Lettuce-Do-Lunch
Healthy and Delicious

Project Title
Promotional Poster

New Skill:

☑ Designing a poster

APPROVED

The **Office**
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Lettuce-Do-Lunch

Squeaky Clean

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The Office Specialist.com
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Desktop Publishing Specialist
Project #: P-3

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

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

Project Description

To attract customers, Lettuce-Do-Lunch is offering a "buy-one-get-one-free" promotion for a limited time on one of its most popular sandwiches. They want to advertise this promotion using posters displayed in the windows of their restaurant. They have asked The Office Specialist.com to create the posters for the window display.

Your Job

As the Desktop Publishing Specialist, you will design a poster for the "buy-one-get-one-free" promotion to be displayed in the window at Lettuce-Do-Lunch. A poster is a printed document that is used to illustrate and advertise an event, product, or cause. Posters usually contain a variety of graphic images, text, and other design elements to communicate a message to an audience.

Tips and Strategies

1. Obtain some examples of posters displayed in your community. Use the examples you obtain as a guide to design your own.

2. An effective poster should be attractive, well-organized, and self-explanatory, with the text and graphics linked to a specific target audience.

3. The headline (title) should be the largest element on the poster. It should be readable from at least five feet away.

4. Organize different sections of your poster so they flow logically and support the main theme of the poster.

5. Consider using bordered frames to help organize the information on your poster.

Tips and Strategies (Continued)

6. Download the "Document Planning Form" from the www.theofficespecialist.com Web site to plan the layout and design of your poster 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-3 Promotional Poster** in the "DTP Projects" folder within the "Lettuce-Do-Lunch Projects" folder.

4. Follow the Poster Page Setup Instructions provided on page 330.

5. Include the following on your poster:

   - A large headline that captures the attention of Lettuce-Do-Lunch patrons:
     Favorite Item of the Week

   - The Lettuce-Do-Lunch logo (from the "Logos" folder)

   - The name of the menu item(s) being offered in the special deal:
     Grilled Chicken Sandwich
     Fresh Garden Salad

   - Insert a graphic image to enhance the text on the poster.

   - A description of the buy-one-get-one free offer:
     Order our Famous Grilled Chicken Sandwich and get a Fresh Garden
     Salad free!

   - Include an expiration date:
     Limited Time Offer! Good through Friday, April 30th!

   - A border to frame all of the elements on the poster

   - Additional text and/or graphic images that will help enhance the look and design of the poster

6. Format the size and placement of the text and other elements on the poster 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.

Poster Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.5 inch on all sides
Orientation:	Portrait
Optional Materials:	Colored and/or glossy paper
Other:	Place a bordered frame aligned with the margins on the poster. Place the contents of the poster within this border.

8.5"

Place the contents of the poster
within this border.

11"