

Project #: P-4

Desktop Publishing Specialist



Project Title
New Customer Flyer

New Skill:

- Designing a flyer



The Office
Specialist.com
The Microsoft Office Experts

Squeaky Clean

Jazz My Wheels

College Concierge

Lettuce-Do-Lunch

Lawn Enforcement

Desktop Publishing Specialist

Project #: P-4

Customer Name: Squeaky Clean

Assigned to: You, the Desktop Publishing Specialist

Project Title: New Customer Flyer

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 15.

Project Description

Squeaky Clean has decided to offer its services at 40% off to new customers for a limited time. They will run a marketing campaign by distributing flyers that target homes and businesses in the communities where they are already servicing clients. The flyers will be posted inside local businesses, posted on telephone poles, stuck in doors, and placed on car windows throughout the targeted areas.

Your Job

As the Desktop Publishing Specialist, you will design a flyer for Squeaky Clean to promote its services at 40% off for new customers. A flyer is used to communicate a simple message to an audience. It can take on a variety of formats and sizes.

Tips and Strategies

1. Most readers view flyers as “light” reading material, so try to keep the word count and graphic images to a minimum while still keeping the reader’s attention.
2. Use a maximum of three fonts throughout your flyer.
3. Use a layout and design scheme that is easy to read. The most important information should be placed near the top and middle areas of the flyer.
4. Obtain some examples of flyers placed throughout your school and/or community to use as a guide as you design your own.
5. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your flyer 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-4 New Customer Flyer** in the “DTP Projects” folder within the “Squeaky Clean Projects” folder.
4. Follow the Flyer Page Setup Instructions provided on page 334.
5. Include the following on your flyer:
 - A simple-to-read, eye-catching headline. For example:
Full-service cleaning at 40% off the full price
 - The Squeaky Clean logo (from the “Logos” folder)
 - Information about the type of services Squeaky Clean provides:
List of Cleaning Services:
Kitchen
Bathroom
Bedroom
Living Room
 - A “Call to Action” that indicates the promotion ends in 30 days:
Call Now! Special Offer ends in 30 days!
 - Contact information, including a phone number and Web site address:
888-555-1000
www.squeakyclean.com
 - Additional text and/or graphic images that will help make the flyer achieve the objective of getting people to use the service. For example:
Get your spring cleaning done today!
6. Format the size and placement of the text and other elements on the flyer 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.

Flyer 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

