

Project Title Custom T-Shirt

New Skill:

✓ Designing a custom T-shirt





WORK ORDER

Desktop Publishing Specialist

Project #: P-1

Customer Name: Jazz My Wheels

Assigned to: You, the Desktop Publishing Specialist

Project Title: Custom T-Shirt

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 17.

Project Description

Jazz My Wheels has decided to build the company's name recognition by creating a custom T-shirt. This T-shirt will be worn by Jazz My Wheels' employees as well as actors in print ads and television commercials. The T-shirts will also be available for purchase online.

Your Job

As the Desktop Publishing Specialist, you will design a custom T-shirt to promote the Jazz My Wheels brand image. T-shirt designs take on many forms, from simple text to detailed graphics. T-shirts imprinted with an organization's logo offer a walking form of free advertising.

Tips and Strategies

- 1. If including a graphic image, be sure that it is large enough to be seen and keep it simple.
- 2. Use a font that is easy to read and keep the text simple.
- 3. Make the Jazz My Wheels logo the largest element on the T-shirt.
- 4. Download the "Document Planning Form" from the www.theofficespecialist.com Web site to plan the layout and design of your T-shirt on paper first.

Instructions to the Desktop Publishing Specialist

- 1. In this project, you will be provided the content to include. The layout, design, and fonts for this document 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 Custom T-Shirt** in the "DTP Projects" folder within the "Jazz My Wheels Projects" folder.
- 4. Follow the Custom T-Shirt Page Setup Instructions provided on page 322.
- 5. Include the following on the front of the T-shirt (the back will be left blank):
 - The Jazz My Wheels logo (from the "Logos" folder)

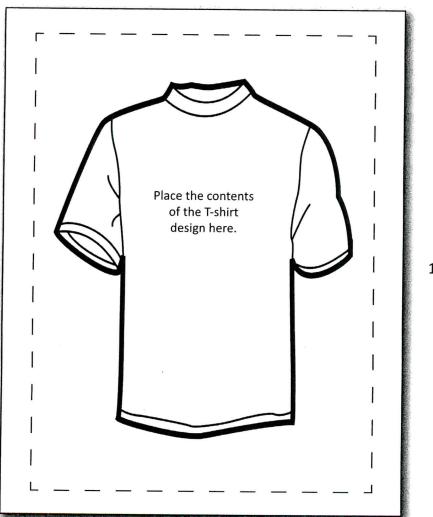
Note: This should be the largest element on your T-shirt.

- The company's Web site address: www.jazzmywheels.com
- Additional text and/or graphic images that will help make the T-shirt appealing to consumers
- 6. Format the size and placement of the text and other elements on the T-shirt so that they are in proportion with one another and project a professional image.
- 7. Carefully proofread your work for accuracy, format, spelling, and grammar.
- 8. Resave the document.
- 9. Print a copy of the document if required by your instructor.

Custom T-Shirt Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.75 inch on all sides
Orientation:	Portrait
Optional Materials:	Colored paper, T-shirt transfer paper
Other:	Place the contents of the T-shirt design inside a graphic image of the blank T-shirt (optional).





11"