

GRA 1142 - Digital Media & Design

Project 3 — Newsletter

You are to design a newsletter for your company. It should be full color CMYK. Before starting on the computer collect examples of newsletter that you can use as ideas for the layout. Fill out the Planning sheet provided. Pencil roughs and a folded dummy, marked print proof are required. Refer to your grade sheet for specific grading criteria.

The newsletter **MUST** consist of the following:

Masthead Create a masthead and layout of your own design. (including your logo, volume, number and date of issue listed below)

Volume 2, Number 1
Fall, 2006

Calendar of Events (text provided below you will have to type. You may add to it or modify but be same number of events)

Calendar

| | | |
|-------------|------------------------------------|---------------------------|
| October 30 | Marketing Workshop | 12 - 3 pm |
| November 18 | Company Picnic | 9 am - 1 pm, Barnett Park |
| November 24 | Cystic Fibrosis Walk-a-thon | 10 am - 12 pm |
| December 5 | Opening of New Building Party | 7 pm - midnight |
| December 12 | Planning Round-table | 5 pm - 7 pm |
| December 20 | Christmas Party | 7 pm - midnight |

Employee of the Month or something similar

Scan of a person, group, etc of your choice and write whatever copy you choose to go with it

New Building

Building scan final corrections from Project 1 and write whatever copy you choose to go with it

Articles

There will be 2 - 3 articles that go with your company and if any images are provided they are listed below. If no image is provided you can scan, draw or use appropriate clip art if you choose. There are typographical errors in the text files provided. You must proof-read and correct errors. Spell check will catch some but not all of the errors. A proof with corrections marked is required. The text and picture files supplied are located in your classes take out box on Teacher Transfer. Pdfs are provided also so you can print for dummy.

Presentation and Critique

If not printed 11 X 17, your pages should be glued as it would look if printed 11 X 17 folded to 8.5 X 11. **NO MOUNTING**
Examples will be provided. For critique, on your index cards prepare a brief description of the following:

Your name

Concept description: this should be descriptive terms that describe the look of your company and something that will continue throughout your projects. An example might be - contemporary, conservative, retro, feminine, alternative, etc. It may take a few words but should be simple. Basically it is why you chose this design

Specifications for the project are as follows:

Size: 4, 8 ½ X 11 in that will be assembled to look like a tabloid newsletter or 2 tabloid pages at 11 X 17 in. This depends on the size paper your lab can print on. (See instructor for approval of a custom size)

Paper: Text weight, color or your choice
Ink: full-color, cmyk.

Final Output to laser or inkjet color printer

Creative Research influence/design strategy:

Fonts, Colors, Paper used:

Added at critique:

One comment made that was beneficial and who made it

One comment made by you about someone else's project.

Identify person.

Planning Sheet – Master Checklist for Newsletter

(This is a generic form for any project. Some items may not be appropriate for all projects)

AUDIENCE THAT NEWSLETTER IS DESIGNED FOR

Age _____

Sex _____

Special interests they might have _____

Home location of audience, if different from business _____

Income bracket _____

Education level _____

Use of recreational time _____

Possession (type of computer, etc) _____

Membership in organizations (user groups, clubs, etc) _____

Political orientation or special interest _____

DESCRIPTION OF CLIENT/BUSINESS (refer to company descriptions then put in your words

GOAL

State the specific goal of publication. Be detailed _____

DEVELOPING YOUR CORE CREATIVE CONCEPT

Describe your creative concept _____

What photographs/graphics will be used? _____

Fonts used? _____

Color palette used _____

Other _____

SPECIFICATIONS

Size and format? _____

Stock (paper) to be final output _____

DPI and file formats of photos _____