

Project #: P-6

Desktop Publishing Specialist



Project Title

Bumper Sticker

New Skill:

- Designing a bumper sticker



The Office
Specialist.com
The Microsoft Office Experts

Jazz My Wheels

Squeaky Clean

College Concierge

Lettuce-Do-Lunch

Lawn Enforcement

Desktop Publishing Specialist

Project #: P-6

Customer Name: Jazz My Wheels

Assigned to: You, the Desktop Publishing Specialist

Project Title: Bumper Sticker

Date: (current date, 20xx)

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

Project Description

An employee at Jazz My Wheels submitted a great idea to the Employee Suggestion Program. He suggested that the company hand out free bumper stickers to all of their customers. Not every customer will apply the bumper sticker to their car, but those who do will be providing low cost, highly visible marketing for the business. A bumper sticker is a natural fit to promote their services because the sticker will draw attention to the enhancements they made to the vehicle.

Your Job

As the Desktop Publishing Specialist, you will create a bumper sticker for Jazz My Wheels that will grab the attention of onlookers by conveying a clear message. Because bumper stickers are placed on moving vehicles, the message must be short and easy to read.

Tips and Strategies

1. Use the Internet to search for examples of bumper stickers. Use the examples you obtain as a guide to design your own.
2. Consider using a block style font on your bumper sticker so that it will be easy to read from a distance.
3. Maximize the readability of your bumper sticker by leaving plenty of white space.
4. Use a horizontal (left to right) layout design on your bumper sticker.
5. Be sure that the Jazz My Wheels logo is the most prominent element on your bumper sticker.
6. Download the "Document Planning Form" from the www.theofficespecialist.com Web site to plan the layout and design of your bumper sticker 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-6 Bumper Sticker** in the “DTP Projects” folder within the “Jazz My Wheels Projects” folder.
4. Follow the Bumper Sticker Page Setup Instructions provided on page 342.
5. Include the following on your bumper sticker:
 - The Jazz My Wheels logo (from the “Logos” folder)
 - A large headline that captures the eye of onlookers:
Get Jazzed!
 - Jazz My Wheels’ Web site address:
www.jazzmywheels.com
 - Additional text and/or graphic images that will help to get the bumper sticker noticed (for example, include flame graphics or automotive graphics that will attract attention from onlookers)
6. Format the size and placement of the text and other elements on the bumper sticker 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.

Bumper Sticker Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.25 inch on all sides
Orientation:	Landscape
Optional Materials:	Full-sheet laser or ink-jet compatible paper
Other:	Create a rectangle that measures 9.75 inches wide by 3 inches tall. Place the rectangle in the center of the page. Place the contents of the bumper sticker within this rectangle.

