

Sample Pages From The Book:

CONCERT

TITLE

DESKTOP PUBLISHER

A Desktop Publishing Simulation

Not for classroom use.



BUSINESS EDUCATION PUBLISHING™

Todd Toporski

Copyright



BUSINESS EDUCATION PUBLISHING

Concert Tour Desktop Publisher:

A Desktop Publishing Simulation

Published by

Business Education Publishing

Author

Todd Toporski

Editors

Michael Gecawich

Kathleen Hicks

Acknowledgements

Marcy Toporski

Paul Owens

The Computer Students at Sparta High School

Copyright

Copyright ©2007

Business Education Publishing

ISBN: 0-9774611-6-5

All Rights Reserved

No part of this work covered by copyright hereon may be reproduced or used in any form or by any means—graphic, electronic, or mechanical, including photocopying, recording, taping, Web distribution, or information storage and retrieval systems—without the expressed written permission of the publisher.

Permissions

For permission to use materials from this text, please contact us by:

Tel: 888.781.6921

Fax: 401.781.7608

E-mail: permissions@bepublishing.com

Mail: Business Education Publishing

P.O. Box 8558 • Warwick, RI 02888 • U.S.A.

All references made to specific software applications and/or companies used within this book are registered trademarks of their respective companies.

In the text, any references made to the band Stonehenge and its members are purely fictional and do not depict an actual band or real persons.

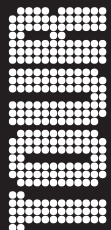
Table of Contents

| | |
|--|-----------|
| SECTION ONE: INTRODUCTION | 1 |
| 1.1 Welcome to Concert Tour Desktop Publisher..... | 2 |
| 1.2 Your Role as a Concert Tour Desktop Publisher | 2 |
| 1.3 The Skills You Will Be Drawing On Throughout This Simulation..... | 3 |
| 1.4 What You'll Be Asked to Design..... | 3 |
| 1.5 Prerequisite Skills..... | 4 |
| 1.6 Materials Required to Complete This Simulation | 4 |
| 1.7 Important Notes For The Instructor..... | 4 |
| | |
| SECTION TWO: USING THIS BOOK AND YOUR DESKTOP PUBLISHING SOFTWARE | 7 |
| 2.1 Understanding the Format of This Book | 8 |
| 2.2 How Each Project is Organized | 8 |
| 2.3 Using the Band Planning Form..... | 10 |
| 2.4 Using the Concert Tour Document Planning Form..... | 10 |
| 2.5 Saving Your Project Files..... | 10 |
| | |
| SECTION THREE: MEET STONEHENGE (YOUR CONCERT TOUR GUIDE BAND) | 13 |
| 3.1 Who is Stonehenge?..... | 14 |
| 3.2 How Stonehenge Was Formed | 14 |
| 3.3 Meet the Members of Stonehenge | 15 |
| 3.4 The Future of Stonehenge | 16 |
| | |
| SECTION FOUR: DTP TIPS AND GUIDELINES FOR MAKING YOUR BAND FAMOUS..... | 17 |
| 4.1 The Importance of Knowing Good Design Techniques | 18 |
| 4.2 Elements of a Well-Designed Document..... | 18 |
| 4.3 Desktop Publishing Tips and Guidelines To Help Make Your Band Famous | 19 |



Table of Contents (continued)

| | |
|--|------------|
| SECTION FIVE: TIME TO TAKE THE STAGE (THE INDIVIDUAL PARTS OF THE SIMULATION) | 21 |
| PART 1: THE AUDITION | 23 |
| Project 1: Creating Your Band and Getting it Approved..... | 25 |
| PART 2: THE OPENING ACT | 29 |
| Project 2: Design a Logo for Your Band..... | 31 |
| Project 3: Design a Business Card for Your Band..... | 35 |
| Project 4: Design Letterhead for Your Band..... | 39 |
| Project 5: Design an Envelope for Your Band | 43 |
| PART 3: THE FREE CONCERT | 47 |
| Project 6: Design a Concert Flyer | 49 |
| Project 7: Design a Concert T-shirt..... | 53 |
| Project 8: Design a Bumper Sticker for Your Band | 57 |
| Project 9: Design a Promotional Concert Frisbee | 61 |
| PART 4: YOUR BAND GETS DISCOVERED | 65 |
| Project 10: Design a CD Jewel Case | 67 |
| Project 11: Design a Poster for Your Band | 73 |
| Project 12: Design a Fan Club Newsletter | 77 |
| Project 13: Design a Fan Club Member Card | 81 |
| PART 5: YOUR BAND GOES ON TOUR | 85 |
| Project 14: Design a Three-Panel Brochure..... | 87 |
| Project 15: Design a Concert Ticket..... | 93 |
| Project 16: Design a Billboard Advertisement..... | 97 |
| PART 6: THE ENCORE (EXTRA CREDIT) | 101 |
| Project 17: Design a Backstage Pass..... | 103 |
| Project 18: Create a Tour Bus Design | 107 |





PROJECT 1: CREATING YOUR BAND AND GETTING IT APPROVED

Approximate Completion Time: 1 hour

OBJECTIVE:

- To create your concert tour band
- To obtain approval of your band from your instructor

PROJECT OVERVIEW:

Before you can take to the stage and participate in this simulation, you must create your own fictitious concert band and obtain permission to use it by your instructor. This project is divided into the following two parts:

Project 1-A: Creating Your Band Using the “Band Planning Form”

Project 1-B: Creating a Memo to Your Instructor to Obtain Approval to Use Your Band

Project 1-A: Creating Your Band Using the “Band Planning Form”

INSTRUCTIONS:

1. Obtain a copy of the *Band Planning Form* from your instructor.

Note: You can choose to create a one-man or one-woman band or a band with more than one member.

2. Carefully complete the *Band Planning Form*.

Note: The details you provide on the *Band Planning Form* will be used throughout the remainder of this simulation. Take your time in completing this form.

| BAND PLANNING FORM | | | | | | | | | | | | | | | | | | | |
|---|-----|----------|---------------|------------------|-----|----------|---------------|--|--|--|--|--|--|--|--|--|--|--|--|
| NAME: _____ | | | | | | | | | | | | | | | | | | | |
| INSTRUCTIONS: Complete this form to help you create a new band to use throughout the Concert Tour Desktop Publisher simulation. | | | | | | | | | | | | | | | | | | | |
| 1. In the space provided below, briefly describe what type of music you enjoy listening to. | | | | | | | | | | | | | | | | | | | |
| _____ | | | | | | | | | | | | | | | | | | | |
| 2. In the space provided below, list three possible names for your band. Note: Choose band names that are appropriate for the classroom. | | | | | | | | | | | | | | | | | | | |
| 1. _____ | | | | | | | | | | | | | | | | | | | |
| 2. _____ | | | | | | | | | | | | | | | | | | | |
| 3. _____ | | | | | | | | | | | | | | | | | | | |
| 3. Using the table provided below, list the members who will be in your band, including yourself. Include each member's age, hometown, and the instrument(s) each will play. Note: You can choose to have a one-man or one-woman band (also known as a solo artist). | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Band Member Name</th> <th>Age</th> <th>Hometown</th> <th>Instrument(s)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> | | | | Band Member Name | Age | Hometown | Instrument(s) | | | | | | | | | | | | |
| Band Member Name | Age | Hometown | Instrument(s) | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 4. In the space provided below, describe the type of music your band will play. | | | | | | | | | | | | | | | | | | | |
| _____ | | | | | | | | | | | | | | | | | | | |
| 5. In the space provided below, describe the target audience of your band to other words, who will be listening to your band? | | | | | | | | | | | | | | | | | | | |
| _____ | | | | | | | | | | | | | | | | | | | |
| 6. In the space provided below, list where fans can contact your band. | | | | | | | | | | | | | | | | | | | |
| Street Address: _____ City/State, Zip Code: _____ | | | | | | | | | | | | | | | | | | | |
| Phone Number: _____ Fax Number: _____ | | | | | | | | | | | | | | | | | | | |
| E-mail Address: _____ Web Site Address: _____ | | | | | | | | | | | | | | | | | | | |
| 7. Discuss the responses you provided on this form with your instructor and several classmates, asking them to choose the best name for your band. Then you decide what your band name will be. Write your band's name in the space provided below. | | | | | | | | | | | | | | | | | | | |
| The name of my band is: _____ | | | | | | | | | | | | | | | | | | | |
| © Pearson Education Publishing | | | | | | | | | | | | | | | | | | | |

Project 1-B: Creating a Memo to Your Instructor to Obtain Approval to Use Your Band

INSTRUCTIONS:

1. Using a word processing software application such as Microsoft Word, create a new document.
2. Save the document as "Instructor Memo" to the "Concert Tour DTP" folder.
3. Type and format a memo to your instructor following the template provided in **Figure 1.1**.
4. Carefully proofread your work for accuracy, format, spelling, and grammar.
5. Resave the document.
6. Print a copy of the document for your instructor.



COPYRIGHT

Figure 1.1

MEMO

To: [Your Instructor's Name]
From: [Your Name]
Date: [Current Date]
Subject: Concert Tour Desktop Publisher Band Approval

As you are aware, I am in the process of completing the *Concert Tour Desktop Publisher* simulation. In order to continue with the simulation, I am required to create my own band. Please review the proposed band provided below. Please indicate if I have your approval to use the proposed band by completing the bottom portion of this memo and returning it to me.

Proposed Band:

The name of my proposed band is [*band name*]. The type of music my band will play is [*type of music*].

The members of my band and the instruments/role each will play are [*list all band member names and instruments/role each will play*].

___ I approve this band for use in the *Concert Tour Desktop Publisher* simulation.

___ I do not approve this band for use in the *Concert Tour Desktop Publisher* simulation.

___ Instructor Initials

Instructor: Please return this form to the student after approving or not approving the proposed band.



ROCK THE NIGHT
DESKTOP PUBLISHER

PROJECTS INCLUDED:

- Project 2: Design a Logo for Your Band
- Project 3: Design a Business Card for Your Band
- Project 4: Design Letterhead for Your Band
- Project 5: Design an Envelope for Your Band



PROJECT 2: DESIGN A LOGO FOR YOUR BAND

Approximate Completion Time: 1 - 2 hours

OBJECTIVE:

To create and design a logo for your band

PROJECT OVERVIEW:

All businesses should have a recognizable logo that customers identify with; your band is no different. You need to develop a band logo that you can use with different documents throughout this simulation and that fans will recognize and immediately connect to your band.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A logo is a name, symbol, emblem, or trademark designed for easy and definite recognition. In short, a logo is one of the most important elements in defining an image for a company. A logo can contain text, graphics, or a combination of both.

STRATEGIES AND DESIGN TIPS:

- Take your time in designing your logo, as it is the most important element in creating your band's identity and image. The logo will be used in all future projects.
- Search the Internet for famous bands and analyze the design of their logos. Take note of the fonts (typefaces) and colors each band uses.
- Identify one or two appropriate fonts (typefaces) to use in your logo.
- Experiment with one or two colors to incorporate in your logo if you will be printing using a color printer.
- Experiment with grey scale colors if you will be printing using a monochrome (black ink only) printer.
- Browse a variety of possible clipart images to use in your logo that will help fans to identify with the band.
- Review the logo designed by Stonehenge in the "Spotlight on Stonehenge" section to get inspiration and design ideas for your logo. *Remember:* Use your own creativity and design skills. Do not copy Stonehenge's logo.
- Use a blank sheet of paper to sketch several possible logo designs for your band before creating one on the computer.



INSTRUCTIONS:

1. Using a blank sheet of paper and a pencil, sketch five different logo designs for your band.
2. Using the paper-sketched logos you created in Step 1, survey your instructor and several classmates asking them to select their favorite logo.
3. Select a final logo to use for your band.
4. Using an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software, create a new document.
5. Using the sketched logo you selected, create your band's logo.

Note: *Be sure to design your logo large enough in size so that it can be resized and scaled without losing quality and resolution.*

6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Save the logo as "Band Logo" to the "Concert Tour DTP" folder.

Note: *You will be required to use your logo in many of the projects you will be designing in this simulation. Save the logo in a format that will allow you to import/insert it as a graphic image in your desktop publishing software. Common formats are JPEG, TIFF, or BMP. Consult with your instructor if you are unsure of which format to use.*

8. Print a copy of the document if required by the instructor.



About Stonehenge's Logos:

Below are the five logo designs that Stonehenge considered using for their band. Notice how the band worked with using the famous Stonehenge rock symbol and a guitar to incorporate into the text part of their logo.

STONEHENGE

STONEHENGE 

STONEHENGE 

STONEHENGE 

STONEHENGE

Possible logo designs created by Stonehenge.

After surveying their family, friends, classmates, and fans, Stonehenge decided to use the logo shown below for their band.

STONEHENGE 

The final logo design chosen by Stonehenge.



PROJECT 3: DESIGN A BUSINESS CARD FOR YOUR BAND

Approximate Completion Time: .5 hours

OBJECTIVE:

To create and design a business card for your band

PROJECT OVERVIEW:

As you begin the task of publicizing your band and looking for places to play, you will be talking to club owners, agents, recording-industry executives, radio personalities, and prospective fans. You will need something to give these people so that they remember you, your band, and your contact information. In this project, you will use your desktop publishing skills to design a professional business card that will help project your band's identity and image.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A business card is a small printed card usually containing a person's name, business affiliation, job title, address, telephone number, fax number, and e-mail/Web site address. The purpose of a business card is to announce one's identity, presence, and the intention to conduct business. The business card is perhaps the most widely used mini-document in the business world. A business card is the handshake you leave behind after meeting someone in the professional world.

STRATEGIES AND DESIGN TIPS:

- Business cards present a lot of information in a small space. Utilize the space on your business card to highlight the most important information, such as the band logo, your name, and contact information.
- Avoid cluttering your business card and allow for plenty of white space to maximize readability.
- Obtain examples of real business cards to use as a guide in designing your own.
- The overall look and feel of your business card should match the style and design of your band's logo.
- Use a maximum of one or two fonts (typefaces) on your business card.
- Review the business card designed by Stonehenge in the "Spotlight on Stonehenge" section to get inspiration and ideas for designing your own. *Remember:* Use your own creativity and design skills. Do not copy Stonehenge's business card design.
- Use the "Concert Tour Document Planning Form" to plan the layout and design of your business card on paper first.



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the document as "Business Card" to the "Concert Tour DTP" folder.
3. Follow the Business Card Page Setup Instructions provided on the next page.
4. Include the following on your business card:

- Your band's logo
- Your band's slogan or tagline (if you have created one)
- Your name and title
- The names of the additional members in your band (optional, if room permits)
- Contact information including your band's address, city, state, zip code, phone number, fax number, e-mail address, and Web site address
- Additional graphic images and/or a border (optional, if room permits)

REMEMBER
TO PLAN YOUR
DESIGN ON THE
DOCUMENT PLANNING
FORM FIRST!

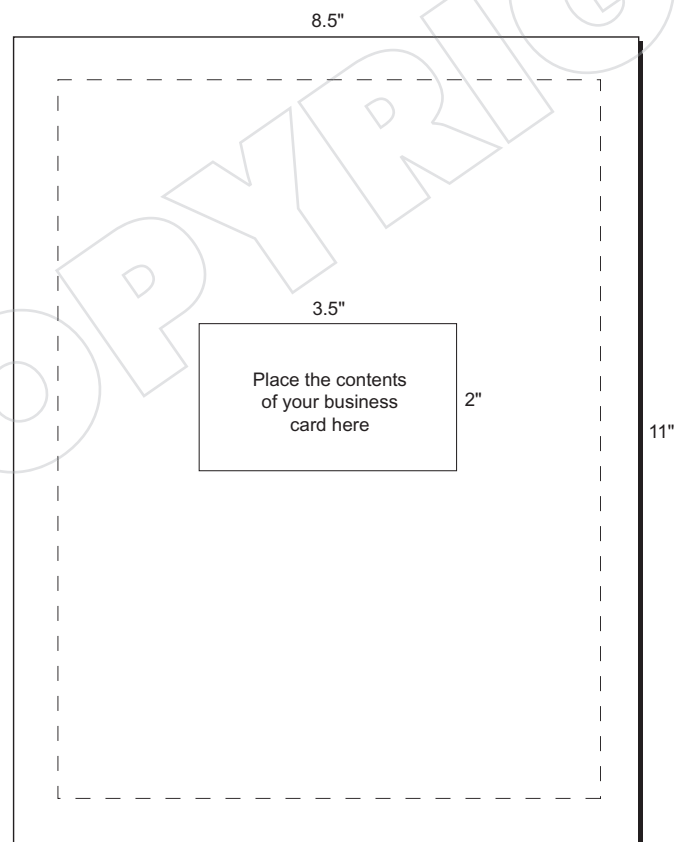
5. Format the size and placement of the text and other elements on the business card so that they are in proportion with each other and project a professional image.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document.
9. Write your name and "Project 3 Business Card" on the document.



BUSINESS CARD PAGE SETUP INSTRUCTIONS:



| | |
|----------------------------|---|
| # of Pages: | 1 |
| Dimensions: | 8.5 x 11 inches |
| Margins: | 1 inch on all sides |
| Orientation: | Portrait |
| Optional Materials: | Cardstock paper |
| Other: | Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches high. Place the rectangle in the center of the page. The rectangle represents the business card on your page. Place the contents of the business card within this rectangle. |



About Stonehenge's Business Card:

With the band logo complete, the business card design for Stonehenge was easy. Provided below is the final design for Stonehenge's business card. The one featured here is for Alexis Montgomery; however, each band member will have his own business card.



The final design of Stonehenge's business card.



PROJECT 4: DESIGN LETTERHEAD FOR YOUR BAND

Approximate Completion Time: .5 hours

OBJECTIVE:

To design letterhead stationery for your band

PROJECT OVERVIEW:

As you begin the task of setting up and publicizing your band, you will be communicating with agents, tour operators, club owners, and potential employees. Having letterhead stationery will give your band a professional image as you send letters and other types of correspondence. In this project, you will use your desktop publishing skills to design your band's letterhead.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A letterhead is a sheet of stationery with the name, address, logo and sometimes other relevant information of an organization printed at the top, bottom, left or right side. Letterhead is used to send business letters and other forms of correspondence and is created on standard size paper (8.5 x 11 inches).

STRATEGIES AND DESIGN TIPS:

- Keep the look and design of your letterhead clean and simple so that the reader is not distracted.
- Obtain some examples of letterhead to use as a guide in your own design.
- Design the letterhead so that it fits within the first 2.5 inches of the top margin of the page.
- Stick to using one font (typeface) on the letterhead.
- So that it gets noticed, be sure that your logo is the largest element on the letterhead.
- Review the letterhead designed by Stonehenge in the "Spotlight on Stonehenge" section to get inspiration and ideas for designing your own. *Remember:* Use your own creativity and design skills. Do not copy Stonehenge's letterhead design.
- Use the "Concert Tour Document Planning Form" to plan the layout and design of your letterhead on paper first.



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the document as "Letterhead" to the "Concert Tour DTP" folder.
3. Follow the Letterhead Page Setup Instructions provided on the next page.
4. Include the following on your letterhead:

- Your band's logo
- Your band's slogan or tagline (if you have created one)
- Contact information including your band's address, city, state, zip code, phone number, fax number, e-mail address, and Web site address
- A thin line to divide the letterhead region from the rest of the page (optional)

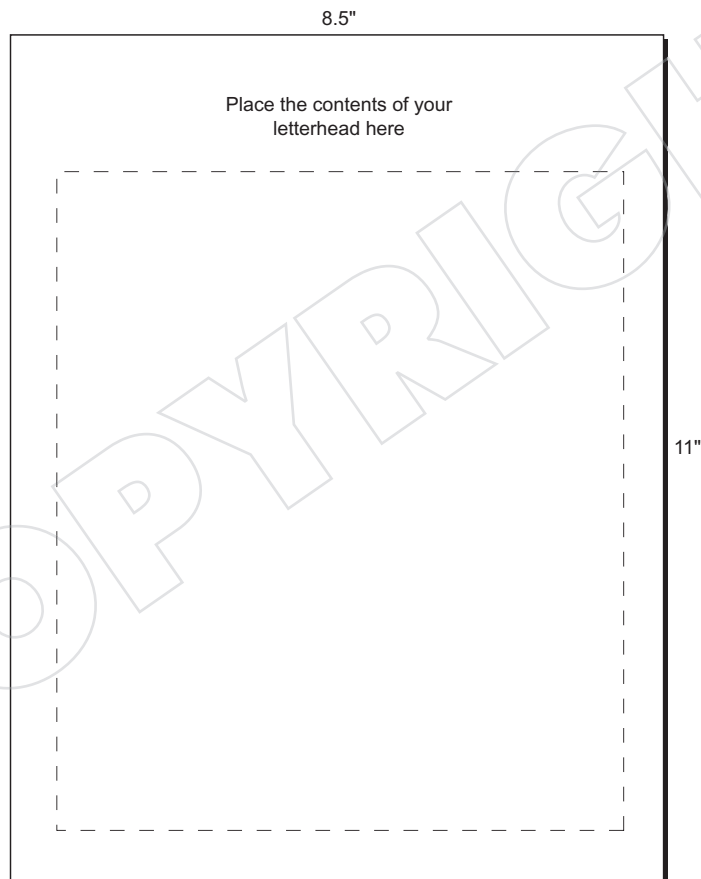
REMEMBER
TO PLAN YOUR
DESIGN ON THE
DOCUMENT PLANNING
FORM FIRST!

5. Format the size and placement of the text and other elements on the letterhead so that they are in proportion with each other and project a professional image.
Note: *The text and other elements should be placed within the top 2.5 inch margin. Do not let your design fall below this area.*
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document.
9. Write your name and "Project 4 Letterhead" on the document.



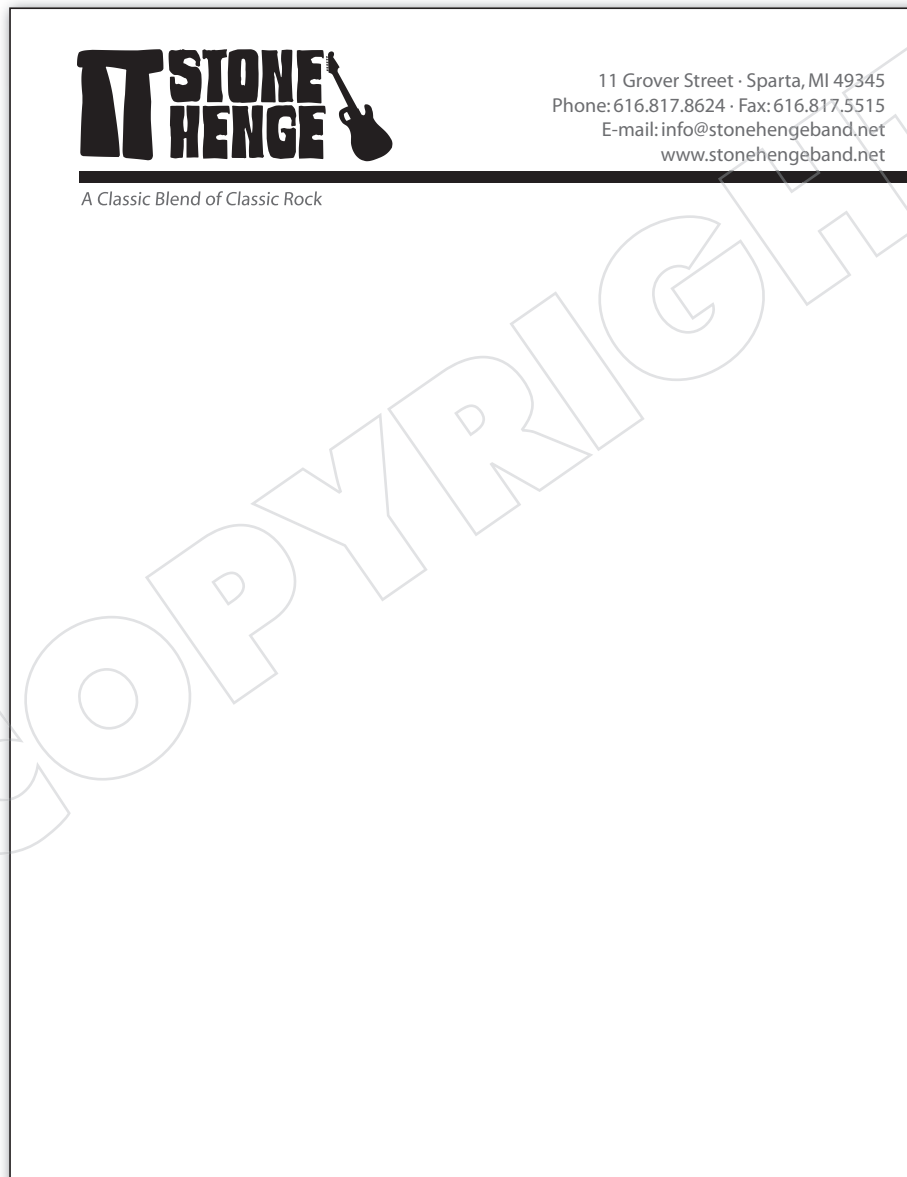
LETTERHEAD PAGE SETUP INSTRUCTIONS:

| | |
|---------------------|--|
| # of Pages: | 1 |
| Dimensions: | 8.5 x 11 inches |
| Margins: | Top: 1.5 to 2.5 inches (depending on your design) Left, right, and bottom: .75 inches |
| Orientation: | Portrait |



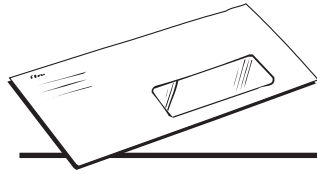
About Stonehenge's Letterhead:

To create a cohesive, consistent, and professional design, Stonehenge mirrored the design of their business card to create their letterhead. Provided below is the final design for Stonehenge's letterhead. Notice the consistency, simplicity, and professionalism Stonehenge is beginning to establish in the design of their band's documents.



The final design of Stonehenge's letterhead.

PROJECT 5: DESIGN AN ENVELOPE FOR YOUR BAND



Approximate Completion Time: .5 hours

OBJECTIVE:

To design an envelope for your band

PROJECT OVERVIEW:

In this project, you will use your desktop publishing skills to design an envelope that coordinates with your band's letterhead created in Project 4. The envelope will complete the design of your band's stationery.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

An envelope is one of the most important documents a business uses, yet its design is often overlooked. An envelope is the first document that recipients see. The envelope is what makes the first impression for a business. Common elements found on an envelope are the company name, address, and sometimes Web site address located in the top left-hand corner and the recipient's address in the center. The standard size of a business envelope (also known as a #10 envelope) is 4.125 inches tall x 9.5 inches wide.

STRATEGIES AND DESIGN TIPS:

- Model the design of your envelope to align with that of your letterhead and business card.
- Keep the design of your envelope simple.
- Obtain some examples of envelopes to use as a guide in your own design.
- Review the envelope designed by Stonehenge in the "Spotlight on Stonehenge" section to get inspiration and ideas for designing your own. *Remember:* Use your own creativity and design skills. Do not copy Stonehenge's envelope design.
- Use the "Concert Tour Document Planning Form" to plan the layout and design of your envelope on paper first.



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the document as “Envelope” to the “Concert Tour DTP” folder.
3. Follow the Envelope Page Setup Instructions provided on the next page.
4. Include the following in the return address area on your envelope:

- Your band’s logo
- Your band’s slogan or tagline (if you have created one)
- Contact information including your band’s address, city, state, zip code, and Web site address

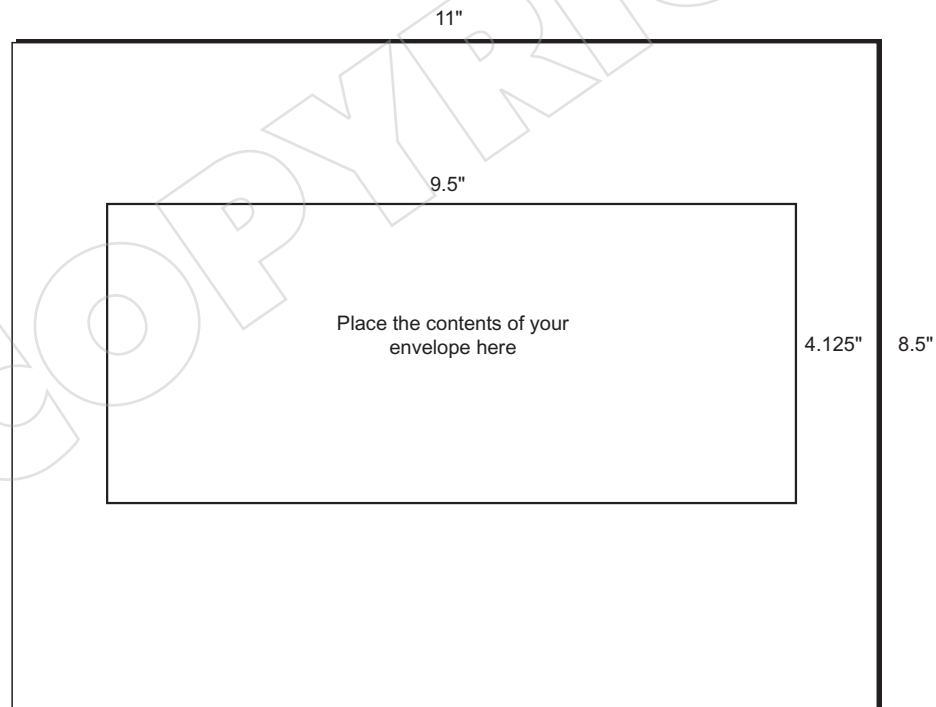
REMEMBER
TO PLAN YOUR
DESIGN ON THE
DOCUMENT PLANNING
FORM FIRST!

5. Format the size and placement of the text and other elements on the envelope so that they are in proportion with each other and project a professional image.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document.
9. Write your name and “Project 5 Envelope” on the document.



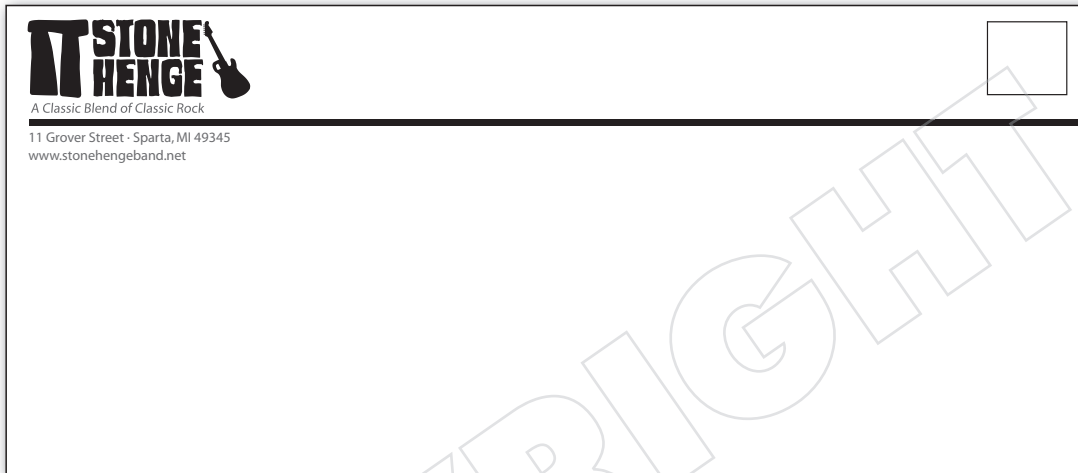
ENVELOPE PAGE SETUP INSTRUCTIONS:

| | |
|----------------------------|--|
| # of Pages: | 1 |
| Dimensions: | 11 x 8.5 inches |
| Margins: | 0 inches on all sides |
| Orientation: | Landscape |
| Optional Materials: | #10 business-size envelope |
| Other: | Draw a rectangle that measures 9.5 inches wide by 4.125 inches tall. Place the rectangle in the center of the page. This rectangle represents the envelope on your page. Place the contents of the envelope within this rectangle. |
| Suggested: | Print the document on a real #10 business envelope |



About Stonehenge's Envelope:

In keeping with the design of their letterhead and business card, Stonehenge created the following envelope design for their band.



The final design of Stonehenge's envelope.



CONCEPT
DESIGN
DESKTOP PUBLISHER

PROJECTS INCLUDED:

Project 6: Design a Concert Flyer

Project 7: Design a Concert T-shirt

Project 8: Design a Bumper Sticker for Your Band

Project 9: Design a Promotional Concert Frisbee



PROJECT 6: DESIGN A CONCERT FLYER

Approximate Completion Time: 1 - 2 hours

OBJECTIVE:

To design a flyer for your band's first concert

PROJECT OVERVIEW:

It is time to generate some publicity about your newly formed band, so you decide to hold a free concert in your community's local park. The free concert flyer will hopefully get people to come and hear your band play. In this project, you will use your desktop publishing skills to design a concert flyer to help advertise the big event. The flyer will be posted around your school, inside of local businesses, and on telephone poles in your surrounding community.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A flyer is used to communicate a simple message to an audience. It can take on a variety of formats and sizes. The design of a flyer can range from simple to complex. Flyers are used to announce events, advertise a product or service, or promote a cause. The primary objective of a flyer is to capture the reader's attention using minimal space.

STRATEGIES AND DESIGN TIPS:

- Most readers view flyers as "light" reading material, so try to keep the word count to a minimum while still keeping the reader's attention.
- Use a maximum of three fonts (typefaces) throughout your flyer.
- Do not clutter the flyer with too many graphic images, as this will distract readers.
- Use a layout and design scheme that is easy to read. The most important information should be placed near the top and middle areas of the flyer.
- Obtain some examples of flyers placed throughout your school and/or community to use as a guide as you design your own.
- Consider using a digital camera to include photographs of each member of your band on your flyer.
- Review the flyer designed by Stonehenge in the "Spotlight on Stonehenge" section to get inspiration and ideas for designing your own. *Remember:* Use your own creativity and design skills. Do not copy Stonehenge's concert flyer design.
- Use the "Concert Tour Document Planning Form" to plan the layout and design of your flyer on paper first.



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the document as "Flyer" to the "Concert Tour DTP" folder.
3. Follow the Concert Flyer Page Setup Instructions provided on the next page.
4. Include the following on your flyer:

- A simple-to-read, eye-catching headline

Examples: "Free Concert Coming Soon!"
"Premiere Free Concert of <Your Band Name>"

- Your band's logo
- Your band's slogan or tagline (if you have created one)
- Information about the type of music your band plays
- The names of each member in your band (optional)
- A "Call to Action" which includes the date, time, and location of the concert
- Contact information including your band's address, city, state, zip code, phone number, fax number, e-mail and Web site address
- Additional text and/or graphic images that will help make the flyer achieve the objective of getting people to attend the concert

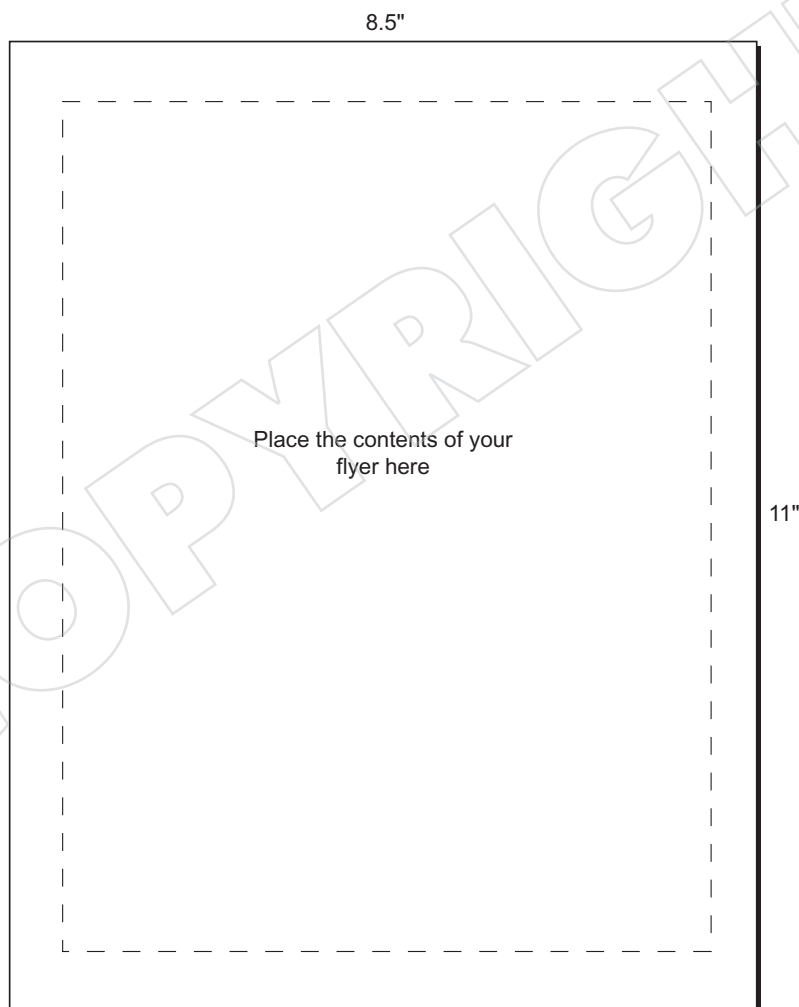
REMEMBER
TO PLAN YOUR
DESIGN ON THE
DOCUMENT PLANNING
FORM FIRST!

5. Format the size and placement of the text and other elements on the flyer so that they are in proportion with each other and project a professional image.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document.
9. Write your name and "Project 6 Flyer" on the document.



CONCERT FLYER PAGE SETUP INSTRUCTIONS:

| | |
|----------------------------|-------------------------|
| # of Pages: | 1 |
| Dimensions: | 8.5 x 11 inches |
| Margins: | .75 inches on all sides |
| Orientation: | Portrait |
| Optional Materials: | Colored paper |



About Stonehenge's Concert Flyer:

The members of Stonehenge were ecstatic about playing their first real concert. Stonehenge knew that in order to capture the attention of potential concertgoers and make a great first impression, they would need to create and design a well-written, eye-catching flyer. The band members agreed that the primary focus of the flyer would be that the concert was free. They also wanted to be sure to attract the right audience by highlighting the type of music they play as well.

After sketching several design schemes on paper first, Stonehenge created the flyer provided below to advertise their first concert.

FREE CONCERT

FEATURING... STONEHENGE
A Classic Blend of Classic Rock

A Newly Formed Band in the Sparta Community

WHERE?
Roger's Park
120 North State Street
Sparta, MI 49345

WHEN?
Friday,
May 23, 2008
7:00 p.m.

WHO?
The sensational new
band Stonehenge

Stonehenge's original songs are a blend of classic rock combining traditional instruments while preserving the sounds that made rock a staple in today's music industry.

Experience the sounds of Stonehenge by stopping by Roger's Park on Friday, May 23rd at 7:00 p.m.

INFORMATION
11 Grover Street
Sparta, MI 49345
Phone: 616.817.8624
Fax: 616.817.5515
E-mail: info@stonehengeband.net
www.stonehengeband.net

Mitch Mason
Alexis Montgomery
Corey Hill
Kyle Wilson

FREE CONCERT * FREE CONCERT * FREE CONCERT * FREE CONCERT * FREE CONCERT

The final design of Stonehenge's concert flyer.



PROJECT 7: DESIGN A CONCERT T-SHIRT

Approximate Completion Time: .5 hours

OBJECTIVE:

To design a concert T-shirt for your band to be sold at the free concert in the park

PROJECT OVERVIEW:

Capitalizing on the free publicity you will be receiving from the free concert in the park, you are going to sell T-shirts at the concert. Your friends have agreed to sell the shirts at a booth that will be set up near the entrance to the concert. Hopefully, your band will generate some revenue from the sales to use for future marketing efforts. In this project, you will use your desktop publishing skills to design a concert T-shirt to sell at your free concert. After the design is complete, it will be screen printed onto real T-shirts that will be sold at the concert.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

T-shirts that include a design printed on them are referred to as “novelty T’s.” Novelty T-shirts offer businesses a walking form of free advertising. T-shirt designs take on many forms, shapes, and sizes—from simple text to detailed graphics. A novelty T-shirt can include text and/or graphics printed on the front, back, and even the sleeves.

STRATEGIES AND DESIGN TIPS:

- If including a graphic image, be sure that it is large enough to be seen.
- If using a graphic image, keep it simple so that the viewer can tell what it is.
- Use a font (typeface) that is easy to read.
- Do not clutter the T-shirt design with too much text or too many graphic images. Keep it clean and simple.
- Make your band’s logo the largest element on the T-shirt. *Remember:* The purpose of the T-shirt is to gain exposure of your band.
- Review the T-shirt designed by Stonehenge in the “Spotlight on Stonehenge” section to get inspiration and ideas for designing your own. *Remember:* Use your own creativity and design skills. Do not copy Stonehenge’s T-shirt design.
- Use the “Concert Tour Document Planning Form” to plan the layout and design of your T-shirt on paper first.



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the document as "T-shirt" to the "Concert Tour DTP" folder.
3. Follow the Concert T-shirt Page Setup Instructions provided on the next page.
4. Include the following on the front of the T-shirt (the back will be left blank):

- An eye-catching headline that captures the theme of the free concert in the park (optional)
- Your band's logo
Note: *This should be the largest element on your T-shirt*
- Your band's slogan or tagline (optional)
- The date and location of the free concert
- The names and pictures of each member in your band (optional)
- Your band's Web site address (optional)
- Additional text and/or graphic images that will help make the T-shirt an attractive selling piece

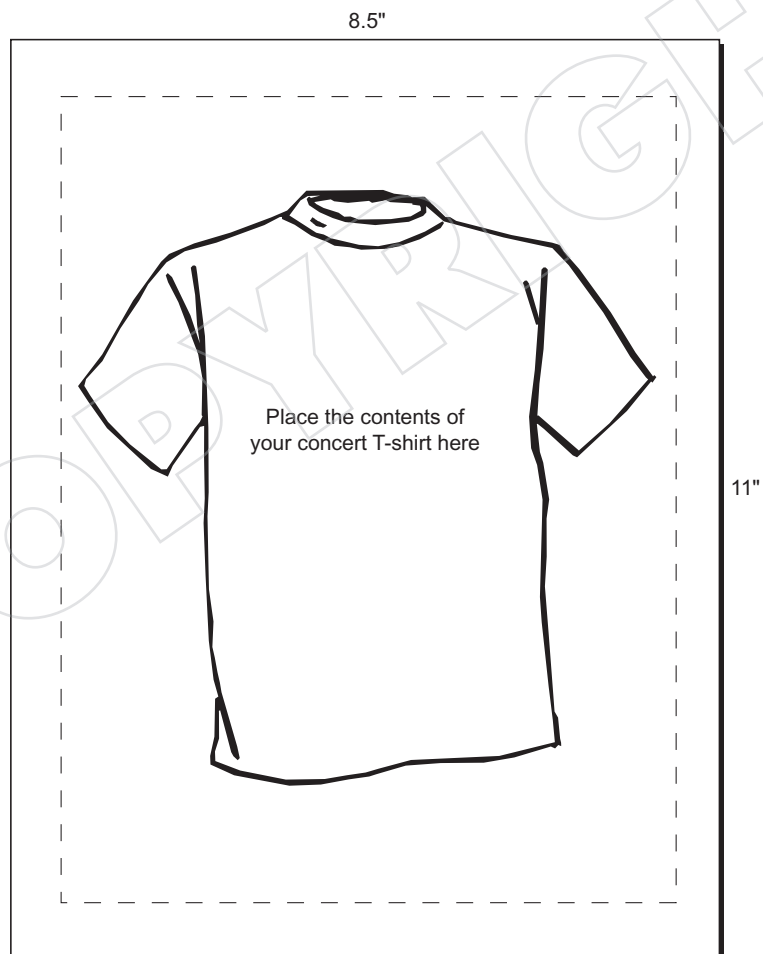
REMEMBER
TO PLAN YOUR
DESIGN ON THE
DOCUMENT PLANNING
FORM FIRST!

5. Format the size and placement of the text and other elements on the T-shirt so that they are in proportion with each other and project a professional image.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document.
9. Write your name and "Project 7 T-shirt" on the document.



CONCERT T-SHIRT PAGE SETUP INSTRUCTIONS:

| | |
|----------------------------|--|
| # of Pages: | 1 |
| Dimensions: | 8.5 x 11 inches |
| Margins: | .75 inches on all sides |
| Orientation: | Portrait |
| Optional Materials: | Colored paper, T-shirt transfer paper |
| Other: | Place the contents of the T-shirt design inside a graphic image of a blank T-shirt (optional). |



About Stonehenge's Concert T-shirt:

Following the design scheme from their concert flyer, Stonehenge set out to create a T-shirt design that highlighted their band's name and logo. To create a bit of "mystery" for viewers, the band decided not to include their photos or names on the T-shirt. The end result was a crisp, clean T-shirt design that concertgoers would want to purchase. Here is the final design for Stonehenge's concert T-shirt.



The final design of Stonehenge's concert T-shirt.