Project #: P-9

## **Desktop Publishing Specialist**



# Project Title Greeting Card

## New Skill:

 $\checkmark$  Designing a greeting card





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**College Concierge** 

Lawn Enforcement

Squeaky Clean

Lettuce-Do-Lunch



## WORK ORDER

### 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.

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## 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)

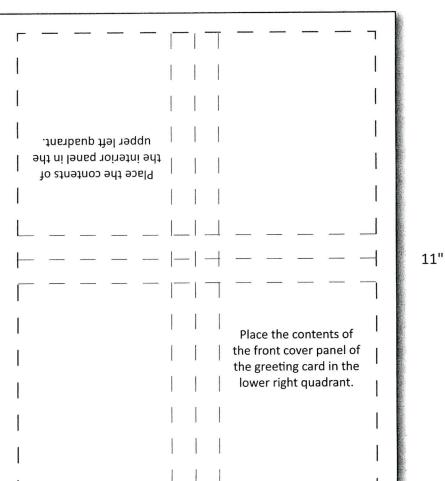
**Note:** Prior to printing, the contents of the interior panel must be rotated 180 degrees (turned upside down).

- 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.

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# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	0.25 inch on all sides
Orientation:	Portrait
Other:	<ol> <li>Place vertical guides at 4, 4.25, and 4.5 inches.</li> <li>Place horizontal guides at 5.25, 5.5, and 5.75 inches.</li> <li>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. <i>Note:</i> Before printing, the contents of this panel must be rotated 180 degrees (turned upside down).</li> </ol>

### **Greeting Card Page Setup Instructions:**



8.5"