

Project #: P-9

Desktop Publishing Specialist



Project Title

Greeting Card

New Skill:

- Designing a greeting card



The Office
Specialist.com
The Microsoft Office Experts

College Concierge

Lawn Enforcement

Squeaky Clean

Lettuce-Do-Lunch

Jazz My Wheels

Desktop Publishing Specialist

Project #: P-9

Customer Name: College Concierge

Assigned to: You, the Desktop Publishing Specialist

Project Title: Greeting Card

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 14.

Project Description

College Concierge lists “customer-focused” as one of its corporate values. The holidays provide an opportunity to let their customers know they are valued by sending them personalized greeting cards. Every year, they design a personalized greeting card. Even small gestures like this help College Concierge’s clients remember them.

Your Job

As the Desktop Publishing Specialist, you will create a personalized greeting card for College Concierge to send to its customers. So that your card has broad appeal, avoid using words or images that confine the message to a particular year-end holiday, such as Christmas or Hanukkah. Instead, just refer to the “holidays” or “holiday season.”

Tips and Strategies

1. Try to create a message on the outside of your greeting card that invokes curiosity, compelling the recipient to open and read the inside of the card.
2. Experiment with using a variety of elements to make your greeting card a one-of-a-kind creative showpiece.
3. To create a consistent look and appearance, use graphic images that coordinate well with each other and complement the font style(s) used in your card.
4. Use no more than two fonts in your greeting card.
5. Download the “Document Planning Form” from the www.theofficespecialist.com Web site to plan the layout and design of your greeting 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-9 Greeting Card** in the “DTP Projects” folder within the “College Concierge Projects” folder.
4. Follow the Greeting Card Page Setup Instructions provided on page 356.
5. Include the following on the **front cover panel** of your greeting card:
 - An opening message:
Thinking of You!
 - An appropriate graphic that helps illustrate the message (for example, a cute animal with a thought bubble)
 - A border that complements the theme of your card
6. Include the following on the **interior panel** of your greeting card:
 - A greeting card message that correlates with the outside cover panel:
Have a bright and beautiful holiday!
 - An appropriate graphic image that helps illustrate the message (for example, a shining sun)
 - A border that matches the one on the outside
 - The College Concierge logo (from the “Logos” folder)

Note: Prior to printing, the contents of the interior panel must be rotated 180 degrees (turned upside down).

 - Additional text and/or graphic images that will help enhance the look and design of the greeting card
7. Format the size and placement of the text and other elements on the greeting card so that they are in proportion with one another and project a professional image.
8. Carefully proofread your work for accuracy, format, spelling, and grammar.
9. Resave the document.
10. Print a copy of the document if required by your instructor.

Greeting Card Page Setup Instructions:

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.25 inch on all sides
Orientation:	Portrait
Other:	<ol style="list-style-type: none"> 1. Place vertical guides at 4, 4.25, and 4.5 inches. 2. Place horizontal guides at 5.25, 5.5, and 5.75 inches. 3. Place the contents of the front cover panel of the greeting card in the lower right quadrant. Place the contents of the interior panel in the upper left quadrant. Note: Before printing, the contents of this panel must be rotated 180 degrees (turned upside down).

