

Project #: P-8

Desktop Publishing Specialist



Project Title
Three-Panel Brochure

New Skill:

- Designing a three-panel brochure



The Office
Specialist.com
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Lawn Enforcement

Squeaky Clean

College Concierge

Lettuce-Do-Lunch

Jazz My Wheels

Desktop Publishing Specialist

Project #: P-8

Customer Name: Lawn Enforcement
Assigned to: You, the Desktop Publishing Specialist
Project Title: Three-Panel Brochure
Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 18.

Project Description

Lawn Enforcement acquired a new lawn care company to expand its market share in the city. To help integrate the new team into Lawn Enforcement, the company will provide the new team with marketing materials they can use to generate new business as well as to let their pre-existing customers know they are now part of Lawn Enforcement. Lawn Enforcement plans to provide a three-panel brochure that describes their services and informs both current and prospective customers about Lawn Enforcement.

Your Job

As the Desktop Publishing Specialist, you will design a three-panel brochure that promotes Lawn Enforcement to potential customers. Brochures can communicate a large amount of information in a relatively small space using text, graphics, and photographs.

Tips and Strategies

1. Use concise, clear wording to promote Lawn Enforcement in your brochure.
2. Be sure that the Lawn Enforcement logo is the most prominent element on the cover of your brochure.
3. Use bulleted and/or numbered items, decorative borders, shaded areas, and graphic images to make your message easy to read and interesting to look at.
4. Avoid cluttering your brochure by leaving enough white space around your text.
5. Use a maximum of one or two fonts in your brochure.

Tips and Strategies (Continued)

6. Use a sufficient ratio of graphic images to the amount of text.
7. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your three-panel brochure 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-8 Three-Panel Brochure** in the “DTP Projects” folder within the “Lawn Enforcement Projects” folder.
4. Follow the Three-Panel Brochure Page Setup Instructions provided on pages 351 and 352.
5. Include the following on the **outside right panel (front cover)** of your brochure:
 - A title for the brochure:
We'll Make Your Yard Look Great!
 - The Lawn Enforcement logo (from the “Logos” folder)
 - Include a graphic image that will help enhance the look and design of the outside right panel of the brochure (for example, a tree, vines, or leaves)
6. Include the following on the **outside middle panel (back cover)** of your brochure:
 - Lawn Enforcement’s contact information:
15875 Maple Leaf Lane
Pasadena, CA 91030
1-888-555-5583
Email: info@lawnenforcement-inc.com
www.lawnenforcement-inc.com
 - Include the hours of service:
Hours of Service:
Mon. – Sat. 7 a.m. – 6 p.m.
No service on major holidays and Sundays
 - Include a graphic image that will help enhance the look and design of the outside middle panel of the brochure (for example, a tree, vines, or leaves)

Instructions to the Desktop Publishing Specialist (Continued)

7. Include the following on the **outside left panel (inside cover)** of your brochure:

About Us

Lawn Enforcement is a full-service landscaping company that provides homeowners and businesses with a wide variety of on-site lawn, garden, and tree services.

- A graphic image that will help enhance the look and design of the outside left panel of the brochure (for example, a tree, vines, or leaves)

8. Include the following on the **inside left panel** of your brochure:

- The following statements:

Special Promotions

\$25 Off First-Time Lawn Care Service

Schedule a free lawn analysis

- Optional: A graphic image that will help enhance the look and design of the inside left panel of the brochure (for example, a tree, vines, or leaves)

9. Include the following on the **inside middle and right panels** of your brochure:

- A list or description of Lawn Enforcement's most popular services:

Our Most Popular Services:

Lawn Care

Tree and Shrub Care

Pest Control

Weed Control

Lawn Maintenance

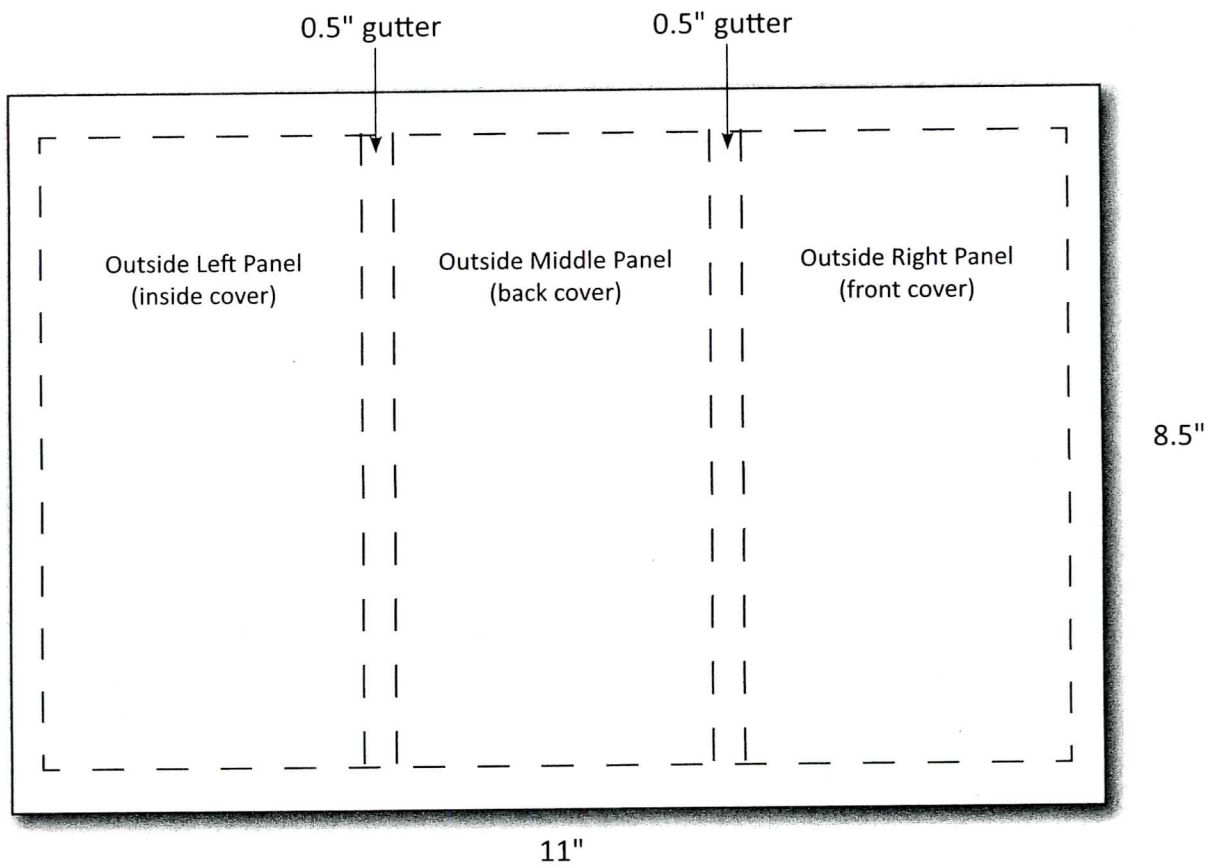
Power Seeding

- A graphic image that will help enhance the look and design of the inside middle and right panels of the brochure (for example, a tree, vines, or leaves)

10. Format the size and placement of the text and other elements on all six panels of the brochure so that they are in proportion with one another and project a professional image.
11. Carefully proofread your work for accuracy, format, spelling, and grammar.
12. Resave the document.
13. Print a copy of the document if required by your instructor.

Three-Panel Brochure Page Setup Instructions:

# of Pages:	2
Dimensions:	8.5 x 11 inches
Margins:	0.25 inch on all sides
Orientation:	Landscape
Optional Materials:	Colored paper
Other:	Use page or column guides to divide both pages into three equal columns (panels). Leave a 0.5 inch gutter space between each column to allow for folding. Note: Do not place any text inside the gutter space. See the illustration below.



Printing instructions:

Print the brochure back-to-back (double-sided) or print both sides separately and staple them together.

Three-Panel Brochure Page Setup Instructions (Continued)

