

Project #: P-1

Desktop Publishing Specialist



Project Title

Custom T-Shirt

New Skill:

- Designing a custom T-shirt



The Office
Specialist.com
The Microsoft Office Experts

Jazz My Wheels

Lawn Enforcement

College Concierge

Lettuce-Do-Lunch

Squeaky Clean

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).

