

## Desktop Publishing Christmas Simulation Stocking Stuffers, Inc.

### Background Information

Stocking Stuffers, Inc., is a fictional business that provides products and services around the Christmas holiday. They have a shop that sells ornaments, stockings, various stocking stuffers, gift wrap, and assorted Christmas goodies. The week before Christmas, they have a coloring contest for children, cookies with Santa on location, Christmas contests, and sleigh rides. The business is located in Crown Center at 2450 Grand Boulevard in Kansas City, MO 64108. The phone number is 816-555-2000.

### Project List

- Logo (to be used on all projects)
- Business Card/Letterhead
- Coloring Book Page
- Last Minute Christmas Special Flyer
- Christmas Photo Card
- Newspaper Advertisements

### Logo

Create your logo to be used on all documents. You must include at a minimum a clipart, text (the name of the company), and a shape. It should look professional and fun.

Create a new Publisher document, and then go to Page Setup, and select labels, Avery 3113. Create your logo in the space that appears. NOTE: Do not get too close to the margin guides; for some reason, Publisher tends to put a border around the edges when exporting as a JPG, so leave a little bit of space for cropping. Save the Publisher file as LOGO, and then SAVE AS and choose JPG format as the file type and save again. Then, for future projects, you can just insert the picture from file (but expect to do a little cropping). There is an example logo above, but be creative and make yours however you desire. See the back page for websites with examples of company logos.



### Business Card/Letterhead

Set up the page for a business card (File, Page Setup, select Business Card). Business cards are by default 3.5" x 2" in size. However, they typically print 4 to a page. The business card should include your name as Entertainment Director. Use the address from the background information. Your logo should be included on the business card. Create a letterhead to match your business card that utilizes the business card elements at the top and a decorative line with a slogan at the bottom. See the back page for websites with examples of professional designs.



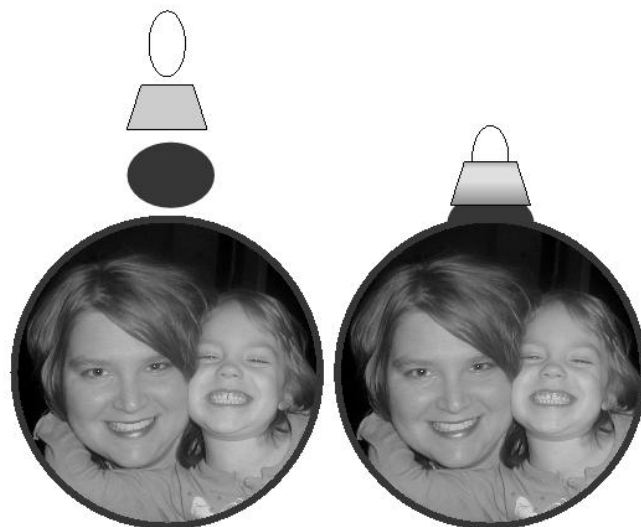
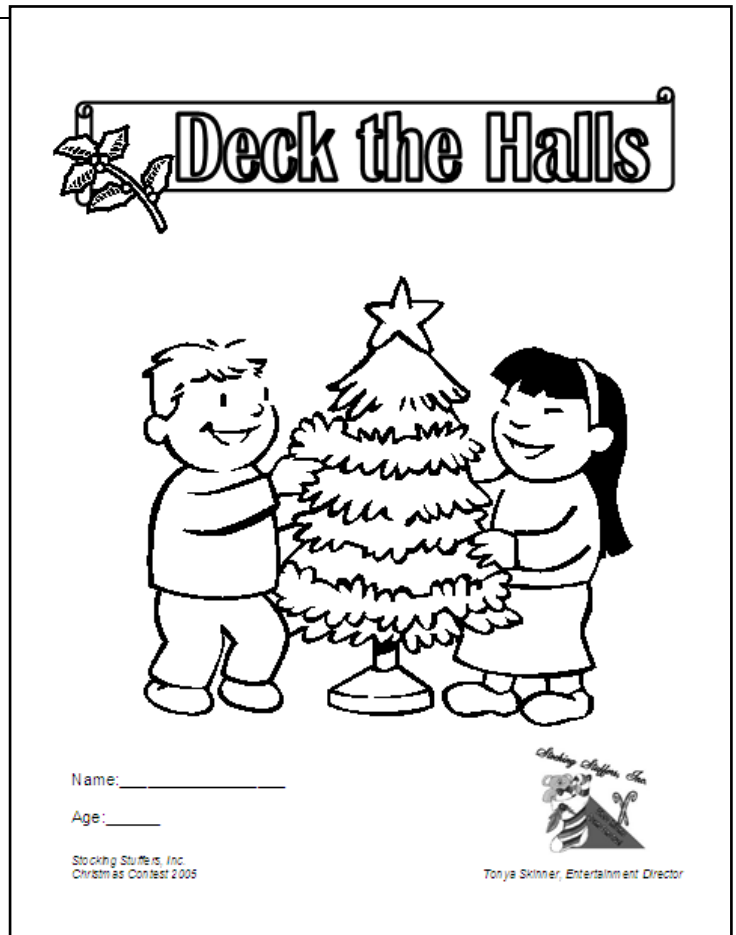
**Coloring Book Page**

Using clipart, create a coloring book page with a Christmas theme (portrait orientation). In Publisher, use the recolor clipart feature to recolor the clipart to white and leave the black parts black. Some clipart (if the outlines are not black) will not be useful, so select carefully. Include a hollow outlined WordArt with a Christmas message. Layout guides/margins should be set to .3" all the way around. In the bottom left corner, in 10 point font italics, put *Stocking Stuffers, Inc., Christmas Contest 200\_*. In the bottom right corner, in 10 point font, put your name, Entertainment Director. Above your name, include a miniature version of your logo. Include a name/age blank for the child entering the coloring contest somewhere on the coloring page. See the back page for a website with example coloring pages (they do not follow the guidelines for this project, however).

**Last Minute Christmas Special Flyer**

For this project, you are creating a flyer in landscape orientation that utilizes the drawing tools in Publisher. Create a layered shape similar to that below (comprised of four different shapes) and then layer to match the picture at the right. Make the filled oval and the stroke/border color around the big circle the same color. Use the preset fog gradient in the rotated trapezoid. Use a picture fill (RC, Format Autoshape, Color, Fill Effects, Picture, Browse). These are Christmas ornaments. Once you create the first one, group it and copy and paste several more. You will change the fill picture in each one to "advertise" the special. Feel free to change the color scheme on each one.

Your finished project should also include an Autoshape banner with a "list" of the specials in an informal handwriting font. In your Christmas ornaments, put a picture of each special. You decide on four things to include (get pictures from the internet). Put a clipart of a tree and place your ornaments accordingly. Don't forget your name as Entertainment Director in the corner and the company logo somewhere in your design. Example (without "specials" in each ornament)—





### Photo Card

As part of your company's special Christmas activities, you will be having photos with Santa. The company is looking for something nice and fun to display the children's photos with Santa. They want something that includes a photograph from the photo shoot, Christmas accents, and something that is suitable for sharing with friends and family (a text box they could sign, for example). Additionally, include a 12 pt border in a custom Christmas pattern (use a rectangle Autoshape, RC and Format Autoshape, choose BorderArt, and then click Create Custom; you can select from the gallery or locate a graphic of your choice from the internet—save it, and select it for use). Either fill in your card with light color or use a Christmas texture. See the websites listed on the back page for downloadable textures you can use for a fill. As always, don't forget your logo! Example:



NOTE: Create a custom paper size for this project (Page Setup, Custom, 8.5 x 5.5, and set to print one copy per page). Then, set layout/margin guides for the document to .5" all the way around.

### **Newspaper Advertisements**

Create two newspaper advertisements. For both advertisements, be sure to include your company logo. You may print both advertisements on one page.

Suggested setup: Set layout guides to .5" margins on all sides. Then, set grid guides for 2 columns and 2 rows. Place your larger ad in the top section and your quarter page ad in one of the bottom quadrants.

One should be a general half page advertisement to gain business for Stocking Stuffers, Inc. This advertisement should include a bulleted list of products/services, include location and phone number, and should utilize reverse text and a rotated shape. Use a thin, decorative border. The advertisement cannot contain any color; recolor to black and white.

The second advertisement should be a quarter page advertisement for Christmas photos with Santa. This should also be black/white. It should include the time and place of the photos with Santa and should have a price list for basic picture packages. Create this information yourself. The advertisement should include repeated graphic elements, rotated text and a hairline border.

## Helpful Websites

### Logos

<http://www.logowizard.net/samples.htm>

[http://christian.rottensteiner.info/marketing/logo-cd-inspiration/Logo\\_Layouts\\_01.JPG](http://christian.rottensteiner.info/marketing/logo-cd-inspiration/Logo_Layouts_01.JPG)

[http://christian.rottensteiner.info/marketing/logo-cd-inspiration/Logo\\_Layouts\\_02.JPG](http://christian.rottensteiner.info/marketing/logo-cd-inspiration/Logo_Layouts_02.JPG)

[http://www.frutal.org.br/frutal2004/img/logo\\_apoiadores.jpg](http://www.frutal.org.br/frutal2004/img/logo_apoiadores.jpg)

<http://www.notepadsinc.com/images/logos.jpg>

[http://www.custombusinesslogos.com/EPS\\_Logos/logos.jpg](http://www.custombusinesslogos.com/EPS_Logos/logos.jpg)

### Coloring Pages

[http://www.bronners.com/bcw/home.nsf/Public/Christmas\\_Coloring\\_Fun.htm](http://www.bronners.com/bcw/home.nsf/Public/Christmas_Coloring_Fun.htm)

### Example Business Card/Letterhead Layout

<http://www.borderxpress.com/bizcard/Layouts/>

<http://www.finemark.com/biz1.html>

### Christmas Tiled Backgrounds

<http://www.patswebgraphics.com/christmas/xmas-p3.html>

### December Holiday Backgrounds by Celeste

[http://www.graphics-by-celeste.com/holiday\\_graphics/decem\\_bg.html](http://www.graphics-by-celeste.com/holiday_graphics/decem_bg.html)

### FontFace

Remember, downloaded fonts will only work on your computer! Easy, downloadable fonts! Click the EXE file to automatically install it to your machine.

<http://www.fontface.com/fonts/>

### Free Christmas Fonts

Remember, downloaded fonts will only work on your computer! Follow the instructions on this page to install these fonts (unzip and extract to C:, Windows, Fonts).

<http://www.theholidayspot.com/christmas/fonts/>

## DTP Stocking Stuffers, Inc., Scoring Guide

FINISHED PROJECTS SHOULD BE DISPLAYED NEATLY BOUND WITH BINDING MACHINE; CREATE NICE COVER PAGE AND INCLUDE SCORING GUIDE (10 pts)

### Logo

Description	Points Possible	Points Earned
Clipart, text, and shape all included	15	
Correct size	5	
Creativity/Originality	5	
<b>TOTAL</b>	<b>25</b>	

### Business Card/Letterhead

Description	Points Possible	Points Earned
Job Title/Address/Logo included on both	5	
Card printed 8 to a page per instructions; correct setup	5	
Correct spelling/grammar	5	
Letterhead matches card, has decorative line, slogan	10	
Layout/Design	5	
<b>TOTAL</b>	<b>30</b>	

### Coloring Book Page

Description	Points Possible	Points Earned
Clipart used is recolored appropriately	10	
Required text included (contest, name, blanks for child)	5	
Logo and outlined WordArt included	5	
Creativity/Originality	5	
<b>TOTAL</b>	<b>25</b>	

### Last Minute Christmas Special Flyer

Description	Points Possible	Points Earned
Landscape page orientation	5	
Drawing tools used to create ornament; "cap" has gradient fill	10	
Autoshape banner with "list" of specials (handwriting font)	5	
Each ornament has a different photo of a special	5	
Logo/your name	5	
Layout/Design/Spelling	10	
<b>TOTAL</b>	<b>40</b>	

### Photo Card

Description	Points Possible	Points Earned
Custom page size is used (8.5 x 5.5); one copy printed	5	
Photograph used with Christmas accents	5	
"Share" box or similar item included	5	
12 pt custom Christmas border used	5	
Card filled with light color or Christmas background texture	5	
Logo	5	
Layout/Design/Spelling	10	
<b>TOTAL</b>	<b>40</b>	

**Half Page Advertisement**

Description	Points Possible	Points Earned
Includes a bulleted list of products/services	5	
Location/phone number used/Logo	5	
Reverse text	5	
Rotated shape	5	
Thin, decorative border	5	
Recolored to black and white	5	
Creativity/Spelling	10	
<b>TOTAL</b>	<b>40</b>	

**Quarter Page Advertisement**

Description	Points Possible	Points Earned
Includes time/date/place and price list for pictures	5	
Includes repeated graphic element	5	
Rotated text	5	
Hairline border	5	
Recolored to black and white	5	
Creativity/Spelling	10	
<b>TOTAL</b>	<b>35</b>	