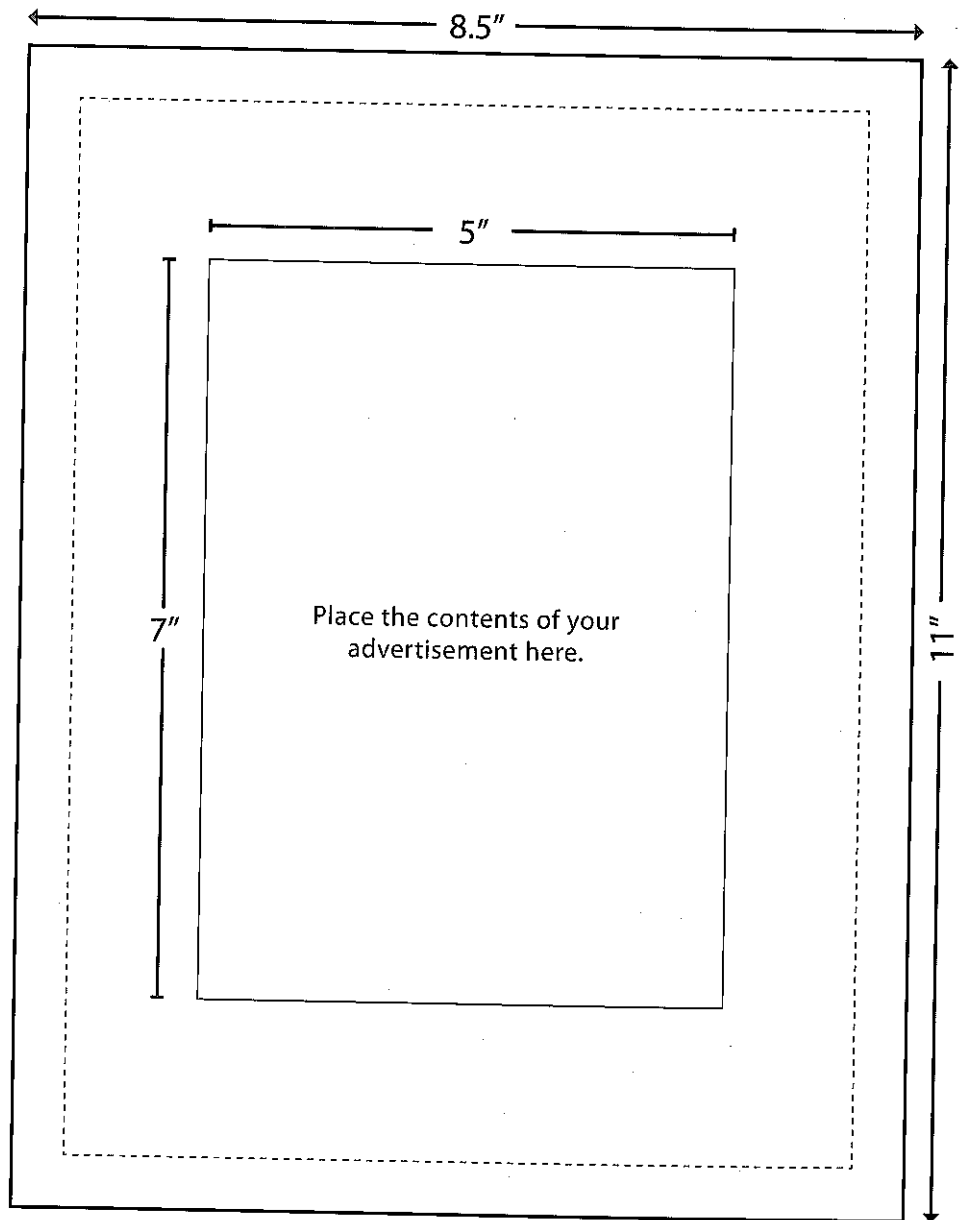


Review the magazine advertisement designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's advertisement.

6. In the bordered frame, create the advertisement design from the sketch on the **DTP-4 Planning Form**.
7. Format the size and placement of the text and other elements on the advertisement so that they are in proportion with each other and project a professional image.
8. Carefully proofread your work for design, format, spelling, and grammar.
9. Resave the file.
10. Print a copy of the document if required by your instructor.

Page Setup

# of pages	1	Other Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 5 inches wide by 7 inches tall. Place the rectangle in the center of the page. Place the contents of your magazine advertisement within this rectangle.
Dimensions	8.5 x 11 inches	
Margins	.5 inches on all sides	
Orientation	Portrait	





On the Field with Joe Gendron

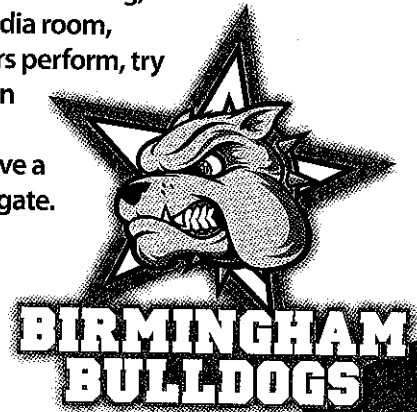
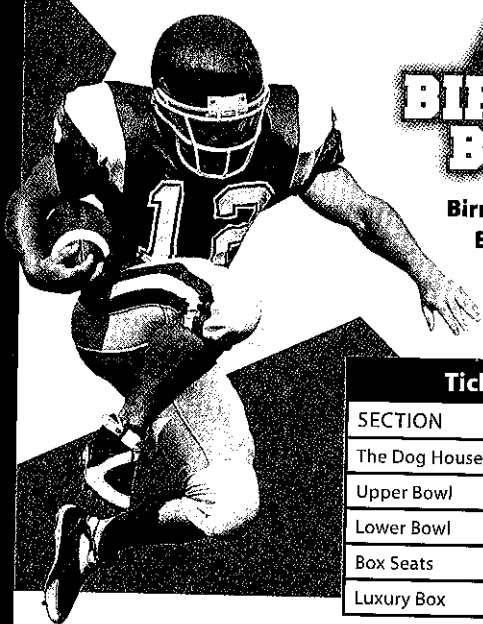
After experimenting with several designs for the magazine advertisement, Joe finally found one that he thought would really catch the eye of the team's fans. The advertisement design that Joe Gendron created for the Birmingham Bulldogs is shown below.

NFL Welcomes the Birmingham Bulldogs!

Birmingham Bulldogs
vs.
Carolina Panthers

Home Game Opener on September 7, 2009

Halftime Festivities: Have your picture taken with the team mascot Bully the Bulldog, visit the state-of-the-art media room, watch the team cheerleaders perform, try samples from the concession stands, and much more!
 Children 12 and under receive a Bulldog Foam Finger at the gate.

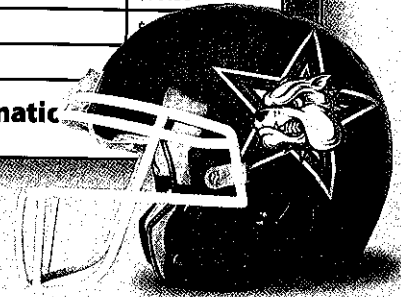


Birmingham Stadium
Birmingham, AL
1:00 p.m.

Tickets On Sale Now!

SECTION	TICKET PRICE
The Dog House (Family Area)	\$49.00
Upper Bowl	\$59.00
Lower Bowl	\$79.00
Box Seats	
Luxury Box	

Call (205) 555-1234 for more information



Use Joe Gendron's advertisement as a guide to help create your own. Do not duplicate Joe's work.

Cereal Box Design

Building your team's fan base

Goal

Your sports league has an advertising deal with a cereal company to showcase each team in the league on the back of a box of cereal. This is a great opportunity to build the team's fan base with younger fans. In this project, you will design the back of a cereal box to appeal to fans of all ages.


SKILLS UTILIZED

Use desktop publishing software to design the back of a cereal box.

Tactics

- Obtain some real cereal boxes and study their design and layout to use as a guide for creating your own.
- Determine what appropriate fonts you will use on your cereal box. Be sure to keep the number to a minimum so as not to make the box look "busy" and difficult to read.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

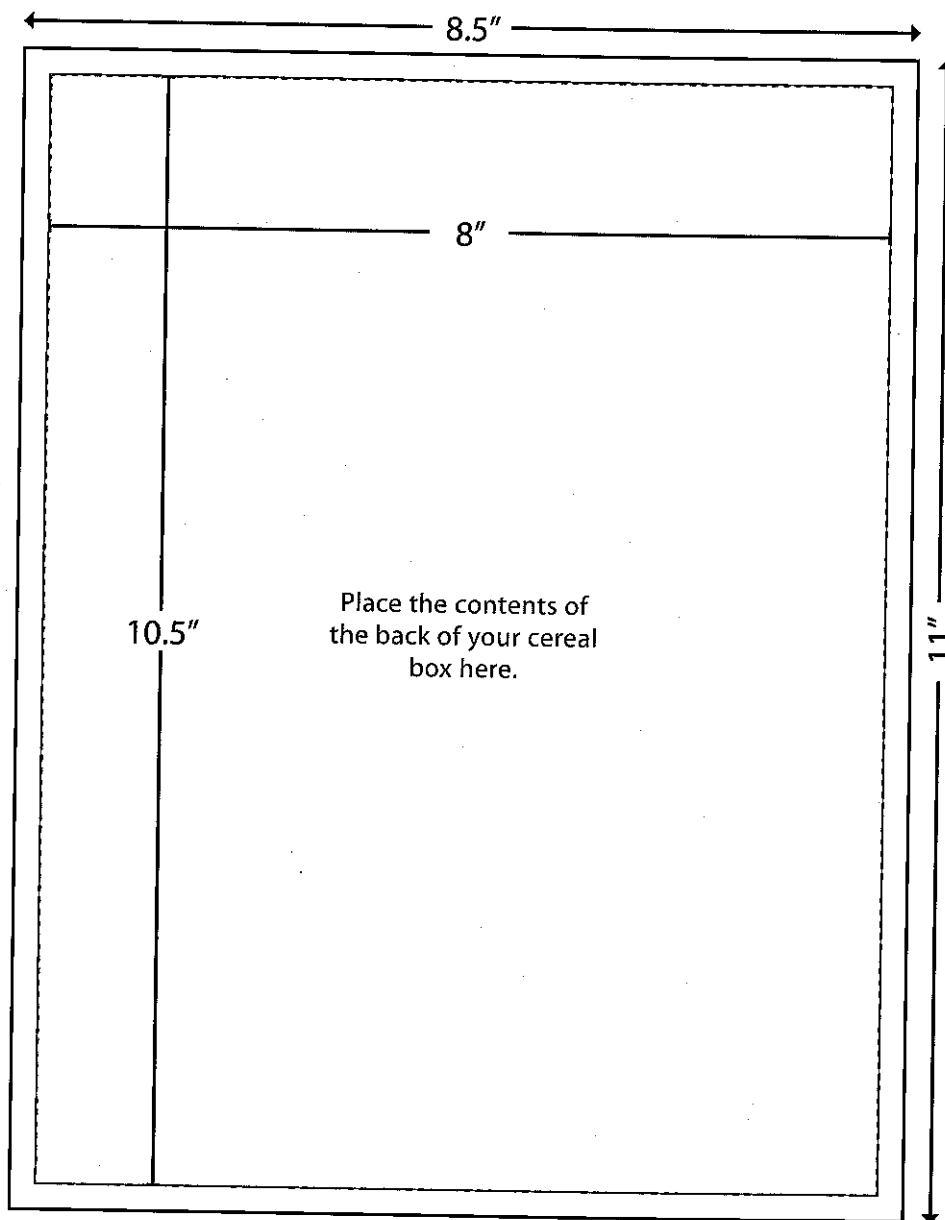
Instructions

1. Open and print the file **DTP-5 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
 2. Follow the instructions provided and complete the form.
 3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.
 4. Save the document as **DTP-5 Cereal Box** to **The Dream Team** folder.
 5. Set up your document using the Page Setup Instructions provided on the next page.
-  Review the cereal box designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's cereal box design.
6. In the bordered frame, include the information from the sketch you created on the **DTP-5 Planning Form**.
 7. Add additional elements and/or graphic images that will help illustrate and enhance the look of the cereal box (optional).
 8. Format the size, style, and placement of the text and other elements on the cereal box so that it projects a professional image.
 9. Carefully proofread your work for design, format, spelling, and grammar.
 10. Resave the file.
 11. Print a copy of the document if required by your instructor.



Page Setup

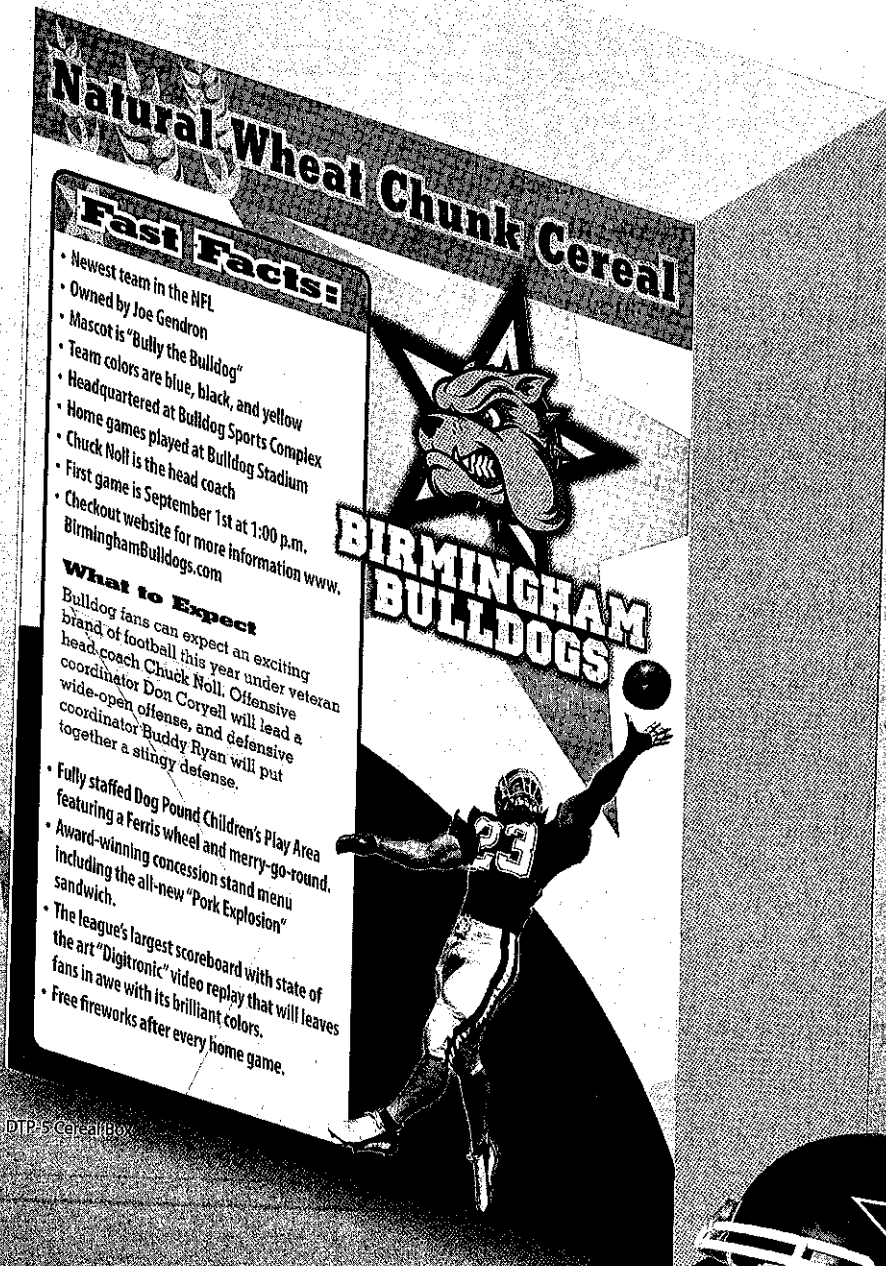
# of pages	1	Other	Using the rectangle tool in your desktop publishing software, draw a rectangle measuring 8 inches wide by 10.5 inches tall, giving it a 1 pt. border. Align this rectangle with the margin guides on your page, as shown in the illustration provided below. The contents of the back side of your cereal box should be placed within this border.
Dimensions	8.5 x 11 inches		
Margins	.25 inches on all sides		
Orientation	Portrait		





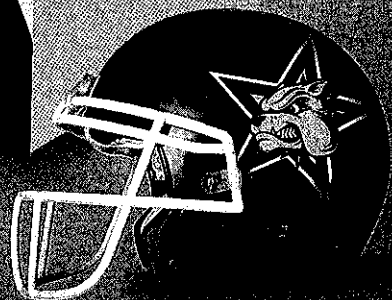
On the Field with Joe Gendron

When people have breakfast all over the country, they are going to be learning about the Birmingham Bulldogs as they eat their cereal. The design for the back of the cereal box that Joe Gendron created for his team is shown below.



DTP-5 CerealBox

Use Joe Gendron's cereal box design as a guide to help create your own. Do not duplicate Joe's work.





Three-Panel Brochure

Extra-Credit

Communicating to your team's fans

Goal

A brochure is a small pamphlet often containing promotional material or product information. And, because brochures are two-sided documents, they can communicate a large amount of information in a relatively small amount of space. In this project, you will create a brochure that will be mailed to your team's fans to communicate information about your team, tickets, schedule, and much more.


SKILLS UTILIZED

Use desktop publishing software to create a three-panel brochure.

Tactics

- Obtain some samples of professionally designed brochures to use as a guide as you design your own.
- Avoid cluttering your brochure by leaving enough white space around your text.
- Use a maximum of one or two fonts in your brochure.
- Use bulleted and/or numbered items, decorative borders, shaded areas, and graphic images to make your message easy to read and interesting to look at.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **DTP-6 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
 2. Follow the instructions provided and complete the form.
 3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new two-page document.
 4. Save the document as **DTP-6 Brochure to The Dream Team** folder.
 5. Set up your document using the Page Setup Instructions provided on the next page.
-  *Review the brochure designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's brochure design.*
6. Create each panel for the brochure using the information from the completed **DTP-6 Planning Form**. Refer to the planning form to determine the placement and contents of each panel.
 7. Format the size and placement of the text and other elements on all six panels of the brochure so that they are in proportion with each other and project a professional image.
 8. Add additional elements and/or graphic images that will help enhance the design and appearance of the brochure (optional).
 9. Carefully proofread your work for accuracy, format, spelling, and grammar.
 10. Resave the file.
 11. Print a copy of the document if required by your instructor.

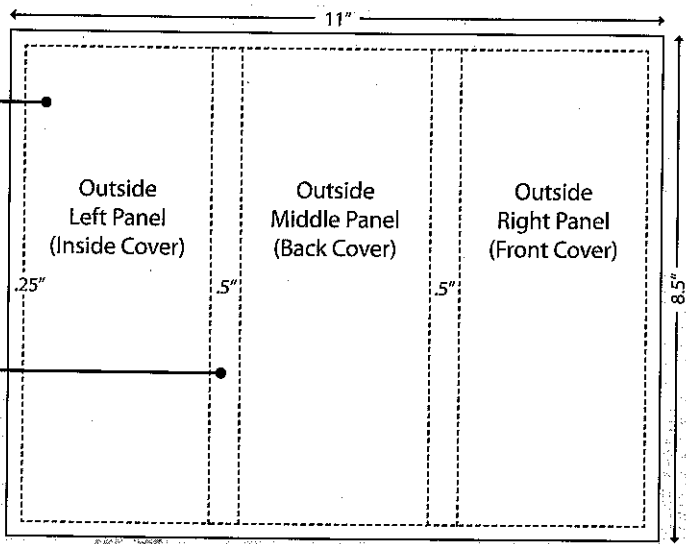


Page Setup

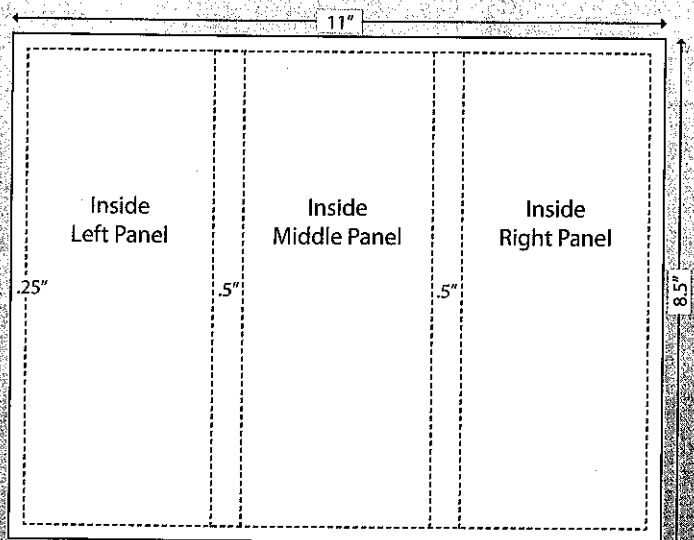
# of pages	2	Other Use page or column guides to divide both sides of the brochure into three equal panels as in the illustration below. Leave a .5 inch gutter space between each column to allow for folding. When folded, the pages will take the form of a brochure as illustrated below.
Dimensions	8.5 x 11 inches	
Margins	.25 inches on all sides	
Orientation	Landscape	

Place the contents of the brochure as indicated.
Note how each panel is labeled.

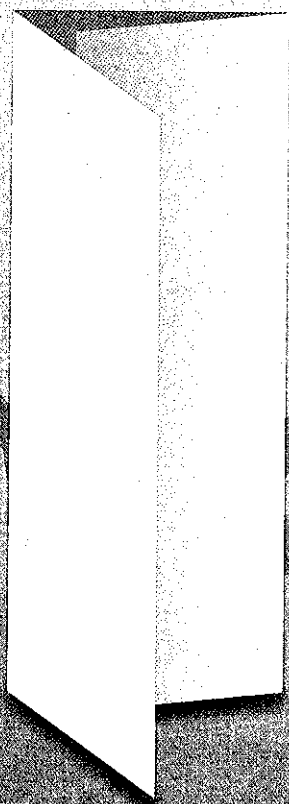
.5 inch column guide gutters for folds



Page 1 (Side 1)



Page 2 (Side 2)





On the Field with Joe Gendron

Creating a brochure to spread the word about the new team in town was a great idea. The three-panel brochure that Joe created holds a lot of information about the team in a compact document. The brochure that Joe Gendron created for the Birmingham Bulldogs is shown below.

As the owner of the Birmingham Bulldogs,

BIRMINGHAM BULLDOGS I would like to give you a bit of background about myself and the team. My name is Joe Gendron and I am a lifelong resident of Birmingham, Alabama. I have been an avid football fan since as long as I can remember. My brothers and I have always played organized football. My oldest brother even went on to play at the college level.

Because the people of Birmingham were known for their dedication to high school and college football programs, I knew that introducing a professional football team to this city would be a sure winner for everyone involved. All of the players that were selected for the Bulldogs came from teams of the 1980s, an era that was filled with a pool of great athletes to choose from.

When fans come to Bulldog Stadium, they can expect to see Bully the Bulldog barking around the stadium pumping up the fans and taking lots of great family photos. The Dog Foundation Children's Playing Area is fully staffed with trained professionals and it features a merry-go-round that kids of all ages are sure to enjoy. Bulldog Stadium features the league's largest scoreboard with state-of-the-art "Digital" video playback. And fans will never go home without the award-winning concession menu featuring the "Pork Explosion."

Joe G.



Whether we are on the road or playing with our home field advantage,

take a look at our 2009-2010 Season Schedule to see when you can come cheer on the Birmingham Bulldogs.

Birmingham Bulldogs 2009 Schedule				
Date	Opponent	Location	Time	
9/7/2009	Carolina	Birmingham Stadium	1:00 PM	
9/14/2009	Denver	Ford Field	1:00 PM	
9/21/2009	Tampa Bay	Birmingham Stadium	1:00 PM	
10/6/2009	Oakland	Oakland Coliseum	2:00 PM	
10/12/2009	Atlanta	Georgia Dome	1:00 PM	
10/20/2009	Green Bay	Birmingham Stadium	1:00 PM	
10/28/2009	Jacksonville	Birmingham Stadium	1:00 PM	

Ticket Info

The Birmingham Bulldogs want fans from every walk of life to be able to experience one of our games in person.

Take a look at the following ticket packages and choose the package that best suits your family. Special discounts available for groups of 12 or more.

Section	Price
The Dog House	\$49.00
Upper Bowl	\$59.00
Lower Bowl	\$79.00

Page 1 (Side 1)

Meet the Team

Name	Position	Height	Weight	Number
Dan Marino	QB	6'4"	218	13
Ken Houston	DE	6'2"	255	31
Marcus Allen	RB	6'2"	210	32
Walter Payton	RB	6'0"	205	34
Mike Haynes	DE	6'2"	192	40
Ronnie Left	DE	6'0"	255	42
Reggie Roby	P	6'4"	250	44
Mike Webster	DT	6'2"	325	46
Randy White	DL	6'4"	257	54
Lawrence Taylor	LB	6'2"	225	56
Jack Lambert	LB	6'4"	220	58
Morten Andersen	K	6'2"	220	60
Lee Roy Selmon	DL	6'3"	258	65
Joe Delamielleure	OL	6'11"	300	66
Anthony Munoz	DL	6'6"	278	70
John Harahan	DL	6'2"	265	72
Howie Long	DL	6'3"	268	75
Art Shell	DE	6'5"	265	78
Steve Largent	WR	5'11"	187	80
Ozzie Newsome	TE	6'7"	255	82
Ted Hendricks	LB	6'7"	220	83
James Lofton	WR	6'2"	210	85

Birmingham Bulldogs
 Birmingham Stadium
 100 Main Street
 Birmingham, AL 35209
 Phone: 205.555.1234
 Fax: 205.555.5678



www.BirminghamBulldogs.com

Introducing the newest team to the National Football League!



DTP-6 Brochure

Use Joe Gendron's brochure as a guide to help create your own. Do not duplicate Joe's work.

Building fan loyalty

Goal

A newsletter is a periodically published document containing news and announcements about a subject or theme. The purpose of a newsletter is to provide highly specialized information to a targeted audience. Staying in touch with your fans and ticket holders is important because it builds fan loyalty. In this project, you will create a team newsletter to send to fans and season ticket holders.


SKILLS UTILIZED

Use desktop publishing software to design and create a team newsletter.

Tactics

- Obtain some samples of newsletters displayed around your community to use as a guide as you design your own.
- An effective newsletter should be attractive, well organized, and self-explanatory with text and graphics linked to a specific target audience.
- The masthead is the top portion of the newsletter that provides readers with the name, publication date, and other important information. It should be the most prominent element of the newsletter, so take your time with its design.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

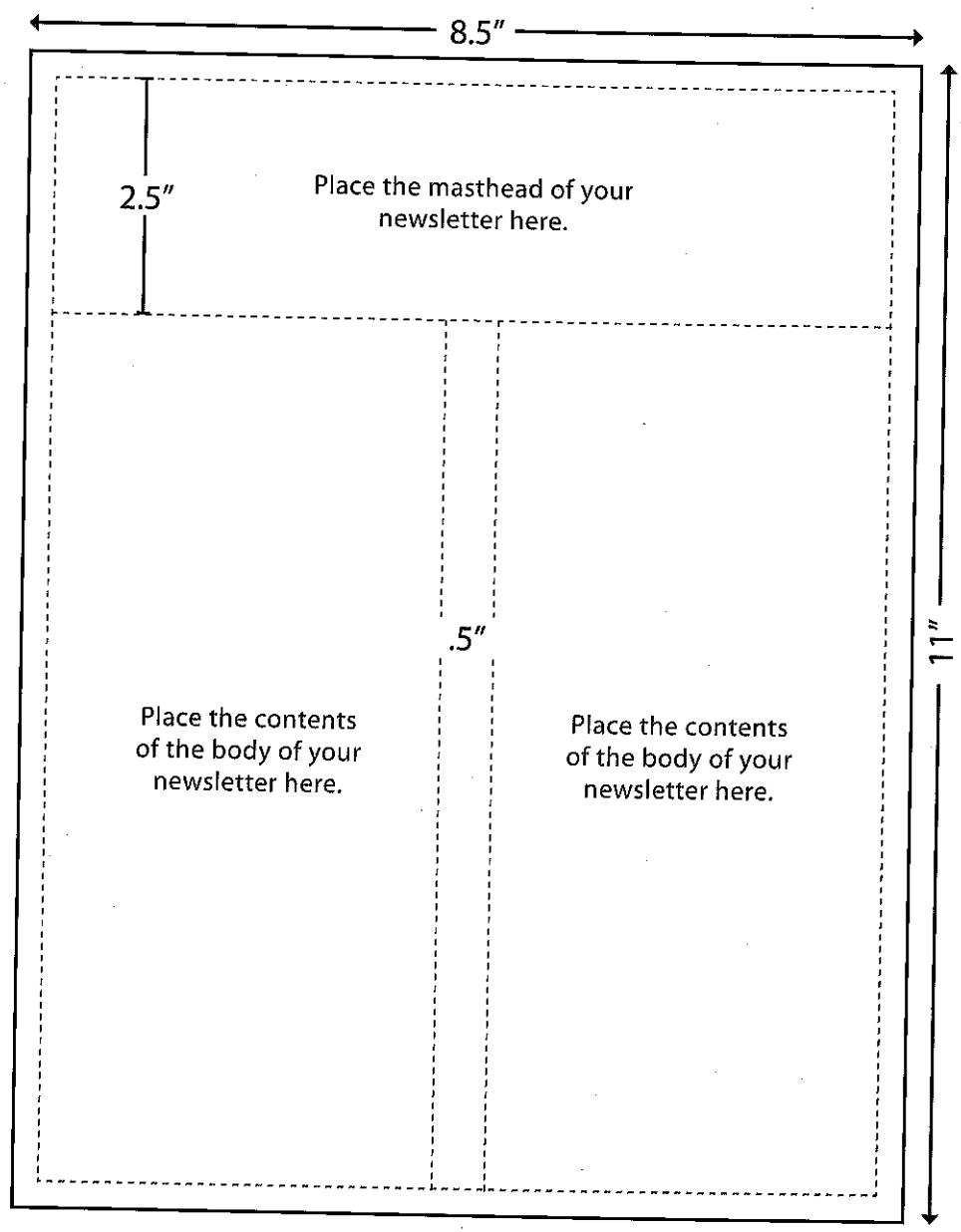
Instructions

1. Open and print the file **DTP-7 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
 2. Follow the instructions provided and complete the form.
 3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.
 4. Save the document as **DTP-7 Newsletter to The Dream Team** folder.
 5. Set up your document using the Page Setup Instructions provided on the next page.
-  Review the newsletter designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's newsletter design.
6. Create the masthead for the newsletter from the sketch design on the **DTP-7 Planning Form**.
 7. Format the text in the masthead using the colors and fonts that best match the team's design.
 8. Using the articles from the **DTP-7 Planning Form**, insert the text and headlines from the articles.
 9. Format the size and placement of the text and other elements on the newsletter so that they are in proportion with each other and project a professional image.
 10. Add additional elements and/or graphic images that will help illustrate and enhance the look of the newsletter (optional).
 11. Carefully proofread your work for accuracy, format, spelling, and grammar.
 12. Resave the file.
 13. Print a copy of the document if required by your instructor.



Page Setup

# of pages 1	Step 1: Place a horizontal guide at 2.5 inches. Place the masthead of the newsletter above this guide, but do not place any contents above the top margin guide.
Dimensions 8.5 x 11 inches	Step 2: Use page or column guides to divide the page into two equal columns. Leave a .5 inch gutter space between the columns. Place the contents of the body of the newsletter within these columns. Note: Do not place any contents inside the .5 inch gutter space (see page setup illustration below for more assistance).
Margins .25 inches on all sides	
Orientation Portrait	





On the Field with Joe Gendron

Once fans come to a Bulldog's game, they will be hooked. To keep the fans loyal, you need to keep them informed. Creating a team newsletter will do just that. The newsletter that Joe Gendron created for the Birmingham Bulldogs is shown below.

On the Field

Team Newsletter



Fall Issue

Roster Preview



Team owner and general manager **Joe Gendron** had this to say about the team's first draft.

"Our main strategy will be to draft players that have previously played in the NFL in the early 1980s. Our staff is looking to draft 22 players with half on offense and the other half on defense.

We are looking for players that have had great careers and are members of the Football Hall of Fame.

I believe that following this draft strategy will allow us to add quality players to our team, be competitive in our first season, and peak the interest of our fan base."

Players of the Month

Since this is our first issue, we thought that all our players deserved to be recognized as "player of the month." We're expecting great things from this dream team this season!



Ticket Packages Available

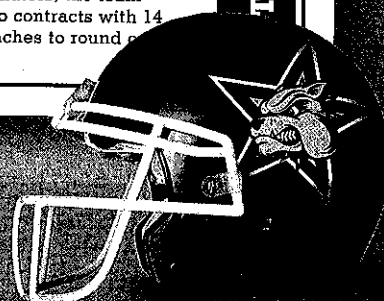
Various ticket packages are available to meet every fan's needs. Check out the team's Web site at www.BirminghamBulldogs.com to see complete ticket and seating information for all home games.

SECTION	PRICE	# OF SEATS
The Dog House	\$49.00	10,000
Upper Bowl	\$59.00	18,000
Lower Bowl	\$79.00	32,000
Box Seats	\$200.00	3,000
Luxury Box	\$350.00	2,000

Head coach **Chuck Noll** has put together an all-star coaching staff for the upcoming season. Offensive coordinator **Don Coryell** is considered a "genius" around the league. Look for high scoring games and lots of excitement during the games. **Buddy Ryan**, the team's defensive coordinator, brings in patented 4-6 defense to the Bulldogs.

Opposing teams will be in for a long day when they face the Bulldog defense. In addition to the coordinators, the team has agreed to contracts with 14 assistant coaches to round out team's staff.

The Coaches Corner



Use Joe Gendron's newsletter as a guide to help create your own. Do not duplicate Joe's work.