Lettuce-Do-Lunch
Healthy and Delicious

Project Title
Promotional Punch Card

New Skill:

☑ Designing a promotional
   punch card

APPROVED

The **Office**
Specialist.com
The Microsoft Office Experts

Lettuce-Do-Lunch

Squeaky Clean

Lawn Enforcement

College Concierge

Jazz My Wheels

The Office Specialist.com
The Microsoft Office Experts

Desktop Publishing Specialist
Project #: P-10

Customer Name: Lettuce-Do-Lunch	
Assigned to: You, the Desktop Publishing Specialist	
Project Title: Promotional Punch Card	
Date: (current date, 20xx)	

Note: Prior to beginning this project, review the Company Overview provided on page 16.

Project Description

Lettuce-Do-Lunch is constantly trying new promotional campaigns to attract new customers and keep their existing customers coming back to the restaurant. They are launching a new promotion called the "Sandwich Club."

Your Job

As the Desktop Publishing Specialist, you will create a promotional punch card for Lettuce-Do-Lunch to use in its "Sandwich Club" campaign. The punch card will contain five symbols. Each time a customer eats at the restaurant or orders takeout, one of the symbols on the card will be hole-punched. When a customer's "Sandwich Club" card has all five symbols punched out, he or she earns one free sandwich or another menu item of equal or lesser value.

Tips and Strategies

1. Be sure the item you select to be punched displays large enough to be seen and punched.
2. Consider framing in the items to be punched with a bordered box.
3. Download the "Document Planning Form" from the www.theofficespecialist.com Web site to plan the layout and design of your promotional punch card on paper first.
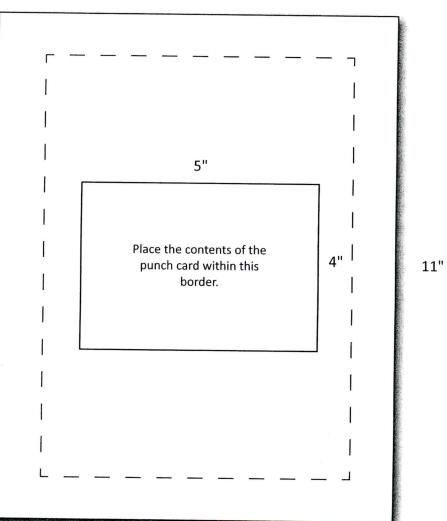
Instructions to the Desktop Publishing Specialist

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-10 Promotional Punch Card** in the "DTP Projects" folder within the "Lettuce-Do-Lunch Projects" folder.

4. Follow the Promotional Punch Card Page Setup Instructions provided on page 360.

5. Include the following on the punch card:

   • A star graphic image that can be "punched" on the card. This graphic image will be represented five times on the card. Arrange the stars next to each other horizontally near the bottom of the promotional punch card. The distance between each image should be equal.

   • Place a headline on the top center of the card:
   "Sandwich Club Card"

   • Include the Lettuce-Do-Lunch logo (found in the "Logos" folder).

   • Place the following text just below the headline:
   Get five stars punched and earn one FREE sandwich or another menu item of equal or lesser value.

   • Using a smaller type size than you did in the previous step, include the following text just below the area where you placed the text from the previous step:
   Here's How the Sandwich Club Card Works: Each time you dine in, take out, or order delivery, present this card to any employee and get one star punched. When all five stars are punched, return your card for a free sandwich or another menu item of equal or lesser value.

6. Carefully proofread your work for accuracy, format, spelling, and grammar.

7. Resave the document.

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

Promotional Punch Card Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	1 inch on all sides
Orientation:	Portrait
Optional Materials:	Cardstock paper
Other:	Create a border measuring 5 inches wide by 4 inches tall. Place the contents of the punch card within this border. Use scissors to trim around the edges of the punch card border.

8.5"

5"

Place the contents of the
punch card within this
border.

4"

11"